

### Item 1. Introduction

MASECO LLP (“we”, “us”, or “our”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser. We are also authorised and regulated by the UK Financial Conduct Authority (FCA).

Brokerage and investment advisory services and fees differ, and it is important that you understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers and investing.

### Item 2. Relationships and Services

#### What investment services and advice can you provide me?

We provide discretionary and non-discretionary investment advisory services to individuals and families.

- Discretionary service: We make investment decisions on your behalf without prior approval.
- Non-discretionary service: We provide recommendations, and you make the final investment decisions.

We offer ongoing portfolio management and monitor portfolios on an ongoing basis, including periodic rebalancing. We also conduct periodic client reviews to help ensure portfolios remain aligned with your financial circumstances, investment objectives, and risk tolerance by scheduling a client review at least once a year.

We primarily construct diversified portfolios using exchange-traded funds (ETFs), but may also invest directly in equities or bonds where appropriate. We do not provide custody services and work with third-party custodians to hold client assets.

We consider your financial situation, objectives, risk tolerance, time horizon and other needs when recommending or managing investments.

You may place reasonable restrictions on investments in your portfolio.

We typically require a minimum account size of \$1,000,000. This minimum account size may be negotiable under certain circumstances

Additional information about our services is available in Part 2A of our Form ADV which is available at <https://adviserinfo.sec.gov/firm/summary/147686>.

Conversation starters:

Ask Your Financial Professional

- 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?

### Item 3. Fees, Costs, Conflicts, and Standard of Conduct

#### What fees will I pay?

We charge an annual fee based on a percentage of the assets we manage for you, generally ranging from .70% - 1.25% annually:

- First \$500,000: 1.25%
- \$500,001 – \$1,000,000: 1.00%
- \$1,000,001 – \$2,500,000: 0.90%
- \$2,500,001 – \$5,000,000: 0.80%
- Above \$5,000,001: 0.70%

Fees are typically deducted from your account quarterly in advance.

In addition to our fees, you will also incur other costs, including:

- Custodian fees
- Transaction costs (e.g. brokerage charges)
- Fees embedded within investment funds (e.g. ETF expense ratios)

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. Because our fee is based on assets under management, we have an incentive to encourage you to increase the amount of assets in your account.

Additional information about our fees is available in Part 2A of our Form ADV which is available at <https://adviserinfo.sec.gov/firm/summary/147686>.

Conversation starter:

Ask Your Financial Professional

- 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?

**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. Here are some examples to help you understand what this means..

Examples of conflicts include:

- Asset-based fees: We have an incentive to increase the assets we manage for you.
- Referrals: We may pay or receive referral fees, which creates an incentive to recommend or accept introductions.
- Third-party relationships: We may receive non-monetary benefits such as hospitality from third parties.

We address conflicts through internal policies and procedures designed to identify, manage, and mitigate them, including our Code of Ethics and Conflicts of Interest policy.

Conversation starter:

Ask Your Financial Professional

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

Additional information about our conflicts of interest can be found in our Form ADV Part 2A at <https://adviserinfo.sec.gov/firm/summary/147686>.

**How do your financial professionals make money?**

Our financial professionals are compensated based on a combination of factors, including:

- Revenue generated from client relationships (linked to assets under management)
- Individual and firm performance
- Compliance and conduct considerations

Some professionals receive a salary and discretionary bonus, while others participate in profit distributions based on ownership.

This creates an incentive to retain and grow client assets.

**Item 4. Disciplinary History**

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

No. Neither we nor our financial professionals have reportable legal or disciplinary history.

Please visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

Conversation starter:

Ask Your Financial Professional

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

**Item 5. Additional Information**

For additional information about our services, please visit [www.masecoprivatewealth.com](http://www.masecoprivatewealth.com) or refer to our Form ADV Part 2 brochure, which is available at <https://adviserinfo.sec.gov/firm/summary/147686>.

You can request additional and up-to-date information by contacting us::

- Telephone: +44 (0)20 7043 0455 / +1-888-MASECO1
- Email: [enquiries@masecopw.com](mailto:enquiries@masecopw.com)

Conversation starters:

Ask Your Financial Professional

- 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?

If you have concerns, you may contact our Chief Compliance Officer at [compliance@masecopw.com](mailto:compliance@masecopw.com).