

Form CRS - Conversation Starters

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

You should choose an investment advisory service if you are not sure how to invest your money. We can provide guidance to help you put your money to work. We focus on Gen Z and Millennial investors with high risk tolerance, so we are able to recommend certain vehicles that are not suitable for investors with lower risk tolerance that are closer to retirement, that Gen Z/Millennial investors may not have considered before. If you have a deep understanding of the financial markets and have invested your own money before, you probably don't need an advisory service.

How will you choose investments to recommend to me?

Among other factors, we will look at your age, your risk tolerance, your time to retirement, and your investment goals to determine what investments to recommend. For instance, if you are a young investor with high risk tolerance, a small allocation to cryptocurrency may be suitable. If you have low risk tolerance, it is not suitable.

What is your relevant experience, including your licenses, education and other qualifications?

What do these qualifications mean?

Enum Equity is a start-up investment advisory service with a limited track record and qualifications. We do not provide personalized investment advisory services, however if you have a large amount of capital to invest, it is probably better for you to stick with an established player such as Vanguard or Fidelity.

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?

If you had \$10,000 to invest, you would not need to pay us any amount as we do not provide personalized investment advisory services. We do not accept client funds or securities, so none of your \$10,000 would be invested by us.

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

We do not allow employees of Enum Equity to transact in thinly-traded, low-volume securities for thirty days after recommending it to a client other than regular, scheduled purchases or sales. High-volume securities in which price impact of client transactions is close to zero (i.e. Vanguard S&P 500 mutual fund, Apple common stock, etc.) are exempt from this restriction. For more detailed information about conflicts of interest, view our brochure on our website at <https://www.enamequity.com>.

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

No

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?

Your primary contact person is Ashli Norton, President at Enum Equity or Patrick Chukwura, Principal/Chief Compliance Officer at Enum Equity. They are representatives of an investment adviser. If you have concerns about how Ashli or how Patrick is treating you, you may file a complaint with the SEC at www.sec.gov/oiea/Complaint.html.