



Relationship Summary

April 2023

Exceed Advisory LLC

Exceed Advisory LLC is an investment adviser registered with the Securities and Exchange Commission. Investment advisory services and fees differ from brokerage services and fees and it is important for you to understand the differences. [Investor.gov/CRS](https://www.investor.gov/crs) is a website providing free and simple tools to research firms and financial professionals, and which provides educational materials about investment advisers, broker-dealers, and investing. We encourage you to ask us questions and have provided suggested conversation starters in call-out boxes throughout this Relationship Summary.

What investment services and advice can you provide me?

We primarily offer investment advisory services to institutions, such as mutual funds and other investment advisers. This relationship summary describes the investment advisory services we provide to individual (retail) investors, including option-based investment strategies for separately managed accounts. We do not provide general investment management services. Instead, we implement our option-based strategy based on the client's own risk/reward objectives.

We monitor client portfolios as part of an ongoing process with regular account reviews conducted at least quarterly and typically much more frequently. Reviews are also triggered by material market, economic or political events, or by changes in your risk/reward objectives. Monitoring is part of our standard services.

Given my financial situation, should I choose an investment advisory service? Why or why not?

How will you choose investments to recommend to me?

**What is your relevant experience, including your licenses, education and other qualifications?
What do these qualifications mean?**

We implement our option-based strategies on a discretionary basis. When you grant us discretionary authority, this means we don't need to call you before buying or selling securities in your account. We obtain discretionary authorization through our signed advisory agreement with you. Our advice is limited to options-based strategies and we do not impose a minimum account size.

For more detailed information about our services, please request a copy of our Form ADV, Part 2A brochure. You can also find a copy by visiting [this link](#).

What fees will I pay?

We provide advice to separately managed accounts for an annual asset-based fee. Our fee is based on your total assets to which the option strategy is applied. The fee is negotiable and ranges from 25 to 125 basis points (.0025 and .0125) annually. We bill our fee quarterly in advance, usually deducted automatically from your account with the qualified custodian you select. When we charge asset-based fees, the more assets we manage, the higher the dollar amount of fees you pay, though the overall percentage amount we charge goes down as your assets increase. We therefore have a financial incentive to encourage you to increase the amount of assets we manage for you.

Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

In addition to our advisory fees, you will pay fees charged by third parties for other services provided to you, including transaction fees charged by your custodian and broker-dealer. Examples of these costs you might pay include brokerage commissions, asset-based custodial fees, retirement account maintenance fees, and wire transfer fees.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. Our [Form ADV, Part 2A \(Item 5 and Item 12\)](#) contains more detailed information about fees and costs.

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you.

How might your conflicts of interest affect me, and how will you address them?

Our primary conflict of interest is our receipt of asset-based fees. We address the conflict by disclosing it; you are not required to increase the amount of assets we advise on.

Our [Form ADV, Part 2A](#) contains detailed information about our conflicts of interest. See especially Items 5, 10 & 12.

How do your financial professionals make money?

Some of our financial professionals receive salaries and others receive variable compensation related to the total advisory fees they generate. Variable compensation creates a financial incentive to find and retain clients. Our Chief Executive Officer is also affiliated with other investment advisers and receives material compensation from those advisers. The activities of these other advisers do not conflict with Exceed's services to its clients.

Do you or your financial professionals have legal or disciplinary history?

No. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

As a financial professional, do you have any disciplinary history? For what type of conduct?

For more detailed information about our investment advisory services, or to request another copy of this Relationship Summary, please contact us at (646) 580-7046 and speak to your advisory professional or our compliance support staff. You may also visit the SEC's public disclosure website at www.adviserinfo.sec.gov.

Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?