

## Item 1: Introduction

MASECO Asia Limited (“we”/“our”/“us”) is a Hong Kong limited company. We trade under the names MASECO Asia Limited and MASECO. We are registered as an **investment advisor** with the Securities and Exchange Commission in the US.

Please note brokerage and investment advisory services and fees differ. It is important for you as a retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at 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 offer investment advisory accounts and services rather than brokerage accounts and services to retail investors.**

Our wealth management service includes assistance with developing your investment strategy to help achieve your goals and wealth planning to address areas relevant to your personal financial circumstances (e.g., retirement planning, education planning, etc.) to ensure that we create a portfolio for you that meets your requirements.

- (i) **Monitoring:** We regularly monitor the investments to ensure they remain suitable, and we rebalance the portfolio periodically to ensure it remains in line with the target allocation. This will be done at least semi-annually.
- (ii) **Investment Authority:** We only offer asset management services on a **discretionary** basis. This means we buy/sell investments in your account without asking you first, according to the terms of a specified investment mandate.
- (iii) **Limited Investment Offerings:** We primarily use model portfolios. This means our investment advice will cover a limited selection of investments (e.g., mutual funds, exchange-traded funds). Other firms could provide advice on a wider range of choices, some of which might have lower costs.
- (iv) **Account Minimums and Other Requirements:** Our clients are typically High Net Worth

Individuals with a minimum of \$500,000 to invest.

**Conversation Starters: The questions in red can be used to help facilitate your discussion with a financial professional to learn more about their products and services.**

- *Given my financial situation, why 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 fees quarterly on a sliding scale (see below table) based on the value of the investments in your portfolio.

Value of Your Portfolio	Our Fee
First \$500,000	1.25%
\$500,001 to \$1,000,000	1.00%
\$1,000,001 to \$2,500,000	0.90%
\$2,500,001 to \$5,000,000	0.80%
\$5,000,001 plus	0.70%

The more assets you have in the advisory account, the more you will pay us. We, therefore, have an incentive to increase the assets in your account to increase our fees. You pay our fee quarterly even if you do not buy or sell.

In exceptional circumstances, you may negotiate a different fee rate with us, but this will be at our discretion. The specific fees for your portfolio will be included in the agreement we enter into at the start of our relationship. In addition, we charge an annual maintenance fee of, currently, \$50.

The amount paid to our firm and your financial professional generally does not vary based on the type of investments we select on your behalf. The asset-based fee reduces the value of your investments and will be deducted from your account.

### Description of Other Fees and Costs:

You are responsible for paying the fees of your custodian if applicable (e.g., maintenance charges or custody fees) as well as the charges applied when executing trade orders, for example, transaction charges.

### Additional Information:

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.

- *Help me understand how these fees and costs might affect my investments. If I gave 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?**

**Standard of Conduct:** *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.

We may recommend proprietary products that are issued or managed by our affiliates. We may encourage you to add funds to the portfolio which will increase our compensation.

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

### How do your financial professionals make money?

Our Wealth Managers receive a quarterly payment based on the revenue generated to the firm by their clients but taking into consideration other factors, such as number of complaints or breaches which may reduce the remuneration.

### Item 4: Disciplinary History

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

No. The firm has never been involved in any formal legal proceedings. Neither we nor any of our senior management have any reportable disciplinary events. You can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our Wealth Managers.

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

### Item 5: Additional Information

Visit our website or call us to learn more about our services or request a copy of this relationship summary:

[www.masecoasia.com](http://www.masecoasia.com);

Phone: +852 5808 2064

Email: [enquiries@masecoasia.com](mailto:enquiries@masecoasia.com)

- *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?*