

Item 1 Cover Page

FORM ADV - PART 2A
March 21, 2024

Plan B Investments, Inc.
13770 Center St. Suite 206
Carmel Valley, CA 93924

Mailing:
PO Box 669
Carmel Valley, CA 93924

888-511-4611

This brochure provides information about the qualifications and business practices of Plan B Investments, Inc. If you have questions about the contents of this brochure, please contact us at the phone number above. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Plan B Investments, Inc. is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training. Additional information about Plan B Investments, Inc. also is available on the SEC's website at www.advisorinfo.sec.gov.

Item 2: Material Changes:

Annual Update

The Material Changes section of this Brochure will be updated annually when material changes occur after the previous release of this Brochure. Pursuant to California regulation, when there are Material Changes to our business, clients will receive a summary of material changes to this document and subsequent brochures within 120 days of the close of Plan B's fiscal year ending December 31.

Our Brochure was last updated on March 30,2023. Please note the following changes that have occurred:

- The Third Party Manager Advisory fee schedule has been updated.

Full Brochure Available

You may request a free copy of our Brochure at any time by contacting Martin P. O'Malley, Jr. at (888) 511-4611 or mpo@planbii.com.

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MARTIN P. O'MALLEY, JR. (CRD# 1522931)

Item 4: ADVISORY BUSINESS

Plan B Investments, Inc. (“Firm” or “Advisor”) was founded by Martin P. O’Malley, Jr. in March 2006 and is a state-registered Investment Advisor in California. Martin P. O’Malley, Jr. is the principal owner of the firm and is currently the sole Registered Advisory Agent of Plan B Investments, Inc. Detailed information regarding Plan B Investments, Inc. and Mr. O’Malley can be found on public websites including www.finra.org and www.adviserinfo.sec.gov.

Plan B Investments, Inc. provides personalized confidential Financial Planning services to individuals and small businesses. These services are individually structured to meet the particular needs and objectives of each client. Plan B Investments, Inc. incorporates all aspects of its client’s financial situation including financial objectives and goals, time parameters and risk tolerance. Plan B Investments, Inc. may recommend specific investments for its clients and, if appropriate, recommend or select outside Third-Party Managers or Outside Investment Managers to implement such strategies.

Your account with Plan B Investments, Inc. can either be **Discretionary or Non-Discretionary**. A **Discretionary** investment advisory account is an account where buy and sell decisions are made by a portfolio manager or the Financial Professional for the account. The term "discretionary" refers to the fact that investment decisions are made at the portfolio manager's or Financial Professional’s discretion. A **Non-Discretionary** investment advisory account with Plan B Investments, Inc. is an account where buy and sell decisions are made by a Third-Party Manager, at their discretion, but the client must select the Third-Party Manager for the account. The Financial Professional does not have the ability to complete transactions or select the Third-Party Manager for the account without first getting permission from the client in a non-discretionary account.

Plan B Investments, Inc. **does not** have discretion over an account enrolled with a Third-Party Manager, this is considered a non-discretionary account. When opening an account with a Third-Party Manager, the Third-Party Manager will have full discretion over your account, but Plan B Investments, Inc. does not.

Plan B Investments, Inc. also offers the option of discretionary personal financial advisory services to clients through our relationship with Outside Investment Managers. When opening an account with an Outside Investment Manager, both the Outside Investment Manager and Plan B Investment, Inc. have discretion over your account.

Discretionary authority, when granted by our clients, allows Plan B Investments, Inc. to provide investment advice, recommendations and utilize the investment strategies of Outside Investment Managers through a sub-adviser relationship. Selected Outside Investment Managers are evaluated by us for use in a client’s account. Outside Investment Managers selected by us may offer multiple strategies. Our Firm will monitor Outside Investment Managers to ensure that it adheres to the philosophy and investment style for which it was selected and to ensure that its performance, portfolio strategies, and management remain aligned with the client’s overall investment goals and objectives. We will retain discretionary authority to hire and fire the Outside Investment Manager. Our ongoing review includes, but is not limited to, assessment of the Outside Investment Manager’s disclosure brochure, performance information, materials, personnel turnover, and regulatory events.

