

Triumph Capital Markets, LLC – Customer Relationship Summary

March 28, 2024

Introduction

Triumph Capital Markets, LLC (Triumph) is registered with FINRA and the SEC as a broker-dealer. Brokerage and investment advisory services and fees differ and it is important for the retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at: www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing. To learn more about Triumph, you may go to FINRA's BrokerCheck at: <https://brokercheck.finra.org/>.

Relationships and Services

What investment services and advice can you provide me?

We offer brokerage services to retail investors.

Triumph acts as a placement agent in private placements of securities. The Firm will offer private placements subject to exemptions primarily available under Section 4(a)(2) and Rule 144A as well as Regulation D.

The Firm acts as an underwriter in new equity and/or debt offerings on both a firm commitment and best efforts basis. The firm may act as lead-manager or selling group member on these offerings.

Triumph also provides M&A advisory services for institutional clients. These services include debtor advisory, valuation advisory, and advising on sales and restructuring of businesses.

We may recommend a limited menu of products to retail investors, such as private placements and underwritings, but the retail investor makes the ultimate decision whether or not to invest, and Triumph will not monitor customer investments. There may be other investments that we do not offer which better suit your needs.

Triumph may impose a minimum investment amount to retail investors in order to establish a relationship.

CONVERSATION STARTERS:

- *Given my financial situation, should I choose a brokerage 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?*

Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

It is important for you, the retail investor, to understand the principal fees and costs you will incur for your brokerage services, including how frequently they are assessed and the conflict of interest they create.

- **Placement services and Underwritings:** Triumph is compensated for its placement services and Underwriting services by the issuers with which it works, typically in the form of a retainer and a percentage of the investment amount raised. As a retail investor, you will not pay any additional fees directly to Triumph. You should carefully review the prospectuses for the placements you invest in, to ensure that you understand any fees you may pay.
- **M&A advisory services:** Triumph is typically compensated for its M&A advisory services via a retainer and success fee, paid by the institutional entities which retain Triumph to perform these services. This business line does not apply to retail investors.

Triumph Capital Markets, LLC – Customer Relationship Summary

March 28, 2024

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.

CONVERSATION STARTER:

- *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 as your broker-dealer, 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- Triumph receives placement fees from the sponsors of the investments Triumph recommends, which are generally based upon the amount of interests subscribed for by investors. Thus, Triumph's recommendations of such investments may be influenced by its desire to obtain these fees.

CONVERSATION STARTER:

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

How do your financial professionals make money?

Our registered representatives (RRs) receive a fixed salary along with a performance-based year-end bonus. The size of their bonuses may depend in part upon the amount of investments made by their clients during the year. As such, our RRs have an incentive to encourage you to invest through Triumph.

Disciplinary History

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

No. Please visit www.investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

CONVERSATION STARTER:

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

Additional Information

If you would like additional information about our brokerage services, or to request a copy of the relationship summary, please call 312-972-8700 or send an email to kgibbons@triumphcapitalmarkets.com.

CONVERSATION STARTER:

- *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?*