

# FINANCIAL SERVICES GUIDE (FSG)

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## About this Guide

This Financial Services Guide (FSG) provides you with important information about Fortnum Private Wealth (Fortnum), the Principal Practice, and its Authorised Representatives (Advisers) who may provide you with the services described in this FSG.

This FSG consists of two parts, and both contain important information which must be read together. It's important that you take the time to read the information provided so that you can make an informed decision about whether to use the services offered by us.

If you need any clarification on what you have read, please don't hesitate to contact us. We are committed to having open and honest communication with you at all times, as this is the foundation of good advice and a successful ongoing relationship.

## ABOUT US

Fortnum Private Wealth Ltd (Fortnum), as an Australian Financial Services Licensee (AFSL), brings together many like-minded financial advisers who share a “client-first” approach.

Our name comes from a combination of two words – fortress and numbers. This represents our duty to you, the client – our dedication to protecting your financial security and our strength in numbers.

Fortnum Private Wealth Ltd is a wholly owned subsidiary of Entireti Limited (ABN 51 676 518 577).

### How does Fortnum maintain adviser standards?

Each Fortnum Adviser is required to undertake continuous professional development. Fortnum hosts regular training programs on areas such as legislative changes to the taxation, social security, superannuation and investment environments. Our education and training philosophy is one of continually raising the bar.

Each Fortnum Adviser has direct access to technical, risk and investment research professionals who can provide additional analysis on strategy and products so that we can deliver quality advice to you. Risk management specialists monitor and regularly audit each Fortnum Adviser to maintain high-quality advice standards.

### Who is responsible for the advice to you?

Fortnum is responsible for any financial advice or services your Adviser provides under our Australian Financial Services Licence (AFSL).

## What financial services and products can Fortnum provide?

Fortnum is licensed to provide financial product advice and deal with the following products:

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Derivatives.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or ‘Wrap’).
- Managed Discretionary Account (MDA) Services.
- Retirement savings accounts.
- Superannuation (including Self-Managed Super Funds).
- Listed Securities.
- Standard margin lending facilities.

A wide range of financial products from various product providers are available and are thoroughly researched by qualified research professionals including, but not limited to, Mercer, Innova Asset Management, Zenith and Morningstar.

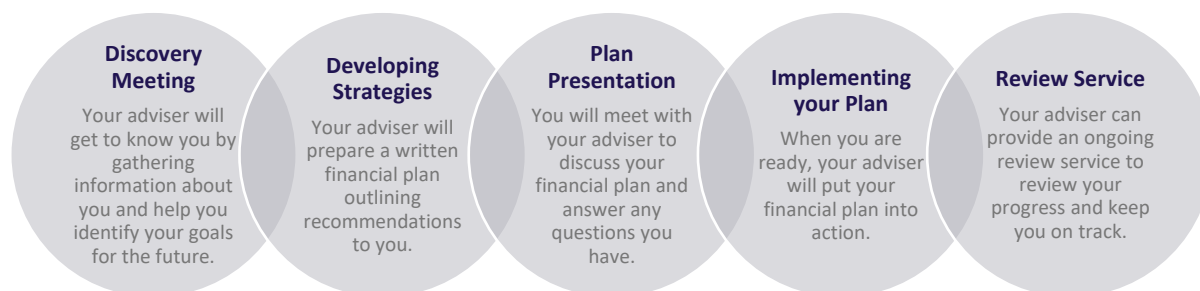
Your Adviser is only authorised to advise on products which are approved by Fortnum for use. Your Adviser will only recommend a product to implement your strategy after considering its suitability in relation to your individual objectives, financial situation, and needs.

### Lack of Independence

Fortnum, its Principal Practices and its Advisers are not independent, impartial or unbiased due to the types of payments that are received by the group. This includes commissions paid by insurance providers or remuneration from a product issuer that is determined by the value of business placed. Payments received in this regard are all legal under Corporations Act 2001.

## OUR ADVICE PROCESS

A comprehensive advice process is designed to ensure that the advice provided is suited to your needs and financial circumstances.



## Important documents

You will receive a number of documents throughout the advice process and if you agree to enter into an ongoing review service. We will provide these documents as per your preferred method, electronically or paper based.

