FINANCIAL SERVICES GUIDE

AUTHORISED FOR DISTRIBUTION BY: LJFD PTY LTD
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For:

- **HEARD FINANCIAL PTY LTD**
  Corporate Authorised Representative (AFSR: 444271) of LJFD Pty Ltd
  93 Frome Street Adelaide SA 5000 Phone: (08) 7070 1600

&

- **HEARD PAYNEHAM PTY LTD**
  Corporate Authorised Representative (AFSR: 1293595) of LJFD Pty Ltd
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PURPOSE OF THIS DOCUMENT

This Financial Services Guide (FSG) is an important document designed to assist you in making an informed decision on whether you wish to utilise our services. It also contains important information about:

1. Who we are
2. The services we provide
3. Your financial adviser
4. The financial advice process
5. Fees and commissions
6. Conflicts of interest that may impact our services
7. How we deal with complaints
8. Your privacy

When we provide you with financial planning services you may receive:

- A Statement of Advice (SoA) or Record of Advice (RoA) which documents the advice we provide to you.
- A Product Disclosure Statement (PDS) which explains the products we have recommended.

WHO WE ARE

LJFD PTY LTD holds an Australian Financial Services Licence (438458) which has been issued by the Australian Securities and Investments Commission (ASIC).

Heard Financial Pty Ltd and Heard Payneham Pty Ltd (trading as Heard Financial) are each a company owned and managed by Nicholas Heard and each is a Corporate Authorised Representative of LJFD Pty Ltd (Licence Holder).

We are required to comply with the obligations of the Corporations Act and the conditions of our licence.

This includes the need to have compensation arrangements in place with a Professional Indemnity insurer.

THE SERVICES WE PROVIDE

We provide a comprehensive range of advice and dealing services which include:

- Superannuation
- Self managed superannuation funds
- Securities
- Managed investments
- Personal insurance
- Margin lending
- Retirement planning
- Deposit products
- Aged Care

YOUR FINANCIAL ADVISER

Your Adviser will provide these services to you via Heard Financial or Heard Payneham.

The Financial Services Guide Part 2 'Financial Planner Profiles' contains information about your Adviser and the products and services they are authorised to provide you.

Your Adviser acts on behalf of Heard Financial who is responsible for the services that they provide.

LEGISLATIVE NOTICE:

We are not independent.

The law makes it very difficult for most advisers to say they are independent, unbiased or impartial, even if they are not in any way linked to a financial product provider (like a bank).

If, for example, an adviser gets paid a commission to help a client arrange some insurance they are automatically prohibited from calling themselves independent. Most advisers who receive those commissions charge their clients very little (if anything) for the advice or the help they provide putting a policy into place. From time to time, we receive these commissions.

So, although we will always put your interests before ours when giving advice we cannot (by law) call ourselves independent, unbiased or impartial.

THE FINANCIAL ADVICE PROCESS

We recognise that the objectives and personal circumstances of each client are different. What is right for one client may not be right for another.

We will listen to you to understand your objectives and circumstances. We will also ask questions to make sure we address all issues. We will always provide advice which is in your best interest.

When we first provide advice to you it will be explained thoroughly and documented in a Statement of Advice (SoA) which you can take away and read.

The Statement of Advice will explain the basis for the advice, the cost to you of implementing the advice and any commissions or associations which could have influenced the advice.

For investment and insurance recommendations, we will provide you with a Product Disclosure Statement. This contains information to help you understand the product being recommended.

We welcome you to contact us at any time and ask questions about the advice and investments recommended.

You can provide instructions to us in writing, via phone or email. Please note you are responsible for ensuring your instructions reach us.

We may provide you with portfolio management services and further advice to you to keep your plan up to date allowing for changes in your circumstances and changes in the law.

The ongoing services we provide will depend on the terms of the Service Agreement you sign with us. Ongoing advice will be documented in a Record of Advice (RoA).

FEES

All fees are payable to LJFD Pty Ltd and our Advisers receive a salaried remuneration package.

Your first meeting with us is complimentary and obligation free.

Nicholas Heard is a director and owner of Heard Financial Pty Ltd and Heard Payneham Pty Ltd and he is entitled to the profit that they make.

Plan Preparation Fee

The Plan Preparation fee includes all initial meetings with you, the time we take to determine our advice and the production of the SoA.

The Plan Preparation fee is based on the scope and complexity of advice provided to you. We will agree the fee with you at our first meeting.

Additional First Year Service Fee

If you decide to proceed with our advice, we will charge a fee for the additional time we spend assisting you with implementation during the first year. We will let you know what the fee will be in the SoA.

Ongoing Services Fee

Once your investments or insurance policies are established, we may provide portfolio management services and meet with you periodically to update our advice.

