

Equity Shift, Inc. Customer Relationship Summary (Form CRS)

As of May 5, 2021

Equity Shift, Inc. ("Equity Shift," "we," "our," or "us") is registered as a broker-dealer and alternative trading system ("ATS") with the U.S. Securities and Exchange Commission ("SEC") and is a member of the Financial Industry Regulatory Authority, Inc. ("FINRA") and the Securities Investor Protection Corporation ("SIPC"). As a broker-dealer, the services and fees we offer differ from investment advisory services and fees, and it is important that you understand the differences. Equity Shift does not offer investment advisory services.

To assist in researching Equity Shift and our financial professionals, free and simple tools are available at <https://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Equity Shift provides brokerage services to retail investors consisting of acting as agent when a retail investor buys or sells securities through its ATS. The securities retail investors can trade through our ATS are limited and only include unregistered, non-public company securities, which include common and preferred stock, securities convertible into common stock, and fixed income (debt) securities (collectively, "private company securities"), and interests in private funds (together with private company securities, "private securities") through Equity Shift's alternative trading system ("ATS"). We limit the securities available to you based on financial and regulatory requirements and pre-approval by the relevant issuer.

We do not hold customer accounts and do not provide an ongoing monitoring service. Equity Shift does not recommend securities transactions or strategies involving securities. Our retail investors make their own investment decisions.

Conversation starters to ask your financial professional:

Given my financial situation, should I choose a brokerage service? Why or why not?

What is your relevant experience including your licenses, education and other qualifications?

What do these qualifications mean?

Additional Information: For more information, please refer to the account agreements that you have executed with us or the relevant offering documents, and all attached terms, schedules, supplements and exhibits thereto, as applicable.

WHAT FEES WILL I PAY?

We will not charge you any fees directly. However, the ATS charges fees to issuers of securities that you may trade on the ATS for transactional and non-transactional services. The issuer may or may not pass those charges to its owners or prospective owners. Transactional fees may be charged to issuers in tiers based on the number of participants in the transaction and/or the value of the transaction. Non-transactional fees may include accreditation services, maintenance fees, training, and professional services. The issuer may also incur legal or consultative fees which may be passed on to its owners. Fees passed on to you may increase the amount of funds paid to acquire ownership, or decrease the amount of proceeds received when selling ownership.

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. For more information please refer to <http://ats.equityshift.io/> and any transaction specific documentation or account agreements and all attached terms and schedules. If you are an employee of Equity Shift, you should consult the applicable Employee Trading Policy.

Conversation starters to ask your financial 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?

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 services we provide you. Here are some examples to help you understand what this means.

- **Payments from Issuers:** We represent the issuers whose securities are available for purchase and sale on the ATS, and we receive payments from these issuers. This creates an incentive for us when they sell or allow their owners to sell their securities.
- **Third-Party Payments:** We do not receive payments from third parties that are not participants of the ATS (e.g., advertisers, data collectors, and analysts).
- **Revenue Sharing:** Certain agents may share revenue with us when we refer customers to their services and vice-versa (e.g., attorneys, valuation providers, licensed brokers).
- **Others:** Like many companies, Equity Shift raises funds from the private equity market for growth and meeting operational needs. Equity Shift does not advise or provide incentive to its owners to use our ATS. Investors in Equity Shift are also investors in many other entities that may benefit by using the ATS or having their issuers subscribe to our services.

Conversation starters to ask your financial professional:

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

Additional Information

For more information, please refer to <http://ats.equityshift.io/> and any offering documentation for a particular securities transactions.

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Annual compensation for Equity Shift professionals is comprised of salary, benefits, and incentives. Salary is paid based on talent acquisition market factors and contribution to Equity Shift's customers, employees, ownership, and partners. Benefits include insurance and savings plan contributions, and excellent work conditions. Incentives include vested ownership interest in Equity Shift, cash payments for outstanding contributions, and achieving or exceeding objectives.

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

None of Equity Shift, or any of its financial professionals, have a legal or disciplinary history. Please go to www.investor.gov/CRS or <https://brokercheck.finra.org>, for free and simple tools to research us and our financial professionals.

Conversation starters to ask your financial professional:

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

Additional Information

For additional information, including the latest copy of our Form CRS, go to <http://ats.equityshift.io/>, call 1-919-500-7894, or ask your financial professional. We will provide you with transaction information through other documents, such as trade confirmations, offering materials, and account statements.

Conversation starters to ask your financial professional:

*Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?
As a financial professional, do you have any disciplinary history? If so, for what conduct?
Who can I talk to if I have concerns about how this person is treating me?*