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|---|---|--|
| <b>Statement of Advice (SOA)</b><br><br>Your Adviser will formulate a strategy to help achieve your needs and objectives and will put together any personal advice in a Statement of Advice (SOA). A SOA sets out the scope of the advice, your current personal and financial position, the basis for the advice and how it addresses your needs and objectives. It will also disclose the fees and charges payable by you and the remuneration and other benefits we may receive. | <b>Record of Advice (ROA)</b><br><br>Where a further review is conducted or ad-hoc advice is requested from you and personal advice is provided, the advice may be provided via a new SOA or a Record of Advice (ROA) as applicable to the circumstances. Further advice may be in the form of a ROA where the further advice does not significantly differ from the original advice provided.  | <b>Statement of Transaction (SOT)</b><br><br>At times, you may wish to make changes without receiving advice. In these cases, we can take your instructions by telephone, email or in person (depending on type) and arrange for the transaction to be completed, without providing personal advice.<br><br>Once implemented, we will provide you with a Statement of Transaction (SOT), which confirms your instructions, informs you that no advice has been provided and discloses any fees and charges payable by you. |
| <b>Product Disclosure Statement (PDS)</b><br><br>If your Adviser recommends a product as part of your financial strategy, they will provide you with the relevant Product Disclosure Statement (PDS). The purpose of a PDS is to assist you in making a decision about the particular financial product. It contains information about the product's key features, benefits, risks, and fees.   | <b>Ongoing Service Agreement (OSA)</b><br><br>If your Adviser recommends, and you enter into, an ongoing review service, for a period of more than 12 months, you will initially receive an Ongoing Service Agreement (OSA). This document outlines the agreed service and the fees applied over the specified period.<br><br>You will also receive an Annual Renewal Document (ARD) each following year. It will outline the estimated fees and services which will be provided to you in the upcoming 12 month period. The document will also ask you to confirm that you would like to continue the ongoing review service with your Adviser and consent to the deduction of any ongoing fees. | <b>Client Service Contract</b><br><br>If your Adviser recommends, and you enter into, a service arrangement for a fixed period of 12 months or less, you will receive a Client Service Contract. This document outlines the agreed service and the fees applied over the specified period.<br><br>You will also receive a Confirmation of Fees and Services Letter at the end of the contract period which will outline the services you received, and fees paid.  |

## OUR RELATIONSHIPS AND ASSOCIATIONS

### Fortnum Advice Pty Ltd and Personal Financial Services Ltd

Fortnum Advice Pty Ltd and Personal Financial Services Ltd (PFS) are both also wholly owned subsidiaries of Entireti Limited. Fortnum Advice Pty Ltd and PFS both also respectively hold Australian Financial Services Licences that provide financial services to clients.

### Akumin Pty Ltd

Akumin Pty Ltd (Akumin) is a majority owned subsidiary of Entireti Limited. Akumin is a group that specialise in licensing and advice business services to financial planning practices. Some of the businesses within this group also respectively hold Australian Financial Services Licences and Australian Credit Licences that provide financial services to clients.

### Salita Portfolio Services Pty Ltd

Salita Portfolio Services Pty Ltd (Salita), a wholly owned subsidiary of Entireti Limited, provides portfolio construction and investment services to third party product issuers and receives fees for those services.

## HOW WE ARE PAID

The remuneration and other benefits listed below generally cover what Fortnum, your Adviser, the Principal Practice and any related parties may receive as a result of the services provided to you. Specific amounts and benefits can often only be calculated once the recommendations are made to you.

There are various ways that you may pay Fortnum for the services provided to you, including:

- Fee for service - where you pay a fee for the services that we provide; or
- Commission (paid by product and service providers) in the form of initial (up-front) and/or ongoing (trail) commission; or
- A combination of commission and fee for service; or
- Other.

Each of these is discussed in further detail below.

All fees for services paid by you and/or commission paid by product and service providers are paid to Fortnum. Fortnum then distributes 100% of the fees received to its Principal Practices or distributes the fees after our Licensee fees and other expenses have been deducted.

### Fee for service

In all instances, your Adviser will discuss the calculation of the fees when you meet and agree on the services to be provided. Fees charged are generally payable after the services have been provided, however, ongoing review service fees are generally paid in advance. The agreed fees may be documented in a Letter of Engagement, set out in a SOA, in a ROA, or via an OSA.

Fee for service payments may be payable for:

- Initial Consultation – we may charge fees for your initial discovery meeting.
- Advice Preparation – we may charge fees for the preparation, presentation and/or implementation of our advice to you. These fees will be based on your individual circumstances, the complexity involved in your situation and the time it takes to prepare personal financial advice for you.
- Ongoing Review Service – we may charge a fee to provide ongoing reviews, including further advice suitable to your needs.
- Ad hoc Fees – we may charge fees for other services where costs outside the above are incurred.

### How are fees for services calculated?

Fees charged for our services may be:

- A dollar amount; or
- A percentage of the amount invested; or
- An hourly rate; or
- A combination of some or all of the above, as agreed with you.

## Commissions

Fortnum may receive payments in the form of initial commissions and/or ongoing commissions from the insurance product providers for any product you choose to use that is recommended by us. These commissions are included in the fees and/or premiums you pay for the product. You do not pay these fees to us directly. We may rebate some or all of this to you.

