



Reef Capital Coaching Coaching Pty Limited
trading as The Chartist
ABN: 24 092 309 978
AFS Licence No: 288200
Date: 2nd June 2009

FINANCIAL SERVICES GUIDE

A GUIDE TO OUR RELATIONSHIP WITH YOU AND OTHERS

What information does this Financial Services Guide contain?

This Financial Services Guide (“FSG”) contains important information about:

- who we are;
- the services and types of financial products we offer;
- how we are paid;
- any associations or relationships we may have with financial product issuers and details of any potential conflicts of interest;
- our internal and external dispute resolution procedures and how you can access them; and
- how we can be contacted.

If you choose to use any of our services and products, you may receive other disclosure documents. A **Statement of Advice (“SoA”)** will be provided to you if we provide you with **personal financial product advice** (rather than general financial product advice). Personal financial product advice is advice that takes into account one or more of your objectives, financial situation and needs or may reasonably be expected to have done so.

The SoA will contain the advice, the basis on which it is given and other information such as our fees and any associations we have with financial product issuers or other parties which may have influenced the advice.

If we provide you personal advice and recommend to you a particular financial product, you may also receive a **Product Disclosure Statement (“PDS”)** prepared by the product issuer which will contain information about the particular product, including any relevant terms, significant risks and details of other fees and charges which may apply. This document will be provided to assist you in making an informed decision about that product.

What is the purpose of this Financial Services Guide?

The purpose of this FSG is to inform you of the financial services we offer to help you decide whether to use these services. This FSG provides you with key information about the type of services that we offer to ensure that you receive the information to assist you in making an informed decision about whether you wish to use the financial services that are offered by Reef Capital Coaching Pty Limited (“Reef Capital Coaching”, “we”, “our” or “us”).

Under the Corporations Act we are obliged to provide you with this FSG.

Who is responsible for the Financial Services provided?

Reef Capital Coaching will be providing the financial services to you through its representatives. Reef Capital Coaching is responsible for the actions of its representatives and the financial services provided. We hold an Australian Financial Services Licence issued by the Australian Securities and Investments Commission (AFS Licence No: 288200).

Who is Reef Capital Coaching Coaching?

Reef Capital Coaching Coaching commenced its operations in 1998 and is a company structured to provide education and advisory services to retail and wholesale clients in the securities and derivatives markets. Reef Capital Coaching Coaching is owned and operated by the Directors, Nicholas and Patricia Radge. On 13th June 2007 Reef Capital Coaching Coaching changed its trading name to The Chartist.

What kinds of Financial Services are we authorised to provide and what kinds of Financial Products do those services relate to?

Reef Capital Coaching Coaching is authorised by its AFS Licence to provide the following financial service:

- Provide Financial Product Advice with respect to derivatives and securities.

Reef Capital Coaching Coaching provides advice in the following types of derivatives:

- (a) **Futures Contracts** - RCC will advise in the instrument formerly known as a "futures contract". RCC will provide advisory services in all local futures markets, predominantly SFE but also ASX and also international futures markets. This includes *all futures and options* traded on a regulated exchange.
- (b) **Contract for Difference (CFD's)** - a CFD is a contract that mirrors the performance of a share or index but is not traded on an exchange. As with futures contracts, CFD's are traded on a margined basis and

classified as an OTC derivative product in accordance with s761D of the Corporations Act.

Reef Capital Coaching also provides advice in securities listed on the Australian Stock Exchange (“ASX”) together with securities listed in international exchanges (predominantly those located in the United States).

We provide our advisory services in the following ways:

- (i) We offer a subscription service to a client which provides the client with private web access to our advanced internet site. Clients are able to view our latest trading advice (recommendations), market updates and technical analysis i.e. charts on a daily basis.

Clients are able to access the secure password protected website for daily advice and/or recommendations provided by Reef Capital Coaching. Clients will then be able to analyse and adjust the trading advice to their own situation. A key advantage of the system is that clients are able to access our advice from any computer in the world. This means that the client is not tied to a particular computer and is able to access our advice at any time, anywhere.

- (ii) Newsletters are posted on our website to assist clients with their trading needs. The newsletters contain general trade recommendations and educational articles. Subscribers with private web access automatically have access to the newsletters.
- (iii) “Face-to-face” seminars are conducted from time to time in which students are provided with trading education and potentially general advice.
- (iv) Private consulting services are provided to clients who require more personalised service.
- (v) An Email advisory service is provided to clients which identifies buy and sell signals with respect to securities traded on the ASX. Such signals are generated using a proprietary trading model developed by Nicholas Radge.

