

AEON CAPITAL INC – FORM CRS

Dated: June 30, 2020

SEC Regulation BI (BEST INTERESTS) requires our Firm to deliver this relationship summary brochure also known as Form CRS to all existing or new customers.

This Form CRS is available on our website and on FINRA’s BrokerCheck as described herein.

Any questions may be directed to your account executive or by contacting us at our home office location as provided in this brochure.

FORM CRS United States Securities and Exchange Commission Notes: Sections 3, 10, 15, 15(c)(6), 15(l), 17, 23, and 36 of the Securities Exchange Act of 1934 (“Exchange Act”) and section 913(f) of Title IX of the DoddFrank Act authorize the Commission to require the collection of the information on Form CRS from brokers and dealers. See 15 U.S.C. 78c, 78j, 78o, 78o(c)(6), 78o(l), 78q, 78w and 78mm. Filing Form CRS is mandatory for every broker or dealer registered with the Commission pursuant to section 15 of the Exchange Act that offers services to a retail investor. See 17 CFR 240.17a-14. Intentional misstatements or omissions constitute federal criminal violations (see 18 U.S.C. 1001 and 15 U.S.C. 78ff(a)). The Commission may use the information provided in Form CRS to manage its regulatory and examination programs. Form CRS is made publicly available.

The information contained in the form is part of a system of records subject to the Privacy Act of 1974, as amended. The information may be disclosed as outlined above and in the routine uses listed in the applicable system of records notice, SEC-70, SEC’s Division of Trading and Markets Records, published in the Federal Register at 83 FR 6892 (February 15, 2018).

Introduction

AEON Capital Inc. (“AEON”) is registered with the Securities and Exchange Commission as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA), the Municipal Securities Rulemaking Board (MSRB) and the Securities Investor Protection Corporation (SIPC) consistent with FINRA Rule 2210. AEON is a full service brokerage firm established in 2012. Our primary business is effecting transactions for our customers in private placements, stocks, options, mutual funds and municipal bonds. Our Firm also engages in investment banking activities. AEON, unlike an investment advisory firm, charges commissions/sales concessions for these transactions as agreed upon with its customers prior to the execution of each order. Registered Investment Advisory firms charge fees typically monthly or quarterly to manage customer assets and offer investment advice. For more information about AEON please visit our website at <http://capital.aeon.group> (refer to Aeon Capital Inc. section).

“What investment services and advice can you provide me?”

Aeon Capital is a boutique investment bank that specializes in corporate finance, secondary market transactions, and strategic advisory services. We work with corporate clients to find the best ways to finance growth and help them prosper. We assist individual shareholders with finding buyers and selling their shares. Additionally, we provide guidance to help our corporate clients grow their companies.

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Our primary business is effecting transactions for our customers in private placements, stocks, options, mutual funds and municipal bonds. Our Firm also engages in investment banking activities. Our firm is a full service brokerage firm established in 2012. Our firm does have many existing customers that effect transactions of their own volition without recommendations from our representatives. All transactions are monitored by supervisors who review trade blotters. Private Placements are only sold to accredited investors. We monitor transactions to ensure that investment objectives and suitability standards are adhered to. You as the retail investor have the ultimate decision when a recommendation is provided to you by your representative.

Fees, Costs, Conflicts, and Standard of Conduct

A. “What fees will I pay?”

You will pay commissions and other costs for each transaction whether you make or lose money on your investments. Commissions, and other costs will reduce any amount of money you make on your investments over time. Please make sure you understand what commissions and costs you are paying. Commissions are again discussed with the customer for each trade effected. We do not charge more (or less) commissions based upon customer transactions activity. Miscellaneous costs for trades are reflected on the trade confirmation provided by our clearing firm for investors who conduct stock, bonds, options business (non-private placements). Your account representative will provide you with the additional fee information and amounts as necessary. Fees include but are not limited to: margin interest, re-org items, safekeeping of securities, inactive fees, postage and handling fees (disclosed on trade confirmations), etc. by our clearing firm.

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 may create some conflicts with your interests. You should understand and ask us about any conflicts because they may affect the recommendations we provide you.

B. Conflicts of Interest

We do not believe there are any conflicts of interest at this time. We do not make extra money by selling you certain investments products, although private offerings of securities typically have higher selling concessions (compensation) than traditional investment products. We have no incentive to offer or recommend certain investments. We do not receive any payments for order flow to market makers.