### How commissions (initial and ongoing) from a life insurance product are calculated?

Initial commission from a life insurance provider is typically up to 66% (inclusive of GST) of the first year's premium that you pay.

Ongoing commission can be up to 33% (inclusive of GST) of the premium from year two onwards for the life of the policy.

However, existing commission arrangements for insurance purchased prior to 1 January 2018 may continue to be paid in the same manner as what would have previously been advised to you.

The actual commission that will be received by Fortnum, the Principal Practice, and your Adviser will be disclosed to you in your SOA, SOT or ROA.

### Managed Discretionary Account Service Fee

Fortnum offer a Managed Discretionary Account (MDA) Service and charge a service fee for the use of the MDA Service.

### Separately Managed Accounts and Managed Accounts

If a recommendation is made that you invest into a Salita Managed Account Portfolio, then Salita will receive fees derived from the recommended investment into the Salita Managed Account Portfolio. The fees are set out in the PDS and disclosure documents which will be provided to you. This payment may be included as part of, or in addition to, the Indirect Cost Ratio of the Portfolio.

## Member Fees

Fortnum may receive payments from the trustee of a superannuation fund, with which it has entered into a Member Services Agreement, in

respect of the services provided to you on behalf of the trustee. Please refer to Part 2 of our Guide for further details (if applicable).

## Other forms of remuneration or benefits

Fortnum, your Principal Practice and/or Adviser may be entitled to other benefits when providing services to you.

Fortnum, your Principal Practice and Adviser keep registers of small value benefits (i.e. \$100 to \$300 in value) which may be received by them from product and service providers. These benefits are permissible unless they are received frequently or when similar benefits received combine to exceed \$300 per annum. If you would like a copy of the register, please ask your Adviser and it will be made available to you within seven days.

In addition, Fortnum receives payments by product providers to support adviser training and professional development.

If your Adviser is an accountant who is subject to the Accounting Professional and Ethical Standards, under APES 230, all benefits received, regardless of value, will be recorded on their register.

## PROFESSIONAL INDEMNITY INSURANCE

Fortnum is covered by Professional Indemnity insurance satisfying the requirements under section 912B of the Corporations Act (2001) relating to insurance obligations. Our insurance arrangements cover claims made against us as the Licensee and for the conduct of any Fortnum adviser (whilst acting as an Authorised Representative of our AFSL).

## PROTECTING YOUR PRIVACY

We collect and keep a record of your personal information, including sensitive information (e.g. information about your health), in order to provide you services including financial advice. We may also use the information we have collected in order to comply with any legislative or regulatory obligations we have and to help us run our business.

Fortnum is committed to the confidentiality and security of your personal information. It will be necessary for us to collect, use and disclose your

personal information. If you do not consent to this, or we are unable to collect all the necessary personal information, we will not be able to provide you with the relevant financial planning and advice services.

In most cases, we collect personal information directly from you. In other cases, however, we may collect your personal information from third parties. The third parties we may collect from include, but are not limited to: your accountant, your lawyer or solicitor, other financial services institutions, insurance providers and any other third parties where you have provided consent.

In order to manage and administer our financial planning services, it may be necessary for us to disclose your personal information to third parties. The parties to whom we may disclose your personal information include, but are not limited to: financial institutions for the provision of financial products, such as investments, superannuation, and life insurance; auditors; third parties providing mailing services, administration support, maintenance of our information technology systems, printing of our documents, research services; any government or regulatory body for whom we have a legal obligation to provide this information to; referral partners. It is possible that an organisation listed above may disclose your personal information to overseas recipients, but it is not possible for us to provide any further details of that in this document. We may disclose your personal information to an entity which is located outside of Australia, to enable them to undertake specified services on behalf of Fortnum, your Adviser or Principal Practice.

In addition, the Principal Practice and/ or your Adviser may disclose your personal information to overseas recipients in order to access services they provide, such as paraplanning and administration.

Details of this can be found in the Fortnum Privacy Policy, which includes details of how you may access, and seek correction of, your personal information which we hold. It also includes details of how you may complain if you believe that we have breached the Australian Privacy Principles under the Privacy Act and how we deal with such complaints.

You may obtain a copy of the Fortnum Privacy Policy by telephoning us on (02) 9904 2792 or by visiting our website at [www.fortnum.com.au](http://www.fortnum.com.au).

You can authorise another person to act on your behalf, to receive information and/or undertake transactions. Both requesting this to occur, and removing this authorisation, are required to be notified in writing.

Where your Adviser becomes a representative of, or sells their business to, another Australian Financial Services Licensee, Fortnum may also use and disclose the information collected about you to enable your Adviser or the new business owner to continue to provide you with financial products and services.

We collect your personal information as permitted by, and in accordance with, the Privacy Act. Other legislation may also apply, such as the Anti-Money Laundering and Counter-Terrorism Financing Act.