In addition to the above financial services, Reef Capital Coaching also provides other services such as educational services over the internet whereby clients are presented with private web access to the course material (and a copy of the course material on CD ROM for their later review). Finally, we also sell both new and used trading and investment books (such as technical analysis books) via our website.

Who do we act for when providing these services?

Reef Capital Coaching acts as principal when providing financial product advice.

How can you give us instructions?

Reef Capital Coaching is not authorised to accept instructions from you to deal in a financial product. Should you wish to act on the advice provided by us, you should give your instructions to a licensee authorised to transact on your behalf.

How is my personal information dealt with?

We recognise the importance of ensuring that you have confidence in the way we handle your personal information and that it is kept private. Reef Capital Coaching is bound by, and committed to the terms of the Privacy Act 1988 and the National Privacy Principles forming part of that Act. A copy of our Privacy Policy is available on our website or by contacting us.

How are we remunerated for the services we provide?

We are remunerated in the following ways:

- (i) A monthly subscription fee of between \$33.00 per month and \$90 per month (GST inclusive) or yearly, in advance, of between \$363 and \$990.00 (GST inclusive). This fee provides the client with private web access to our advanced internet site to view our latest trading advice (recommendations), market updates and technical analysis i.e. charts on a daily basis. This monthly fee also includes access to our newsletters. This fee also includes up to 4 weeks annual leave when no charts will be updated.
- (ii) Seminar fees which vary depending on the length of the seminar and range from \$200.00 to \$4,500.00 (GST inclusive);
- (iii) Private consulting services are charged at an hourly rate of \$330.00 (GST inclusive) or a negotiated rate depending on the project requirements.

Reef Capital Coaching is also remunerated for other services we provide as follows:

- (i) by charging a course fee for its educational services. These fees vary depending on the type of course and range from \$88 to \$695;
- (ii) from the sale of both new and used trading and investment books;
- (iii) by charging wholesale entities a monthly subscription fee, the amount of which is negotiated between Reef Capital Coaching and each client. This fee provides the client with private web access to our advanced

internet site to view our latest trading advice (recommendations), market updates and technical analysis i.e. charts on a daily basis. This monthly fee also includes access to our newsletters. This fee also includes up to 4 weeks annual leave when no charts will be updated.

How are representatives of Reef Capital Coaching remunerated?

Representatives of Reef Capital Coaching are paid a salary and may also receive a discretionary bonus.

Do you have any associations & relationships with others?

We do not have any relationships or associations which might influence us in providing you with our services.

What do I do if I have a complaint?

We want to know about any problems or concerns you may have with our service so we can take steps to resolve the issue. We have internal and external dispute resolution procedures to resolve complaints from clients. A copy of these procedures may be obtained by contacting us and requesting a copy.

Initially, all complaints will be handled and investigated internally. Should you feel dissatisfied with the outcome, you have the ability to escalate your concerns to an external body for a resolution.

If you have a complaint about the financial services provided to you, please take the following steps:

1. Contact us to inform us about your complaint and discuss your concerns. You may do this by telephone, email or letter.
2. All complaints will be properly handled and investigated promptly. We will try to resolve your complaint quickly and fairly.
3. If you are dissatisfied with the outcome, you have the right to complain to the Financial Ombudsman Service Limited ("FOS") who may be contacted on 1300 780 808 or in writing at G.P.O. Box 3, Melbourne VIC 3001.

Reef Capital Coaching is a member of this complaints resolution scheme and our membership number is 12128.

In order for a complaint to be considered by FOS, the claim must be no more than \$150,000.

4. You can contact the Australian Securities and Investments Commission on 1300 300 630. This is a Freecall Infoline. This is

another alternative that you may use to make a complaint and obtain information about your rights.

Do you have any insurance arrangements?

Reef Capital Coaching has professional indemnity ("PI") insurance arrangements in place as required under s912B of the Corporations Act 2001. Our PI insurance takes into account the nature and volume of our business, the number of clients and kind of clients we have, our employees and the maximum potential extent of liability.

Our PI insurance also covers claims in relation to the conduct of employees who no longer work for us but who did at the time of the relevant conduct.

How do you contact us?

➤ **Telephone**

Call us at our office on (07) 5473 5743.

➤ **Mail**

Write to us at PO Box 721, Noosa Heads, QLD 4567.

➤ **Email**

Send us an email to trish@thechartist.com.au