If we believe that a potential conflict of interest(s) has arisen, we will promptly update this Form and send to you within 60 days. We are required to file an amended Form CRS with FINRA within 30 days of any changes before delivered to you. Form CRS and amendments

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are available at any time on our website at <http://capital.aeon.group> (refer to Aeon Capital Inc. section).

Disciplinary History

We have legal and disciplinary events. For information regarding legal and disclosure events on the Firm or any of its registered associated persons, visit Investor.gov for a free and simple search tool to research our firm and our financial professionals. For additional information about our brokers and services, visit Investor.gov/CRS, FINRA's

BrokerCheck (BrokerCheck.Finra.org), our web site <http://capital.aeon.group> (refer to Aeon Capital Inc. section) or your agreement.

To report a problem to the SEC, visit Investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330. To report a problem to FINRA, using the following link: <https://www.finra.org/investors/have-problem/file-complaint>. If you have a problem with your investments, account or financial professional, contact us in writing at AEON Capital Inc., Attn: Compliance Department, 1715 State Highway 35, Suite 102, Middletown, NJ 07748. Our main telephone number is 732-391-4279.

Conversation Starters

Ask our financial professionals these key questions about our investment services and accounts.

1. Given my financial situation, why should I choose a brokerage account? **Our firm typically does business only with investors who have the financial wherewithal to invest in the stock market given the risks and uncertainties of the financial markets you can never be assured of profiting although this is always the goal when dealing with financial professionals. Remember you have the ultimate decision making authority to effect transaction for your account that meet your investments objectives. When we provide you with a recommendation, we have to act in your best interest and not put our interest ahead of yours.**

2. Do the math for me. How much would I pay per year for a typical brokerage account? What would make those fees more or less? What services will I receive for those fees? **This depends on how many transactions you authorize to be effected for your account. For example, if you authorize 20 trades for the year, buys and sells, and the average commission charged is \$100, then you will pay \$2000.00 in commissions for the year. Your representative will provide you with investment advice on your holdings when you ask as part of his/her responsibilities. There are no additional charges for this service.**

3. What additional costs should I expect in connection with my account? **Our clearing firm may impose additional charges which may be passed on to you, such as: margin interest, inactivity fees, IRA maintenance fees etc. Your account representative will provide you with the additional fee information and amounts as necessary.**

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4. Tell me how you and your firm make money in connection with my account. Do you or your firm receive any payments from anyone besides me in connection with my investments? **You will pay commissions and other costs for each transaction whether you make or lose money on your investments. Commissions, and other costs will reduce any amount of money you make on your investments over time. Please make sure you understand what commissions and costs you are paying. Commissions are again discussed with the customer for each trade effected. We do not charge more (or less) commissions based upon customer transactions activity. Miscellaneous costs for trades are reflected on the trade confirmation provided by our clearing firm. We will provide you with a list of fees charged, including but not limited to: margin interest, re-org items, safekeeping of securities, inactive fees, postage and handling fees (disclosed on trade confirmations), etc. by our clearing firm which may be passed along to you upon written request to your account executive or our Compliance Department at the main office address listed in this document. We may also receive payments from issuers, retainers, marketing allowances, etc. Some products pay more or less commissions than others. We may make extra money by selling you certain investments products, however. we have no incentive to offer or recommend certain investments based upon the amount of commissions. We do not receive any payments for order flow to market makers. We do not believe there are any conflicts of interest at this time.**

5. What are the most common conflicts of interest in your brokerage accounts? Explain how you will address those conflicts when providing services to my account. **We do not believe there are any conflicts of interest at this time. We do not make extra money by selling you certain investments products. We have no incentive to offer or recommend certain investments. We do not receive any payments for order flow to market makers. If we believe that a potential conflict of interest(s) has arisen, we will promptly update this Form and send to you within 60 days. We are required to file an amended Form CRS with FINRA within 30 days of any changes before delivered to you. Form CRS and amendments are available at any time on our website at <http://capital.aeoncapitalinc.com>.**

6. How will you choose investments to recommend for my account? **Recommendations made for your account depends on your stated investment objectives, suitability, liquidity needs, time horizon and financial wherewithal. Your account representative will discuss with you investments that fits these criteria. Ultimately, you will make the decision or not to authorize your representative to effect a securities transaction for your account.**

7. How often will you monitor my account's performance and offer investment advice? **This is typically a daily function performed by our account representatives. When market conditions change or there are changes with any of your holdings, your account representative will contact you to discuss what appropriate actions in their opinion you should consider. Ultimately, it will be your decision on what action to take and we encourage you to always do your own due diligence on your investment holdings to help make and informed decision.**

8. Do you or your firm have a disciplinary history? For what type of conduct? **Our Firm and your representative does/may have disciplinary history primarily for violations of FINRA, SEC Rules.**

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You can find information on the firm and your representative on FINRA’s website www.finra.org refer to the BrokerCheck tab.