## **ABSENCE OF RELEVANT INFORMATION**

If you do not wish to provide the information required to formulate your recommendations, your Adviser will advise you about the possible consequences of not having disclosed your full personal information and the impact on the recommendations given. You should consider these implications carefully.

## **IF YOU HAVE A COMPLAINT**

In the first instance, if you are unhappy with the advice or service provided by your Adviser, Practice Principal, or Fortnum, you can let us know by putting your concerns in writing or by calling us.

We will investigate your complaint and respond to your concerns as quickly as possible and within 30 days.

### **Complaints Officer (Fortnum Private Wealth)**

PO Box R1872  
ROYAL EXCHANGE NSW 1225

By email at [complaints@entireti.com.au](mailto:complaints@entireti.com.au); or  
By calling (02) 9904 2792 – select option 1.

If we have not responded to your complaint within 30 days, or if you feel it has not been resolved to your satisfaction, you may refer your concerns to the Australian Financial Complaints Authority (AFCA), which provides an accessible, fair and independent dispute resolution service. You can contact AFCA at:

**Australian Financial Complaints Authority Limited**

GPO Box 3  
Melbourne VIC 3001  
[www.afca.org.au](http://www.afca.org.au)

By email at [info@afca.org.au](mailto:info@afca.org.au); or

By calling 1800 931 678.

You can also contact the Australian Securities and Investments Commission (ASIC). ASIC is Australia's corporate, markets and financial services regulator. ASIC contributes to Australia's economic reputation and wellbeing by ensuring that Australia's financial markets are fair and transparent, supported by confident and informed investors and consumers. You can contact ASIC at:

**Australian Securities and Investments Commission**

PO Box 4000  
Gippsland Mail Centre Victoria 3841  
[www.asic.gov.au](http://www.asic.gov.au)

By calling 1300 300 630.

## ABOUT US

Our Practice, Priority Advisory Group Pty Ltd and our Advisers are Authorised Representatives of Fortnum Private Wealth Ltd.

Our Practice has been established since 1987, and our mission is to provide professional market leading service advice and solutions to achieve your financial and lifestyle goals. We can help you create the financial security

Below are our Practice details and how you can contact us:

|                |  |                |                        |
|----------------|--|----------------|------------------------|
| <b>Name</b>    | Priority Advisory Group Pty Ltd                | <b>Phone</b>   | 1300 349 188           |
| <b>ABN</b>     | 42 003 743 379                                 | <b>Fax</b>     | (02) 9415 2002         |
| <b>CAR</b>     | 240499   | <b>Email</b>   | info@priorityag.com.au |
| <b>Address</b> | Level 4, 9 Help Street,<br>Chatswood, NSW 2067 | <b>Website</b> | priorityag.com.au      |

## WHAT WE DO

We can provide advice on the below types of financial products and services. Your adviser may not be qualified in all of the products and services below. Please refer to their individual adviser profile for their qualifications and the advice they can assist you with.

### The types of financial product advice our Advisers can provide you:

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Managed Discretionary Account Services\*.
- Self-Managed Super Funds (SMSF)\*.
- Margin Lending Facilities\*.
- Listed Securities\*.

### The services our Advisers can provide you:

- Investment strategies including gearing and savings plans.
- Budget and cash flow planning.
- Debt management.
- Superannuation advice, including salary sacrifice and consolidation strategies.
- Self-Managed Super Funds (SMSF)\*.
- Personal insurance strategies.
- Centrelink / DVA advice.
- Retirement planning advice.
- Estate planning advice.
- Aged Care\*.
- Advice on ownership and structures (e.g. discretionary and family trusts).
- Portfolio review services.
- Ongoing advisory services.

\*Accredited advisers only. Our Advisers may also engage by referral the use of specialists such as (but not limited to) accountants and solicitors.



## Our Tax Services

Priority Advisory Group Pty Ltd Advisers are all listed on the Financial Adviser Register as a Qualified Tax Relevant Provider (QTRP) with Australian Securities and Investments Commission (ASIC). This means that all Advisers of Priority Advisory Group Pty Ltd can provide tax advice in regard to the strategies and financial products that they recommend to you.

## OUR FEES

Fees will be agreed based on your requirements and the complexity of your financial circumstances. All fees charged will be fully detailed in the Letter of Engagement or Statement of Advice you receive and will be agreed with you prior to you becoming liable for them.

We will discuss and agree on the method of payment with you before we provide you with our services. Generally, we will either invoice you directly, or deduct from your investments, or adopt a combination of these methods for the fees payable. Cash transactions will not be accepted.