When we engage an Outside Investment Manager to invest a separately managed account (“SMA”), the SMA will be traded by either the Outside Investment Manager (externally traded) or by our Firm (internally traded). In both cases, all research, investment selections and portfolio decisions are the responsibility of the Outside Investment Manager, not by our Firm. Performance reporting will be the provided by the Outside Investment Manager. Such performance reports will be provided quarterly to the client. Our Firm has entered into agreements with various independent Outside Investment Managers. Under these agreements, we offer clients various types of programs sponsored by these Outside Investment

Managers. All Outside Investment Managers to whom we will refer or engage for clients will be licensed as registered investment advisers by their resident state and any applicable jurisdictions or registered investment advisers with the U.S. Securities and Exchange Commission (“SEC”).

Outside Investment Manager programs generally have account minimum requirements that will vary from investment adviser to investment adviser. Account minimums are generally higher on fixed income accounts than equity-based accounts. A complete description of the Outside Investment Manager’s services, fee schedules and account minimums will be disclosed in the Outside Investment Manager’s Form ADV or similar Disclosure Brochure which will be provided to clients at the time an agreement for services is executed and account is established.

The initial contact is a **TELEPHONE CONFERENCE** where we get personal and financial information about you in preparation for a face-to-face meeting. This call is free of charge and helps us determine the extent to which Financial Planning will be of benefit to you and allows you to ask questions about our process. The Financial Planning sequence includes ongoing meetings and account reviews. Other professionals, such as lawyers and accountants, etc., are included in the meetings by telephone as needed, making the most of your time with us.

The **INITIAL FINANCIAL ADVISORY CONSULTATION (IFAC)** is \$250 per hour with an initial 2-hour minimum (initial \$500 minimum) or as long as needed. First, we gather important information about you, your goals, and your objectives. We then prepare “hypothetical” reports showing your initial financial situation to be used during the meeting. This is the framework that allows Plan B Investments, Inc to know you well enough to answer your investment questions. This is an advice only meeting and **no** investments are made. At the end of the IFAC meeting, Plan B Investments, Inc will recommend either:

1. **CONTINUING FINANCIAL ADVISORY CONSULTATIONS**, or
2. **COMPREHENSIVE FINANCIAL PLANNING**. If suitable for Comprehensive Financial Planning, you will be provided a fee quote for these services.

(Chart to follow on next page)

TYPES OF ADVISORY SERVICES

TELEPHONE CONFERENCE (Free)



**INITIAL
FINANCIAL
ADVISORY
CONSULTATION
(Hourly Fee)**



OPTION 1
**CONTINUING
FINANCIAL
ADVISORY
CONSULTATIONS
(Hourly Fee)**

OPTION 2
**COMPREHENSIVE
FINANCIAL PLANNING
(Fee % of AUM)**



Data Gathering Meeting
Investment Advice
Implementation Meeting
Tax Planning
Cash-Flow Advice
Insurance Advice
Retirement Advice
Estate Advice
Financial Plan Document
Financial Plan Presentation

Data Gathering Meeting
Third-Party Manager/Outside Investment Manager
Financial Plan Document
Financial Plan Presentation
Implementation/Investment Meeting
Estate Meeting
Advisory Meetings
Portfolio Recommendations
Annual Reviews

OPTION 1 CONTINUING FINANCIAL ADVISORY CONSULTATIONS

FEE: HOURLY

Plan B Investments, Inc. offers financial planning and consulting services. In general, the unique needs of each client will determine the scope of financial planning services provided by the IAR in connection with the portfolio management services. The IAR and client will discuss these needs and determine the expected

level of service together. Factors considered are the amount of assets, the goals of the client, the complexity of his/her estate and employment situation and other factors such as trusts, educational and retirement account needs. A broad range of holistic financial planning services, including the following:

- Retirement planning
- Cash flow planning
- Trust and estate planning
- Educational planning
- Insurance planning
- Tax planning

Clients retain discretion over all decisions regarding the implementation of financial planning and consulting recommendations and are under no obligation to act upon any of the recommendations made by Plan B Investments, Inc. Plan B Investments, Inc. does not monitor assets as part of financial planning and consulting services unless specified in writing and agreed to by Plan B Investment, Inc..

