



IAPD Report

AJAY J. DESAI

CRD# 4058022

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 5
Registration and Employment History	6
Disclosure Information	7

i When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.
Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

AJAY J. DESAI (CRD# 4058022)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **05/13/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	UBS FINANCIAL SERVICES INC.	CRD# 8174	11/04/2011
IA	UBS FINANCIAL SERVICES INC.	CRD# 8174	11/04/2011

QUALIFICATIONS

This representative is currently registered in **10** SRO(s) and **35** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	MORGAN STANLEY SMITH BARNEY	149777	CHICAGO, IL	06/01/2009 - 11/09/2011
IA	MORGAN STANLEY SMITH BARNEY LLC	149777	CHICAGO, IL	06/01/2009 - 11/09/2011
B	CITIGROUP GLOBAL MARKETS INC.	7059	CHICAGO, IL	11/07/2005 - 06/01/2009

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	3



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **35** jurisdiction(s) and **10** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **UBS FINANCIAL SERVICES INC.**
Main Address: 1200 HARBOR BOULEVARD
WEEHAWKEN, NJ 07086
Firm ID#: 8174

Regulator	Registration	Status	Date
B BOX Exchange LLC	General Securities Representative	Approved	05/15/2012
B Cboe Exchange, Inc.	General Securities Representative	Approved	11/04/2011
B FINRA	General Securities Representative	Approved	11/04/2011
B NYSE American LLC	General Securities Representative	Approved	11/04/2011
B NYSE Arca, Inc.	General Securities Representative	Approved	11/04/2011
B NYSE Texas, Inc.	General Securities Representative	Approved	07/20/2022
B Nasdaq ISE, LLC	General Securities Representative	Approved	11/04/2011
B Nasdaq PHLX LLC	General Securities Representative	Approved	11/04/2011
B Nasdaq Stock Market	General Securities Representative	Approved	11/04/2011
B New York Stock Exchange	General Securities Representative	Approved	11/04/2011
B Arizona	Agent	Approved	11/04/2011
B California	Agent	Approved	11/04/2011
B Colorado	Agent	Approved	12/06/2011



Qualifications

Regulator	Registration	Status	Date
B Connecticut	Agent	Approved	05/14/2026
B Delaware	Agent	Approved	08/18/2025
B Florida	Agent	Approved	11/04/2011
B Georgia	Agent	Approved	11/04/2011
B Illinois	Agent	Approved	11/04/2011
IA Illinois	Investment Adviser Representative	Approved	11/04/2011
B Indiana	Agent	Approved	11/10/2011
B Iowa	Agent	Approved	11/04/2011
B Kansas	Agent	Approved	08/02/2016
B Louisiana	Agent	Approved	11/04/2011
B Massachusetts	Agent	Approved	11/10/2011
B Michigan	Agent	Approved	12/22/2011
B Minnesota	Agent	Approved	11/04/2011
B Missouri	Agent	Approved	07/01/2020
B Montana	Agent	Approved	07/01/2020
B Nebraska	Agent	Approved	12/07/2011
B Nevada	Agent	Approved	11/12/2025
B New Jersey	Agent	Approved	11/04/2011
B New Mexico	Agent	Approved	11/22/2021



Qualifications

Regulator	Registration	Status	Date
B New York	Agent	Approved	11/04/2011
B North Carolina	Agent	Approved	10/06/2020
B Ohio	Agent	Approved	11/04/2011
B Oregon	Agent	Approved	11/04/2011
B Rhode Island	Agent	Approved	04/29/2014
B South Dakota	Agent	Approved	01/08/2025
B Tennessee	Agent	Approved	11/04/2011
B Texas	Agent	Approved	11/04/2011
IA Texas	Investment Adviser Representative	Restricted Approval	12/07/2011
B Utah	Agent	Approved	10/10/2024
B Virgin Islands	Agent	Approved	04/07/2021
B Virginia	Agent	Approved	07/06/2018
B Washington	Agent	Approved	11/04/2011
B Wisconsin	Agent	Approved	09/28/2023
B Wyoming	Agent	Approved	06/07/2017

Branch Office Locations

UBS FINANCIAL SERVICES INC.
 ONE NORTH WACKER DRIVE
 STE 3300
 CHICAGO, IL 60606

UBS FINANCIAL SERVICES INC.
 Naperville, IL



Qualifications

PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 0 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.