### Fee for Service

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| <b>Initial Consultation</b>      | Our practice does not charge for an initial consultation. The cost of this consultation is borne by our firm in order to get to know you, your aspirations, and how we may be able to assist you.  |
| <b>Advice Preparation</b>        | This fee covers the preparation, presentation and/or implementation of our advice to you. This fee will be determined after the initial consultation and will be proposed to you in a Letter of Engagement prior to commencing any work.   |
| <b>Ongoing Review Service</b>    | This is our fee for providing you with our ongoing review and portfolio management services. The ongoing review service we provide to you will depend on the complexity of your situation. The Ongoing Service Fee is charged as an agreed fee.  |
| <b>Ad hoc Fees</b>               | Where other costs outside the above are incurred, you may be charged a minimum of \$330.00 per hour (including GST).   |
| <b>Claims Management Service</b> | <p>We may charge a fee where you require assistance to process an insurance claim. The fees for this service will depend on the complexity of your situation and may be charged as follows:</p> <ul style="list-style-type: none"><li>• A fixed dollar amount; or</li><li>• An hourly rate; or</li><li>• A combination of both.</li></ul> <p>The fee will be discussed and agreed upon with you prior to assisting you with your claim.</p> <p>In some cases, we may decide an external specialist may be required to assist with your claim. If this occurs, we will confirm with you prior to engaging the external specialist. The fees for any external specialists will be an additional fee separate to our fee.</p> |

### Insurance Commissions

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| <b>Commissions</b> | Insurance commissions may be paid by product providers to Fortnum, who, in turn, may pay a proportion of this to Priority Advisory Group Pty Ltd. If your Adviser receives a proportion of this remuneration, they will inform you of the amount at the time they provide you with advice. |
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## Payments we receive

All fees for services paid by you and/or commission paid by product and service providers are paid to Fortnum. Fortnum then distributes the fees received to its Principal Practices after our Licensee fees and other expenses are deducted. In some circumstances, the relationship between Fortnum and the Principal Practice is arranged through a flat fee agreement. This agreement stipulates that 100% of the remuneration is paid to the Practice. Priority Advisory Group Pty Ltd may share part of this amount with your Adviser.

Your Statement of Advice, Statement of Transaction or Record of Advice will provide further details of amounts paid to Fortnum, Priority Advisory Group Pty Ltd, and your Adviser.

## Payments our Advisers receive

Zvi Teichtahl is a director as well as a shareholder of Priority Advisory Group Pty Limited. Together with the other shareholders - David Gibson, Daniel Clarke and Terry Rhodes - have been appointed as authorised representatives of Fortnum.

David Gibson, Zvi Teichtahl, Daniel Clarke, Jina Bao, Gregory Vock, Jacky Ng, Terry Rhodes, Kieren James, Jenny Moskvina, Michelle Schembri, Richard Moule, Brent Hopping, Chris Fitzgerald, Alissia Denly and Nicholas Weiss may be remunerated by one or more of the following methods. If any are relevant to the advice provided to you, further details will be set out in your advice document.

- Your Adviser may be paid a salary based on experience and capability.
- Your Adviser may be eligible to receive a bonus based on a combination of revenue and other non-financial measures that relate to compliance, staff training and the quality of service.
- Your Adviser may receive dividends and/or distributions as a shareholder Priority Advisory Group Pty Limited.

## Referrals to us and others

We may provide you with a referral to other professionals. This may include, but is not limited to, accountants, mortgage brokers and legal practitioners. You may also have been referred to us by another professional.

We may receive a payment for these referrals. If we are entitled to receive a referral payment, we

will disclose this to you at the time of the referral.

We may give a payment for referrals to us. If this is the case, we will inform you of this payment prior to the referring party being entitled to the payment.

## Fortnum Facilitated Clients

Where a client relationship has been facilitated by Fortnum, a revenue share agreement may apply. All fees for services paid by you and/or commission paid by product and service providers are paid to Fortnum. As part of this agreement, Fortnum will retain 15% of any upfront fees and 10% of any ongoing fees. Therefore, the Practice will therefore receive 85% of upfront fees and 90% of ongoing fees. The practice may share part of this amount with your Adviser. This is not an additional cost to clients.

## Our Relationships and Associations

The extensive list of products and services approved by Fortnum includes products and services provided by entities with whom Fortnum director, employee, Priority Advisory Group Pty Limited and/or your Adviser have a relationship or association, either directly or via a related entity.

We believe that your interests should be placed first and that products and services should only be recommended if it is in your best interests.

However, it is important that you know of, and are comfortable with, those relationships and associations and any benefits that arise.

## Our relationship with AZ Next Generation Advisory Pty Ltd (AZ NGA)

Priority Advisory Group Pty Ltd advisers are a member of the AZ NGA Group of companies. AZ NGA is majority owned by Azimut Group and Oaktree Capital Management. Azimut is Italy's largest independent asset manager and Oaktree is a global investment manager.

