

## Atlas Strategic Advisors, LLC Client Relationship Summary - Form CRS

July 14, 2022

### Introduction

Atlas Strategic Advisors LLC (“Atlas” or the “Firm”) is a limited-purpose broker-dealer registered with the United States Securities and Exchange Commission (SEC). The Firm is not registered with the SEC as an investment adviser. Investment advisory and brokerage services and fees differ, and it is important for you to understand the differences. We are also a member of the Financial Industry Regulatory Authority, Inc. (FINRA).

This relationship summary is designed to provide you with information about these services and how we charge for them. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), a site created by the SEC. You will also find educational materials about broker-dealers, investment advisers, and investing.

### Terms to know:

- A broker-dealer is a firm that acts as an intermediary between buyers and sellers of securities. It usually charges a commission on each transaction it executes. In some instances, the securities a broker-dealer buys and sells for its customers may be bought or sold into or out of its own account.
- An investment adviser is a person or an entity that charges a fee for providing investment advice, preparing a financial plan, or conducting securities analysis.
- A retail investor is a natural person (individual), or the legal representative of such natural person, who seeks to receive or receives services primarily for personal, family, or household purposes.

### What services can you provide me?

The Firm is not a full-service broker-dealer. We provide a limited menu of financial services primarily for corporate or institutional customers, which include certain investment banking services, such as capital raising and merger and acquisition (“M&A”) advisory services. As part of our capital raising services, we may facilitate investments by you in private companies, which are unaffiliated issuers (the “Issuer”).

We may communicate with you regarding a potential securities transaction and such communication could be deemed a recommendation to invest in the relevant securities transaction. However, we will not provide you with personalized advice based on your overall portfolio as to whether you should make or continue to hold a particular investment or as to which types of investments may be better suited for you. We will also not monitor any investments made or held by you.

We will not render advice regarding financial, legal, accounting, regulatory, tax, or other matters. You

should consult your own financial, legal, accounting, tax, and other appropriate advisors regarding how any investments fit within your overall investment portfolio and financial plan. Of course, the ultimate decision regarding the purchase and sale of investments is always up to you.

#### **Ask us:**

- Given my financial situation, should I make an investment in the securities you are offering? 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?

#### **What fees will I pay?**

We will not directly charge you a fee in connection with private placements. We will typically be paid a fee by the issuer that has engaged us to help them raise money. The fee will typically be an agreed-upon percentage of the total amount of money that we raise for the issuer as part of our engagement with them. We may also be paid a minimum flat fee or a discretionary fee by the issuer in connection with the engagement. This compensation structure gives us an incentive to sell you more of the issuer's securities at a higher price. Fees reduce any amount of money raised by the Issuer.

When we make a recommendation as a broker-dealer, we must act in the Issuer and investors' best interest, and not put our interest ahead of the customer's interest. At the same time, the way we generate revenue may create some conflicts of interest. Both the Issuer and investors must understand and ask us about these conflicts because they can affect the recommendations we provide.

If we are acting as your M&A advisor, we will typically charge a success fee based on the size of the transaction or transactions effected in connection with the engagement. We may also charge a minimum flat fee or a discretionary fee in connection with the engagement. This compensation structure gives us an incentive for us to cause M&A transactions to be effected.

#### **Ask us:**

- 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 providing recommendations as a broker-dealer? How else does your firm make money and what conflicts of interest do you have?**

When we provide you with a recommendation, 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 a conflict with your interest. You should

understand and ask us about these conflicts because they can affect the recommendations, we provide you. Here are some examples to help you understand what this means.

When we are hired to raise money for a company or to advise in connection with the sale of a company, we are usually paid a percentage of the security amount sold in the transaction or of the value of the company or assets exchanged in the transaction. Such a compensation structure gives us an incentive to sell the company or the securities or assets of the company at a higher price.

We mitigate this potential conflict by striving to only recommend to you those private placement offerings that we believe are consistent with your individual investment objectives and risk tolerances.

When we recommend a private placement investment to you, we encourage you to review the PPM or other available information so that you will fully understand the investment, the project underlying the investment, the risks of the investment, and the compensation we will receive from each investment we sell.

**Ask us:**

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

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

Our financial professionals may earn a portion of the commissions and other transaction fees paid by the Issuer. This compensation structure gives our financial professionals an incentive to sell you more securities at a higher price.

**Do we or our financial professionals have a legal or disciplinary history?**

Neither we nor our financial professionals have a legal or disciplinary history. A free and simple search tool to research us and our financial professionals can be found at [Investor.gov/CRS](https://www.investor.gov/CRS).

**Ask us:**

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

**Additional Information**

For additional information about our services, please visit [brokercheck.finra.org](https://brokercheck.finra.org). You can also call (212) 471-4100.