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## FINANCIAL SERVICES GUIDE

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of  
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**21<sup>st</sup> July, 2017**



## Issue Date

This Financial Services Guide (FSG) is dated 21<sup>st</sup> July, 2017 and replaces all previous versions. Longhou Capital Markets Pty Ltd [AFSL 292464] (hereafter known as LCM) issues and authorises the distribution of this FSG.

## About This Guide

This Financial Services Guide (FSG) is an important document that is designed to tell you about:

- Who we are.
- How you can contact us.
- The financial services we offer so you can make an informed decision whether to use those services.
- Information we need from you.
- The cost of our advisory services and how we pay our representatives.
- What to do if you have a complaint about our services.

If you need further information on any of these matters, please ask.

## About Us

Asenna Wealth Solutions Pty Ltd (ACN 155 544 460) is a Financial Services Company facilitating Advisory Services to Australian Domiciled Retail and Wholesale Clients in Securities, Derivatives (including Contract For Difference, CFDs) and Margin Foreign Exchange. Information provided by Asenna Wealth Solutions Pty Ltd is of a general nature and is prepared without taking account of any client's objectives, financial situation or needs. You should consider seeking the advice of relevant taxation, superannuation, and/or other relevant advisors before the information is acted on.

We will not provide advice on classes of financial products other than those identified in Asenna Wealth Solutions Pty Ltd authorisations through the Licensee, LCM (AFSL 292464). The licensee is ultimately responsible for the advice provided and services offered to clients of Asenna.



## What Are Our Authorisations

Asenna Wealth Solutions Pty Ltd is authorised to provide general financial product advice and arrange to deal on the following financial products;

**Basic Deposit products**  
**Securities**  
**Derivatives**  
**Foreign Exchange Contracts**  
**Interests in Managed Investment Schemes**

Asenna is authorised to provide these advisory and dealing services to retail and wholesale clients within Australia.

## Who Is Your Advisor?

Asenna Wealth Solutions Pty Ltd is your Adviser and is a Corporate Authorised Representative No.421884 of Longhou Capital Markets Pty Ltd (AFSL 292464). If you do not have a nominated advisor, you can contact us at –

Office Address: **Level 7,**  
**564 St Kilda Rd**  
**MELBOURNE VIC 3004**

**Phone:** 1800 ASENNNA (1800 273 662)  
**Fax:** (03) 9510 4076  
**Email:** [info@asenna.com.au](mailto:info@asenna.com.au)  
**Website:** [www.asenna.com.au](http://www.asenna.com.au)

As the Licensee, LCM is responsible for the advice you receive from us. If your advisor is unable or unwilling to provide you with advice or services in respect of certain products, the advisor will refer you to another representative of LCM, who will be able to assist you.

Longhou Capital Markets Pty Ltd can be contacted by phone on 1300 882 402 or email at [admin@lcmarkets.com.au](mailto:admin@lcmarkets.com.au) or Suite 8B, Level 1, 23 Main St, Varsity Lakes, QLD 4227.



## **General Financial Advice**

Asenna advisers will only offer you general financial advice. You should note that general financial advice does not relate specifically to you and therefore may not be appropriate to your particular financial needs, objectives and financial circumstances or in your best interest.

You need to take this into account before deciding whether or not to act on it.

## **What Do We Expect From You?**

We expect that you will provide us with accurate information that we request so that we have a reasonable basis on which to provide you with general advice.

We expect that you will use our advice to enable you to make informed financial decisions.

## **What Are The Possible Consequences Of Not Providing This Information?**

You are of course at liberty to decline to provide some or all of this information, but if you do not provide it, any general advice recommendations may not be sufficient for you to determine if the recommendation is appropriate to your needs and objectives. In certain cases, your failure to provide information may place us in a position where we cannot provide any advice or any financial services to you.

## **AML/CTF**

As a financial service provider, we have an obligation under the Anti-Money Laundering and Counter Terrorism Finance Act to verify your identity and the source of any funds. This means that we will ask you to present identification documents such as passports and drivers licence. We will also retain copies of this information. We assure you that this information will be held as per our Privacy Policy.

## **Privacy**

Asenna and LCM value client confidentiality and for details of our Privacy Policy and how this relates to you information please visit our website <http://www.lcmarkets.com.au/about-us/privacy-policy/> )



### **How are we Paid for the Services We Provide?**

Asenna Wealth Solutions Pty Ltd charges the following fees for its services;

We charge a fee for each Securities and Derivatives including CFDs as per our fee schedule;

NB: All fees include GST unless otherwise stated;

#### **Online Trading**

Standard Fees

Trades up to \$20,000 \$35.00

Trades over \$20,000 0.175%

#### **Phone Trading**

Trades up to \$20,000 \$55.00

Trades up to \$50,000 0.275%

Trades over \$50,000 \$137.50

Asenna will receive up to 90% of commission rebates from Equity and CFD transactions completed with ANZ Share Investing, Saxo Capital Markets and CMC Markets.