From time to time your adviser may recommend you apply for, acquire, vary or dispose of a financial product issued by members of the Azimut and Oaktree Groups.

Your adviser does not receive any direct remuneration or other benefit as a result of its recommendation to apply for, acquire, vary or dispose of a financial product issued by these related companies as any remuneration and benefit are received by the product issuer and ultimately our common parent company

## David Gibson

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|---|---|
| <b>Authorised Representative Number</b> | 253112  |
| <b>Phone</b>                            | 1300 349 188                                  |
| <b>Email</b>                            | david@priorityag.com.au                       |
| <b>Qualifications</b>                   | Diploma of Financial Planning                 |
| <b>Professional Designations</b>        | CFP – Certified Financial Planner             |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA) |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Self-Managed Super Funds (SMSF).
- Margin Lending Facilities.
- Listed Securities.

### Experience

David Gibson is an employee and Shareholder of Priority Advisory Group Pty Limited. David has worked in the financial services industry for over 30 years and has been providing personal advice since 2003. He joined Fortnum Private Wealth in November 2010.

David holds the internationally recognised Certified Financial Planner® or CFP® qualification. He has completed the Diploma of Financial Planning.

## Zvi Teichtahl

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|---|--|
| <b>Authorised Representative Number</b> | 401926   |
| <b>Phone</b>                            | 1300 349 188   |
| <b>Email</b>                            | zvi@priorityag.com.au  |
| <b>Qualifications</b>                   | Master of Commerce - Financial Planning (UWS)<br>Diploma of Financial Planning |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)                                  |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Self-Managed Super Funds (SMSF).
- Margin Lending Facilities.
- Listed Securities.

### Experience

Zvi Teichtahl is a Director and Shareholder of Priority Advisory Group Pty Limited. Zvi has worked in the financial services industry since 2000 and held various positions in the industry, in both Melbourne and Sydney, ranging from financial planning management in one of the big four banks, through to advising clients in a highly reputable boutique financial advice firm. He joined Fortnum Private Wealth in March 2011.

Zvi holds a Master of Commerce as well as a Diploma of Financial Planning. He is a Financial Planner AFP® with the Financial Advice Association Australia.



## Daniel Clarke

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| <b>Authorised Representative Number</b> | 1272751  |
| <b>Phone</b>                            | 1300 349 188   |
| <b>Email</b>                            | dan@priorityag.com.au  |
| <b>Qualifications</b>                   | Graduate Diploma of Financial Planning<br>Diploma of Financial Planning<br>Master of Physics |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)  |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Listed Securities
- Self-Managed Super Funds (SMSF)
- Aged Care

### Experience

Dan is an employee of Priority Advisory Group Pty Limited. Dan has worked in the Financial Services Industry for 3 years including as client services, paraplanning and associate financial adviser. He joined Priority in 2020 and is currently a financial adviser and Head of Advice.

Dan has a Graduate Diploma of Financial Planning, Diploma of Financial Planning and a Master of Physics degree.



Priority Advisory Group

## ADVISER PROFILE

### Jina Bao

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|---|--|
| <b>Authorised Representative Number</b> | 1256419  |
| <b>Phone</b>                            | 1300 349 188   |
| <b>Email</b>                            | jina@priorityag.com.au   |
| <b>Qualifications</b>                   | Master of Commerce in International Finance<br>Diploma of Financial Planning<br>Bachelor of Commerce in Accounting |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)  |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Self-Managed Super Funds (SMSF).
- Listed Securities

### Experience

Jina is an employee of Priority Advisory Group Pty Limited. Jina has worked in the Financial Service Industry for nearly 9 years and started her career in financial planning in 2017 as associate financial adviser and financial adviser. She joined Priority in 2022.

Jina holds a Bachelor of Commerce/Science (Accounting/Biotechnology) and a Master of Commerce degree (International Finance). Jina has also completed a Diploma of Financial Planning.



## Gregory Vock

|   |   |
|---|---|
| <b>Authorised Representative Number</b> | 1255786   |
| <b>Phone</b>                            | 1300 349 188  |
| <b>Email</b>                            | greg@priorityag.com.au  |
| <b>Qualifications</b>                   | Graduate Diploma of Financial Planning<br>Advanced Diploma of Financial Services (Financial Planning)<br>Diploma of Financial Services (Financial Planning) |
| <b>Professional Memberships</b>         | Financial Services Institute of Australasia   |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Self-Managed Super Funds (SMSF).
- Listed Securities.

### Experience

Greg is an employee of Priority Advisory Group Pty Ltd. Greg has worked within financial services for 25 years, 15 years being within financial planning. Over this time, he has worked in roles such as paraplanner, financial planner and his latest role was Head of Risk for Priority Advisory Group.