Principal/Supervisory Exams

Exam	Category	Date
------	----------	------

No information reported.



General Industry/Product Exams

Exam	Category	Date
------	----------	------

 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 National Commodity Futures Examination (S3)	Series 3	01/30/2006
 Futures Managed Funds Examination (S31)	Series 31	03/10/2005
 General Securities Representative Examination (S7)	Series 7	12/28/1999

State Securities Law Exams

Exam	Category	Date
------	----------	------

 Uniform Investment Adviser Law Examination (S65)	Series 65	12/11/1999
 Uniform Securities Agent State Law Examination (S63)	Series 63	12/11/1999

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	06/01/2009 - 11/09/2011	MORGAN STANLEY SMITH BARNEY	CRD# 149777	CHICAGO, IL
IA	06/01/2009 - 11/09/2011	MORGAN STANLEY SMITH BARNEY LLC	CRD# 149777	CHICAGO, IL
B	11/07/2005 - 06/01/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	CHICAGO, IL
IA	11/07/2005 - 06/01/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	CHICAGO, IL
IA	06/07/2000 - 11/08/2005	MERRILL LYNCH PIERCE FENNER & SMITH INC.	CRD# 7691	CHICAGO, IL
B	01/02/2000 - 11/08/2005	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, NY

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
11/2011 - Present	UBS FINANCIAL SERVICES INC	FINANCIAL ADVISOR	Y	CHICAGO, IL, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

SAY HOLDINGS LLC; 1204 Heatherton Dr, Naperville, IL 60563; personal holding company; Member of Board of directors; pay taxes, bills, capital calls; 5/1/2012; Business hours per month: No // PB ESVC LLC; 101 Colorado St, #1806, Austin, TX 78701; private holding company; Member of Board of directors; passive minimal; 11/1/2013; Business hours per month: No // THE CRYO-EFFECT LLC; 1313 S. Wabash Ave, Chicago, IL 60603; retail location to provide cryotherapy services; Advisor or advisory group member if advice given may influence an officer/board; available to help mentor the manager of the business; 7/1/2018; Business hours per month: No // BLUE HORSESHOW ENTERPRISES; 1760 West Wrightwood Ave, Chicago, IL 60614; lease 2 airplanes; Other; passive equity owner; none; 5/23/2014; Business hours per month: No // SARS ASSOCIATES LLC; 2510 Abbott Plaza, Carter Lake, IA 51510; owns hotel- holidia inn express; Partner; none; 1/1/2006; Business hours per month: No // JD ASSOCIATES LLC; 2601 Abbott Plaza, Omaha, NE 68110; own/manage hotel - candlewood inn; Partner; none; 1/1/2008; Business hours per month: No//Iowa State University Foundation,IowaUnited States FoundationEducationFoundation for Iowa State UniversityActiveMember of a committee with management / supervisor functionsmember of the finance committee. No role in any investment decisions or approving any payments, etc. it is a passive role15Start date- 7/1/2021



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	3

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	UBS Financial Services Inc.
Allegations:	Time frame: 2012-2020 Claimant's counsel alleges unsuitability and negligence with respect to recommendations and investment of accounts.
Product Type:	Other: Equities
Alleged Damages:	\$1,000,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA Arbitration
Docket/Case #:	20-02838
Filing date of arbitration/CFTC reparation or civil litigation:	08/31/2020

Customer Complaint Information

Date Complaint Received:	08/31/2020
Complaint Pending?	No



Status: Settled
Status Date: 04/28/2022
Settlement Amount: \$98,000.00
Individual Contribution Amount: \$0.00

Disclosure 2 of 3

Reporting Source: Firm
Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
Allegations: THE CUSTOMER ALLEGES UNSUITABLE INVESTMENT RECOMMENDATIONS, MISREPRESENTATION AND OMISSION OF MATERIAL FACTS REGARDING INVESTMENTS PURCHASED IN DECEMBER 2003.
Product Type: Other: CDO'S
Alleged Damages: \$390,274.25
Is this an oral complaint? No
Is this a written complaint? Yes
Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 06/08/2010
Complaint Pending? No
Status: Settled
Status Date: 12/29/2011
Settlement Amount: \$1,740,906.15
Individual Contribution Amount: \$0.00

.....