Ongoing fees will depend on what ongoing service we provide to you. They may be an agreed fixed fee or a percentage of your portfolio value. For example, a % based ongoing service fee (portfolio value x 1%)
E.g. $500,000 x 1% = $5,000pa.

Ad-hoc Service Fee

The fees for services not covered by an Ongoing Service Agreement may be charged at an hourly rate of $440 including gst. Any fees charged on an hourly basis will be agreed with you prior to undertaking the work.

COMMISSIONS

Insurance Commissions

We may receive a one-off upfront commission when you take out an insurance policy we recommend.

We may also receive a monthly commission payment for as long as you continue to hold the policy.

Referral Fees and Commissions

In some situations, we pay fees or commissions to external parties who have referred you to us. We will disclose the referral arrangements to you when we provide you with a SoA or RoA.

Other Benefits

We may also receive additional benefits by way of sponsorship of education seminars, conference, or training days. Details of any benefits received above $100 will be maintained on a register which is available to you on request.

CONFLICTS OF INTEREST THAT MAY IMPACT OUR SERVICES

Your financial adviser may provide advice on investments which they hold or may hold in their own personal portfolios.

We will disclose the size and nature of these holdings where there may be a conflict of interest with the advice that we provide.

PROFESSIONAL INDEMNITY

We maintain Professional Indemnity insurance in accordance with s.912B of the Corporations Act 2001 (as amended). Subject to its terms and conditions, the insurance provides indemnity up to the Sum Insured for Heard Financial Pty Ltd and Heard Payneham Pty Ltd and our representatives and employees are also included in respect of our authorisations and obligations under our Australian Financial Services Licence.

This insurance will continue to provide coverage for any representative or employee who has ceased employment with us for any work done whilst they were engaged with us.

MAKING A COMPLAINT

We treat any complaint we receive seriously. If you are dissatisfied with your experience as our client, we ask that you communicate with us directly so we can try to resolve the issue for you. We'll do our best to help figure out the background of the matter with you.

We have adopted best practice complaints handling processes to ensure:

l Acknowledgement of your concerns within 24 hours of receipt
2. Speedy assessment and investigation.
3. Timely provision of a response (known as an IDR response) no more than 30 days after we receive your complaint.

If we cannot resolve the issue to your satisfaction within that time frame, we will refer you to the free industry complaints handling body known as Australian Financial Complaints Authority Limited (AFCA).

We are a financial member of AFCA, the Government approved External Disputes Resolution scheme. AFCA can be reached:

Phone: 1800 931 678
Mail: GPO Box 3, Melbourne Vic 3001
Website: www.afca.org.au

YOUR PRIVACY

Heard Financial is committed to protecting your privacy. We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information.

We will collect personal information from you so that we can understand your personal situation and provide you with advice which meets your needs and objectives.

We will also collect information from you to meet our obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act

We will generally collect this information directly from you however in some cases we will seek your authority to collect if from other parties such as your accountant or your superannuation fund.

If you do not provide us with all of the information that we request, we may not be able to provide our services to you.

We will hold and use your personal information so that we can continue to provide our services to you. We will only disclose your personal information to external parties where:

- The law requires us to do so.
- You consent for us to do so.

Our Privacy Policy contains further information on how we collect, hold, use and disclose your personal information. It also sets out how you can access the information we hold about you, how to have it corrected and how to complain where you are not satisfied with how we have handled your personal information.

Our full Privacy Policy is available on our website: www.heardfinancial.com.au.

OVERSEAS DISCLOSURE

To facilitate the provision of financial services, paraplanning and other administrative services for you, your adviser utilises a service provider located in the Philippines.

Accordingly, your personal information will likely be accessed from this overseas location. Any overseas disclosure of your personal information to enable these services to be provided does not affect our commitment to safeguarding your privacy, and we will take reasonable steps to ensure that any overseas recipient complies with Australian privacy laws.

FINANCIAL PLANNER PROFILES

Your financial adviser is a Representative of and offers services on behalf of LJFD Pty Ltd, AFSL 438458.

OUR ADVISERS

Nicholas Heard, Authorised Rep No. 1000551
Craig Mellors, Authorised Rep No. 239318
Paul Cetrangolo, Authorised Rep No. 343570
Jessica Zhang, Authorised Rep No. 1270085

The financial services the above advisers offer are provided by Heard Financial Pty Ltd ABN 23 161 715 500 and Heard Payneham Pty Ltd ABN 50 653 944 613.

LJFD Pty Ltd has authorised your adviser to provide you with this Financial Services Guide.

Nicholas Heard
Nicholas has more than 25 years' experience in the finance and banking industry. He specializes in advising high net-worth individuals, successful business owners and those with aspirations for financial success achieve financial goals.