Priority Advisory Group

## ADVISER PROFILE

### Terry Rhodes

|   |   |
|---|---|
| <b>Authorised Representative Number</b> | 242255  |
| <b>Phone</b>                            | 1300 349 188  |
| <b>Email</b>                            | terry@priorityag.com.au                               |
| <b>Qualifications</b>                   | Diploma of Financial Planning<br>Executive MBA (UNSW) |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)         |
| <b>Professional Designations</b>        | CFP – Certified Financial Planner                     |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.

### Experience

Terry is a Certified Financial Planner (CFP) with an Executive MBA (UNSW) and over 20 years' experience in financial services.





Priority Advisory Group

## ADVISER PROFILE

### Jacky Ng

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| <b>Authorised Representative Number</b> | 1005627   |
| <b>Phone</b>                            | 1300 349 188  |
| <b>Email</b>                            | jacky@priorityag.com.au   |
| <b>Qualifications</b>                   | Advanced Diploma of Financial Planning<br>Master of Finance (UNSW)<br>Bachelor of Commerce (UNSW) |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)   |
| <b>Professional Designations</b>        | CFP – Certified Financial Planner   |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Margin Lending Facilities.
- Listed Securities.
- Self-Managed Super Funds (SMSF).

### Experience

Jacky is a Certified Financial Planner<sup>®</sup> with a Master of Finance, Bachelor of Commerce and over 10 years' experience in financial services.



Priority Advisory Group

## ADVISER PROFILE

### Kieren James

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| <b>Authorised Representative Number</b> | 1273409   |
| <b>Phone</b>                            | 1300 349 188  |
| <b>Email</b>                            | kieren@priorityag.com.au  |
| <b>Qualifications</b>                   | Graduate Diploma in Financial Planning<br>Bachelor of Commerce in Banking & Finance (UC)<br>Accredited Listed product Adviser program (ALPA)<br>Margin Lending and Geared Investments<br>Self-Managed Super Funds (SMSF)<br>Master of Business Administration |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)   |
| <b>Professional Designations</b>        | CFP – Certified Financial Planner   |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Margin Lending Facilities.
- Listed Securities.
- Self-Managed Super Funds (SMSF)

### Experience

Kieren is a Certified Financial Planner CFP® with over 19 years' financial planning experience. Kieren holds a Graduate Diploma in Financial Planning, Bachelor of Commerce in Banking & Finance and a Master of Business Administration



Priority Advisory Group

## ADVISER PROFILE

### Michelle Schembri

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| <b>Authorised Representative Number</b> | 327275   |
| <b>Phone</b>                            | 1300 349 188   |
| <b>Email</b>                            | michelle@priorityag.com.au   |
| <b>Qualifications</b>                   | Advanced Diploma of Financial Planning<br>Graduate Diploma of Financial Planning |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)                                    |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.

### Experience

Michelle is ADFP qualified and holds the Graduate Diploma of Financial Planning. Michelle has over 20 years' experience in financial services.

Michelle is also authorised to provide advice under Certe Wealth Protection Pty Ltd.



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**Jenny Moskvina**

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| <b>Authorised Representative Number</b> | 1294980  |
| <b>Phone</b>                            | 1300 349 188   |
| <b>Email</b>                            | jenny@priorityag.com.au  |
| <b>Qualifications</b>                   | Graduate Diploma of Financial Planning<br>Master of Applied Finance<br>Margin Lending and Geared Investments |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)  |

**Advice and services I can provide**

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Margin Lending Facilities.

**Experience**

Jenny began her career in Wealth Management at Bankers Trust working closely with financial advisers and clients. Before becoming an adviser, Jenny held positions in the Sales and Distribution Teams at BT Financial Group & Westpac Institutional Bank deepening her knowledge in Financial Markets. By combining her technical knowledge as an adviser together with over 20 years' experience in Financial Services, Jenny's ability to simplify the complex provides clients with the confidence to take the steps needed to maximise their financial future.

Jenny is a Financial Planner with over 23 years Financial Services experience. Jenny holds a Graduate Diploma in Financial Planning with a Master's in Applied Finance.



## Richard Moule

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| <b>Authorised Representative Number</b> | 1008860  |
| <b>Phone</b>                            | 1300 349 188   |
| <b>Email</b>                            | richard@priorityag.com.au  |
| <b>Qualifications</b>                   | Bachelor of Financial Services<br>Advanced Diploma of Financial Services (Financial Planning)<br>Diploma of Financial Services<br>Master of Financial Planning |
| <b>Professional Memberships</b>         | Financial Advice Association Australia (FAAA)  |
| <b>Professional Designations</b>        | CFP – Certified Financial Planner  |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Self-Managed Super Funds (SMSF)
- Listed Securities.

### Experience

Richard has worked in financial services for 12 years, this includes 8 years as a Financial Planner. Richard has provided comprehensive financial planning advice to clients at various stages of life with varying needs, wealth and objectives. Richard is proud to place his clients' interests above his own and is motivated by assisting clients achieve financial wellbeing.