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
Allegations: THE CUSTOMER ALLEGES UNSUITABLE INVESTMENT RECOMMENDATIONS, MISREPRESENTATION AND OMISSION OF MATERIAL FACTS REGARDING INVESTMENTS PURCHASED IN DECEMBER 2003.
Product Type: Other: CDO'S
Alleged Damages: \$390,274.25
Is this an oral complaint? No
Is this a written complaint? Yes
Is this an arbitration/CFTC reparation or civil litigation? No



Customer Complaint Information

Date Complaint Received: 06/08/2010
Complaint Pending? No
Status: Settled
Status Date: 12/29/2011
Settlement Amount: \$1,740,906.15
Individual Contribution Amount: \$0.00

Broker Statement AS THIS ISSUE DATES BACK TO A PURCHASE MADE IN 2003, MY RECOLLECTION IS THAT THIS PRODUCT WAS SUITABLE FOR THE CLIENT GIVEN HER FINANCIAL STATUS AND MY UNDERSTANDING OF HER RISK TOLERANCE & OVERALL PORTFOLIO ALLOCATION AS STATED BY THE CLIENT. THE VALUE OF THIS INVESTMENT WAS GREATLY REDUCED DUE TO THE FINANCIAL CREDIT CRISIS AND COLLAPSE IN 2007 AND 2008. IT IS WORTH NOTING THAT BACK IN 2003, I WAS A JUNIOR PARTNER ON THE TEAM OF THREE BROKERS INVOLVED WITH THE CLIENT. FURTHERMORE, I LEFT THE FIRM (MERRILL LYNCH) IN LATE 2005. DURING THE DECLINE OF THE INVESTMENT, I WAS EMPLOYEED BY ANOTHER FIRM AND HAD NOT ADVISED THE CLIENT AND HER ACCOUNT IN OVER 6 YEARS

Disclosure 3 of 3

Reporting Source: Firm
Employing firm when activities occurred which led to the complaint: MERRIL LYNCH, PIERCE, FENNER & SMITH, INC.
Allegations: THE CUSTOMER ALLEGES THAT THE FINANCIAL ADVISOR MADE UNSUITABLE INVESTMENT RECOMMENDATIONS.
Product Type: Debt - Asset Backed
Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 02/07/2008
Complaint Pending? No
Status: Settled
Status Date: 05/14/2008
Settlement Amount: \$158,424.00
Individual Contribution Amount: \$0.00

Firm Statement MERRILL LYNCH REPURCHASED THE DEBT SECURITY FROM THE CUSTOMER FOR \$158,424.00. THE BROKER WAS NOT ASKED TO CONTRIBUTE TO THE SETTLEMENT.

Reporting Source: Individual



Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH, INC.

Allegations: THE CUSTOMER ALLEGES THAT THE FINANCIAL ADVISOR MADE UNSUITABLE INVESTMENT RECOMMENDATIONS.

Product Type: Debt - Asset Backed

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 02/07/2008

Complaint Pending? No

Status: Settled

Status Date: 05/14/2008

Settlement Amount: \$158,424.00

Individual Contribution Amount: \$0.00

Broker Statement I HAVE BEEN GONE FROM MERRILL LYNCH SINCE NOVEMBER 2005. I HAVE NOT HAD ANY CONTACT WITH THE CLIENT SINCE THEN, AND HAVE NO KNOWLEDGE OF THEIR CURRENT PORTFOLIO AT THIS TIME. AT THE TIME OF INVESTMENT, CLIENT WAS AWARE OF THE BENEFITS AND RISK OF THE PRODUCT AND WAS APPROPRIATE AT THE TIME. ML REPURCHASED THE DEBT SECURITY FROM THE CLIENT. THE BROKER WAS NOT ASKED TO CONTRIBUTE TO THE SETTLEMENT.



End of Report

This page is intentionally left blank.