#### **General advice fee**

Trades placed as a result of being given general advice attract a 1% fee (plus GST)

In addition to this Asenna and LCM collectively share a One Pip Rebate from approved online Margin FX platform providers for each round turn trade. A round turn refers to a matching Buy and a Sell transaction.

To assist you in making an informed decision we will discuss with you and agree on any fees payable before providing a service. The Corporations Act requires us to fully disclose all fees and charges, so if you are in doubt please ask us to explain.

#### **What Fees, Commissions or other Benefits?**

Employees of Asenna are remunerated in a variety of ways including salary, wages, bonuses and commissions based on transaction fees and commissions.



### **Do any Relationships Exist Which Might Influence The Service or Advice I Receive?**

Asenna is not owned by any Fund Manager or institution. Asenna is remunerated through commission rebates generated from transactions with ANZ Share Investing, Saxo Capital Markets, CMC Markets and other approved online Trading platforms from time to time as stated above.

Longhou Capital Markets Pty Ltd is a wholly owned subsidiary of Longhou Investment Holdings Pty Ltd and is associated with the following companies;

Longhou Investment Group Pty Ltd

Advisors are aware of their obligations to disclose the extent and nature of any relationship that may be or perceived to be a conflict of interest at the time the advisors provide a service in financial products. A full list of products provided is available on our website. (<http://www.lcmarkets.com.au/about-us/approved-products-list/>)

### **Will You Give Me Advice That is Suitable To My Investment Needs and Financial Circumstances?**

No.

### **What Should I Know About Any Of The Risks of The Investment Recommendations Made To Me?**

Asenna is authorised by Longhou Capital Markets Pty Ltd to provide general financial product advice only.

The information provided in the Trading Pit and website does not provide advice about products suitable for your particular needs, objectives or financial circumstances, even if we may have commented in view of the current or future market conditions or prospects for the Securities, Derivatives, Margin Foreign Exchange and Managed Investments.

Trading Derivatives (Margin Foreign Exchange and Contracts for Difference, CFD's) on margin carries a high level of risk, and may not be suitable for all investors. The high degree of leverage can work against you as well as for you. Before deciding to invest in margin foreign exchange and CFD's you should carefully consider your investment objectives, level of experience, and risk appetite. The possibility exists that you could sustain a loss of some or all of your initial investment and therefore you should not invest money that you cannot afford to lose. You should be aware of all the risks associated with margin foreign exchange trading, and seek advice from an independent financial advisor if you have any doubts.



### **What Information Do You Maintain You Maintain in My File And Can I Examine My File?**

We need to hold all information you give us for a period of 7 years. Yes you can view information held by making a request.

### **How Can I Give you Instructions Regarding My Account?**

You may specify how you would like to give us instructions, for example, by telephone, fax or other means.

### **What Kind Of Compensation Arrangements Are In Place And Are These Arrangements Compliant?**

Asenna has arrangements in place both through Asenna Wealth Solutions Pty Ltd and LCM to ensure that it continues to maintain Professional Indemnity Insurance in accordance with Section 912 B of the Corporations Act 2001, (as amended). In particular the Professional Indemnity Insurance, subject to its terms and conditions, provides indemnity up to the sum insured for the Licensee and its authorised representatives in respect of our authorisations and obligations under the Australian Financial Services License.

### **What Should I Do If I Have A Complaint?**

We are committed to providing quality advice to our clients. This commitment extends to providing accessible complaint resolution mechanisms for our clients. If you have any complaint about the service provided to you, you should take the following steps;

Contact Asenna Wealth Solutions Pty Ltd or your advisor immediately.

If your complaint is not satisfactorily resolved within 7 days please contact Asenna Wealth Solutions Pty Ltd authorising licensee (Longhou Capital Markets Pty Ltd) by Phone 1300 882 402. Or put it in writing and email to [admin@lcmarkets.com.au](mailto:admin@lcmarkets.com.au) or mail to PO Box 579, Varsity Lakes , QLD 4227.

If we cannot reach a satisfactory resolution within a further 45 days you can raise your concerns with the Financial Ombudsman Service on 1300 78 08 08.

The Australian Securities and Investments Commission, (ASIC), also has a free call info line on 1300 300 630 which you may use to make a complaint or obtain information about your rights.