9. What is your relevant experience, including your licenses, education, and other qualifications? Please explain what the abbreviations in your licenses are and what they mean. **You may ask these questions with your account representative who will provide you with this information. On average, our account representatives have over ten years of financial industry experience. You can check your account representative’s industry experience by visiting FINRA’s BrokerCheck (see question #8 above). You can ask your account executive for educational background or request a copy of his/her resume’. Registration symbols are as follows:**

OP – Registered Options Principal (S4)

SU – General Securities Sales Supervisor (S9 and S10)

CO – Compliance Official (S14)

GS - Full Registration/General Securities Representative (S7TO) DR – Direct Participation Program Representative (S22TO)

MR – Municipal Securities Representative (S52TO)

TD – Securities Trader (S57TO)

IB – Investment Banking Representative (S79TO)

PR – Limited Representative – Private Securities Offerings (S82TO)

RS – Research Analyst (S86 and S87) OS – Operations Professional (S99TO) (

CS – Corporate Securities Representative

FA - Foreign Associate IE – United Kingdom - Limited General Securities Registered Representative

OR – Options Representative

RG – Government Securities Representative

SA – Supervisory Analyst (S16)

GP – General Securities Principal (S24) RP – Research Principal (S24) BP – Investment Banking Principal (S24) TP – Securities Trader Principal (S24) PO – Private Securities Offerings Principal (S24)

IP – Investment Company and Variable Contracts Products Principal (S26)

FN – Financial and Operations Principal (S27)

FI – Introducing Broker-Dealer/Financial and Operations Principal (S28)

DP – Direct Participation Program Principal (S39)

FP – Municipal Fund (S51)

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MP – Municipal Securities Principal (S53)

PG – Government Securities Principal

IR - Investment Company and Variable Contracts Products Rep. (S6TO)

10. Who is the primary contact person for my account? What can you tell me about his or her legal obligations to me? If I have concerns about how this person is treating me, who can I talk to if I have concerns about how this person is treating me?" **Your account representative is the same person who you spoke to and provided information in order to open an account with our Firm. The account representative would have sent you all the required documents in order to establish an account with our Firm. If you are not sure who this person is you can contact our main office at 732-391-4279. You can ascertain information on this individual by visiting FINRA's website and conducting a BrokerCheck review. The link is provided in this document. Your account representative's legal obligations are set forth in this document. If you have any concerns, you can contact our Compliance Department at 732-391-4279 or notify us in writing to the attention of our Compliance Department at 1715 Highway 35, Suite 102, Middletown, NJ 07748.**

Additional Information

You can find information about our firm and our representatives as provided in this document. You may contact our Compliance Department at 732-391-4279 during normal business hours of 9am to 5pm Eastern Time.

Definitions.

For purposes of Form CRS and these Instructions, the following terms have the meanings ascribed to them below:

- A. **Affiliate:** Any persons directly or indirectly controlling or controlled by you or under common control with you.
- B. **Dually licensed financial professional:** A natural person who is both an associated person of a broker-dealer registered under section 15 of the Exchange Act, as defined in section 3(a)(18) of the Exchange Act, and a supervised person of an investment adviser registered under section 203 of the Advisers Act, as defined in section 202(a)(25) of the Advisers Act.
- C. **Dual registrant:** A firm that is dually registered as a broker-dealer under section 15 of the Exchange Act and an investment adviser under section 203 of the Advisers Act and offers services to *retail investors* as both a broker-dealer and an investment adviser. For example, if you are dually registered and offer investment

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advisory services to *retail investors*, but offer brokerage services only to institutional investors, you are not a *dual registrant* for purposes of Form CRS and these Instructions.

- D. **Relationship summary:** A written disclosure statement prepared in accordance with these Instructions that you must provide to *retail investors*. See Advisers Act rule 204-5; Exchange Act rule 17a-14; Form CRS.
- E. **Retail investor:** A natural person, or the legal representative of such natural person, who seeks to receive or receives services primarily for personal, family or household purposes.