

Pluris Capital Group, Inc. May 16, 2022
Form Customer Relationship Summary

Item 1 – Introduction: Pluris Capital Group, Inc. (PCG) is a registered registered broker/dealer with the Securities and Exchange Commission (SEC), The Financial Industry Regulation Authority (FINRA), and the Securities Information Protection Corporation (SIPC).

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:

PCG is limited in its activities to private placements and merger and acquisition activities. We offer private placement in companies and private investment funds to certain eligible retail and other investors

- (i) **Account Monitoring:** We do not hold accounts for investors and thus do not monitor their investments. We are available to offer assistance after investment.
- (ii) **Investment Authority:** PCG does not have investment authority and cannot buy or sell investments in any of your accounts. We may, from time to time, recommend investments, however, purchase is at your full discretion.
- (iii) **Account Minimums and Other Requirements:** We do not hold accounts for investors.
- (iv) **Scope of Investment Offerings.** We offer a limited number of private placements in private investment funds and companies to certain eligible retail and other investors. We do not offer recommendations on other products to investors. A full review of investment terms, relevant risks, and other terms is discussed within investment or offering documents for specific investments offered by PCG.

For additional information, please see for a full discussion of risks with investing in a company or private investment fund through PCG.

Item 3. Fees, Costs, Conflicts, and Standard of Conduct *What fees will I pay?* [Item 3.A.]

Principal fees and costs: The principal fees you will pay are product-related fees and for fund investments you will be subject to fund-related fees and expenses.

Transaction fees. For private placements, we receive transaction-based compensation, or a commission. This fee is typically paid by the issuer of securities and the issuer will receive its proceeds net of any fees. For instance, if you invest \$1,000 in a transaction and we are receiving a 7% commission, the issuer will receive \$930 and we will receive a \$70 commission from the issuer. The more you invest, the more we receive in commissions and as such, and thus we are incentivized to encourage you to increase your investment. A summary of our fee will be provided to you in some form, whether it is in an offering memorandum, PowerPoint presentation, or through other means.

Other 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.

Question you may want to ask your professional:

- *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? 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 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:

- a) The larger your investment, the higher the amount PCG will be paid.

- b) PCG pay have an interest in the company or fund we are soliciting an order from you. This must be disclosed in some form, whether in an email, an Offering Document, or through some other means.
- c) The company of fund that you are investing in may use a portion of those proceeds to pay PCG monthly fees for advisory services after the transaction.

We do not provide recommendations. 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.

How do your financial professionals make money?

Our financial professionals are paid a percentage of the commissions or fee we earn, both in cash and equity. There is no standard rate of payment as numerous factors are used to determine the rate, some of which is discretionary. Generally, the higher the level of investment the more a financial professional will make on any given transaction.

Item 4. Disciplinary History

We and employees of our firm have regulatory disciplinary histories. These are detailed at www.brokercheck.finra.org.

Item 5. Additional Information

For additional information about our services, feel free to view our financials at www.sec.gov as well as more information regarding us and our professionals at www.brokercheck.finra.org, or please contact us in writing at jfletcher@pluriscapitalgroup.com, or contact John Fletcher at (917) 304-3325.