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# FINANCIAL SERVICES GUIDE

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**Asenna Wealth Solutions Pty Ltd**  
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**MELBOURNE VIC 3004**  
(ACN 155 544 460)

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**1<sup>st</sup> November, 2018**



## Issue Date

This Financial Services Guide (FSG) is dated 1<sup>st</sup> November, 2018 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 Deposit and Payment products, Life Insurance products, Securities, Derivatives (including Contract For Difference, CFDs), Margin Foreign Exchange, Managed Investment Schemes and Superannuation. General Advice provided by Asenna Wealth Solutions Pty Ltd is prepared without taking account of any client's objectives, financial situation or needs. In this event we recommend that 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 financial product advice and arrange to deal on the following financial products;

- deposit and payment products limited to:
  - basic deposit products;
  - deposit products other than basic deposit products;
- life products including:
  - Investment life insurance products as well as any products issued by a Registered Life Insurance Company that are backed by one or more of its statutory funds; and
  - life risk insurance products as well as any products issued by a Registered Life Insurance Company that are backed by one or more of its statutory funds;
- Derivatives
- Securities;
- Interest in managed investment schemes including investor directed portfolio services;
  - Retirement savings accounts ("RSA") products (within the meaning of the Retirement Savings Account Act 1997);
- Superannuation;
- Foreign Exchange Contracts

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

## Who Is Your Advisor?

Asenna Wealth Solutions Pty Ltd is your Adviser and is a Corporate Authorised Representative (CAR 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) 9670 3128**

**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 by post at Suite 8B, Level 1, 23 Main St, Varsity Lakes, QLD 4227.



## General Financial Advice

When Asenna advisers provide you with general financial advice you should note that it 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.

## Personal Advice

If you request a service that requires Asenna to give you personal financial advice, we will provide you with a nominated adviser. By personal financial advice, we mean that advice that will take into account your personal objectives, financial situation and needs.

Asenna has authorised advisers to provide these financial services to you and the details of your nominated adviser can be found in the Adviser Profile given with this FSG where appropriate. The Adviser Profile will outline the adviser contact details together with the training, education, experience and authorisations for that adviser. You can also search for your adviser's details including where your adviser has worked and what products they can advise on by visiting the ASIC Financial Adviser Register at;

<https://www.moneysmart.gov.au/investing/financial-advice/financial-advisers-register>

Asenna recommends that you should always seek the advice of a qualified Financial Adviser. If our Financial Advisers provide you with personal financial advice your initial discussions with a Financial Adviser should be treated as a Fact Find and you may be required to complete a questionnaire that includes personal information (Please see the Longhou Capital Privacy Policy <http://www.lcmarkets.com.au/about-us/privacy-policy/>). This is important as every situation is unique to the individual and the advice you receive should be tailored to your specific needs and at all times be in your best interest.

This information will allow your adviser to prepare a Statement of Advice ("SoA") which you will receive at the time or as soon as is practical after the advice is given. This statement will set out the advice, the basis on which the advice was given and any remuneration or other benefit that Asenna, including your financial adviser and associates, may receive. We will also include details of any matter that might reasonably be expected to be capable of influencing us in providing this advice.

If you maintain a personal advice relationship with us, then generally we will not provide a SoA for further advice situations unless there have been significant changes to either your personal circumstances or the basis of the advice since your last SoA was provided. In these circumstances however, we are still required to keep a Record of Advice ("RoA"). You have the right to request a copy of the RoA at any time.



You will receive an annual statement disclosing any ongoing fees that you have paid along with the services provided to you. This is an ideal time to discuss the fees you are paying with your adviser, but of course this can be done at any time.

You will also receive a renewal notice every 2 years seeking your consent to continue to provide the financial product service to you (this is the Opt-in requirement)

### **Product Disclosure Statements**

We will also give you, where appropriate, a Product Disclosure Statement issued by the product provider containing information you would reasonably require to make a decision about whether to acquire the financial product. The PDS will disclose details of any fees and charges payable for that product.

### **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 CMC Markets.

Where personal advice is provided Financial Advisers are remunerated through a combination of fees and commissions that you are charged.

Alternately you and your adviser may choose to enter into a fee based arrangement whereby you will pay up to a per annum fee up to 2.5% (includes GST), based on the value of assets that are managed on your behalf. This fee will be negotiated by you and your adviser, and will be agreed in writing at the time when your account is opened. The fee is calculated on a per annum basis and may be charged monthly or quarterly in arrears.

To assist you in making an informed decision your Advisor 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. You will receive an annual Fee Disclosure Statement that will confirm the ongoing fees and related services that you are paying for.

### **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 and LCM are not owned by any Fund Manager or institution. Asenna is remunerated through commission rebates generated from transactions with 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 Southern Forest Investment Pty Ltd and is associated with the following companies;

Southern Forest 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?**

Not where General Advice is provided. It will only occur when personal advice is provided and then only once a fact find has been completed.

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

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 5 business 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, you can raise your concerns with the Australian Financial Complaints Authority on 1800 9361 678 (free call). Longhou Capital Markets Pty Ltd is a member of this complaints resolution service (Member Number 12174). The Australian Securities & 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.