Richard is a Certified Financial Planner. Richard is also currently studying his Master of Financial Planning

## Brent Hopping

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| <b>Authorised Representative Number</b> | 1235971  |
| <b>Phone</b>                            | 1300 349 188   |
| <b>Email</b>                            | brent@priorityag.com.au  |
| <b>Qualifications</b>                   | Diploma of Financial Planning<br>Graduate Diploma of Applied Finance |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.

### Experience

Brent is a finance professional with over 20 years' experience in Financial Services, working across boutique, corporate and industry segments. A highly motivated executive with a proven record of building constructive relationships, both internally and externally, and developing, leading and curating high functioning teams and individuals.

Brent has created valuable industry relationships through the delivery of mutually beneficial corporate partnerships and outstanding customer service. Combined with astute commercial acumen, excellent communication, organisational expertise, negotiation skills and strategic thinking, he is able to make significant contributions that drive outcomes, achieving organisational goals such as growth and transformation.

Brent is also authorised to provide advice under Certe Wealth Protection Pty Ltd.

## Chris Fitzgerald

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| <b>Authorised Representative Number</b> | 1009381  |
| <b>Phone</b>                            | 1300 349 188   |
| <b>Email</b>                            | chris@priorityag.com.au  |
| <b>Qualifications</b>                   | Bachelor of Commerce in Accounting Chartered Accountant<br>Advanced Diploma of Financial Planning Accredited Listed<br>Product Adviser Program Margin Lending and Geared<br>Investments<br>Self-Managed Super Funds (SMSF) |
| <b>Professional Memberships</b>         | Chartered Accountants Australia and New Zealand  |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Self-Managed Super Funds (SMSF)
- Margin Lending
- Listed Securities

### Experience

Chris began his career as a Chartered Accountant specialising in Taxation before moving into Finance Manager roles within the Banking & Financial services industry in Australia and the UK. Since becoming an adviser 8 years ago he has applied this experience within boutique firms the NAB Business Bank and Gow Gates Financial Services.

Chris has a strong technical knowledge and an ability to cut through the complexity for clients and optimise the path towards their goals. He is interested in behavioural finance and conscious that humans can make emotional decisions when we are dealing with their own money.

Chris has a strong ethical approach and a broad expertise across Super, Investments, Insurance and Estate Planning. He believes in the value of investing and that a trusted adviser can simplify options and provide the confidence and resolve to be positive about the future.

## Alissia Denly

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| <b>Authorised Representative Number</b> | 1266991   |
| <b>Phone</b>                            | 1300 349 188  |
| <b>Email</b>                            | alissia@priorityag.com.au   |
| <b>Qualifications</b>                   | Graduate Diploma of Financial Planning<br>Advanced Diploma of Financial Services<br>Securities<br>Accredited Aged Care Professional |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.
- Listed Securities
- Aged Care

### Experience

Alissia has worked in the financial services industry for over 20 years. Much of her career has been with the Priority team, having worked her way up to become the financial adviser she is today.

Alissia is pleased to have completed her Graduate Diploma in Financial Planning and the Aged Care STEPs accreditation. She is also an NSW JP.

As an adviser, Alissia understands families, being time poor and the need for her clients to get "it" done. She is motivated to help her clients address their top-of-mind issues, to articulate their financial goals and objectives, highlight any potential financial blind spots and provide personalised strategies and options in an easy-to-understand way.

Alissia recognises the squeeze on multi-generational families and has a keen interest in assisting families with aging parents in seeking assistance to manage their financial affairs, accessing home care services, downsizing, retirement villages or higher need residential aged care.

When not working, Alissia enjoys spending her time with her family and looks forward to travelling again.



## Nicholas (Nick) Weiss

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|---|---|
| <b>Authorised Representative Number</b> | 1310982   |
| <b>Phone</b>                            | 1300 349 188  |
| <b>Email</b>                            | nick@priorityag.com.au  |
| <b>Qualifications</b>                   | Graduate Diploma of Financial Planning<br>Graduate Diploma in Applied Finance & Investments |

### Advice and services I can provide

- Deposit and payment products.
- Debentures, stocks or bonds issued or proposed for issue by a government.
- Life investment or life risk products.
- Interests in managed investment schemes, including Investor Directed Portfolio Services (IDPS or 'Wrap').
- Retirement savings accounts.
- Superannuation.

### Experience

Nick Weiss is currently a Provisional Financial Adviser and is completing their work and training requirements under the Professional Year program.

The Supervisor of Nick Weiss must ensure appropriate supervision of advice given by the provisional relevant provider.

Fortnum Private Wealth Ltd  
ABN: 54 139 889 535  
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