Nicholas makes it his business to thoroughly understand your evolving needs and priorities and draws on his technical skills to develop unique solutions to achieve your financial ambitions.

When it comes to creating wealth and retirement planning for yourself and your family, Nicholas believes the only appropriate way is to focus on growing, protecting and managing wealth. He recognises the importance of providing financial advice in a safe, trusted, and confidential environment, where solutions are driven by client expectations.

With access to various esteemed technical service teams and researchers, Nicholas keeps up to date with superannuation, taxation legislation and ongoing regulatory change. He draws upon his technical knowledge to provide you with comprehensive and integrated strategies. Nicholas structures your wealth effectively so that you are in a position to make informed decisions about your future.

Nicholas is a CFP® Certified Financial Planner and holds a Graduate Diploma of Financial Planning and a Certificate of Insurance.

Paul Cetrangolo
Paul has over 25 years' experience across different areas within the finance sector and this helped him to decide that providing financial advice to clients was his passion.

Paul has worked within a diverse range of financial services businesses including fund managers, trustee companies, accounting and financial planning practices, including running his own advice business. This vast experience across the finance sector has helped Paul to understand processes, structures and strategies that ultimately help him work for clients to achieve positive outcomes.

Paul has extensive experience with wealth creation, cashflow management, tax minimisation, retirement planning and risk insurance and is passionate about providing accumulators, pre-retirees and retirees with structural advice to build and protect their wealth, minimise tax and maximise benefits available with Centrelink.

Paul has a passion for providing advice in niche areas. Paul holds specialist accreditations in the provision of advice for entrants to Residential Aged Care and as a financial practitioner within collaborative divorce resolution cases.

Paul is a firm believer in putting a plan in place than not only helps a client grow their wealth but also protects it. Via the use of a holistic approach, Paul can help set up an investment structure but also look to provide insurance protection so that family benefits and income sources are fully protected.

Paul has a simple advice philosophy – to provide strategies and advice to clients in an easy-to-understand manner so that they not only understand the actual advice but also why the advice is appropriate to meet their needs. He is assisted by a strong group of well-qualified staff to ensure that the needs of clients are always top priority, ultimately resulting in an improvement to their financial wellbeing and quality of life.

Craig Mellors
Craig has more than 20 years' experience in financial planning and is dedicated to assisting his clients and helping them to improve their level of financial wellbeing and quality of life.

Craig is proactive in formulating comprehensive and technically robust strategies to build and retain wealth and increase financial independence for his clients.

Craig believes in providing advice to clients in all areas of their wealth and covers investments, superannuation and retirement income planning, cash flow management, estate planning and insurance.

Craig's clients consist of those who are accumulating wealth in their best working years to retirees and has a particular focus on those clients who are approaching retirement. A large proportion of his clients are high net worth individuals, and he is well versed using various entities such as self-managed superannuation funds and trusts to achieve the best outcomes for his clients.

Craig has a keen interest in investing personally and places importance on educating and guiding his clients. This encourages greater engagement and leads to more informed decision making in turn promoting better outcomes and achieving high levels of client satisfaction.

Craig holds a Diploma in Financial Planning, is Margin Lending and Geared Investments Accredited and is a Self-Managed Super Fund specialist.

Jessica Zhang
With over 20 years of experience in the financial planning industry, Jessica brings a wealth of technical expertise and client focused insight to her role as a Financial Adviser. Her career began in a technical capacity, where she honed her skills in financial analysis, strategy development, and legislative compliance. This foundation gave her a deep understanding of the complexities of financial planning and the importance of staying current with ever changing regulations.

Jessica has worked with a diverse range of clients, including retirees, self-managed super fund trustees, self-employed professionals, and business owners. Her strategic approach is tailored to each client's unique circumstances, helping them build and protect wealth through informed, personalised advice.

Driven by a genuine passion for helping people achieve their financial goals, Jessica transitioned into a client facing role where she thrives on building long-term relationships. She views financial planning as an educational journey — one that empowers individuals to make confident, informed decisions about their financial future.

Committed to continuous learning and professional growth, Jessica ensures her advice remains relevant and forward thinking. By combining deep industry knowledge with a dedication to ongoing development, she delivers strategies that are both effective and adaptable in today's dynamic financial landscape.

Jessica holds a Master of Business in Finance, Diploma in Financial Planning and is a Self-Managed Super Fund specialist.

THE FINANCIAL PRODUCTS AND SERVICES WE ARE AUTHORISED TO PROVIDE

We are authorised to provide personal financial advice, general financial advice, and transact on your behalf (dealing) in relation to the following types of financial products:

- Financial products guidance
- Deposit and payment products
- Non-basic deposit products
- Life products
- Investment life insurance products
- Life risk insurance products
- Retirement savings account products
- Securities
- Superannuation
- Standard margin lending facility