Those who choose this option will schedule subsequent appointments. There is no minimum asset requirement for a Financial Advisory Consultation. Under this option there are not any ongoing reports generated for you. For review and evaluation of a client's portfolio, asset allocation, or other situations, the Investment Advisory fee is \$250.00 per hour, with an initial minimum of \$500.00. Meetings may last as long as required by the client. A good faith estimate of time and charges will be provided and Plan B Investments, Inc. and the client will negotiate the method of payment. The fees charged by Plan B Investments, Inc. are negotiable.

OPTION 2 COMPREHENSIVE FINANCIAL PLANNING

FEE: FEE % OF ASSETS UNDER MANAGEMENT (AUM) WITH CONTINUING PERCENTAGE OF ASSETS UNDER MANAGEMENT, BILLED QUARTERLY

Our Philosophy

We use the standard Financial Planning process for Certified Financial Planners, which includes six steps:

- Data Gathering
- Goal Setting
- Identifying Financial Problems
- Providing a written Financial Plan Document
- Implementing of Recommendations
- Continuous and Regular Supervisory and Management Services

Our Process

Our Financial Planning process begins with construction of your Financial Plan document. Once created, we look to find a Third-Party Manager or Outside Investment Manager whose strategy aligns best with your goals and objectives.

Your financial plan includes review and analysis of assets, including securities, real estate, insurance, pension and profit sharing plans, and other tangible assets to establish a baseline portfolio. Plan B Investments, Inc. provides recommendations for allocating assets to provide diversification in accordance with client's risk tolerance, investment objectives, current and future financial needs, time related goals and tax status. When applicable, clients may place restrictions on investing in certain securities, or types of securities.

Plan B Investments, Inc. tailors the advisory services to meet the needs of individual clients with Third-Party Managers or Outside Investment Managers in a manner consistent with those needs and objectives. Plan B conducts an initial consultation with clients to assess their risk tolerance, time horizon, liquidity constraints and other related factors relevant to their financial profile and the management of their portfolios. Therefore, the services provided to clients will vary. Please promptly notify us if there are changes in your financial situation or if you wish to place any limitations on the management of your portfolios. Should you wish to impose reasonable restrictions or mandates on the management of your account, please submit such requests in writing.

This service is included by the asset management fee. Plan B Investments, Inc. reviews the performance of the Third-Party Managers or Outside Investment Managers within separately managed accounts on an annual or as needed basis and will have the ability to terminate or change a Third-Party Managers or Outside Investment Managers when the Firm believes there is a concern as to the ability of the respective manager to meet the client's investment objective. Plan B Investments, Inc. seeks to ensure the Third-Party Managers or Outside Investment Managers' strategies and target allocations remain aligned with the clients' investment objective, and performs comparisons of results to market standards and related indices. Plan B Investments, Inc. also conducts at least quarterly reviews of all client accounts to determine whether optimal asset allocation is being implemented.

Plan B Investments, Inc.'s Option 2, the Comprehensive Financial Planning Program, requires with a minimum account size of \$5,000 for an Outside Investment Manager account or \$25,000 for a Third-Party Manager account. This option offers you unlimited hours of consultation without an hourly charge. A complete description of the Outside Investment Manager or Third-Party Manager's services, fee schedules and account minimums will be disclosed in the Outside Investment Manager or Third-Party Manager's Form ADV or similar Disclosure Brochure which will be provided to clients at the time an agreement for services is executed and account is established.

Clients are not required to complete investments with Plan B Investments, Inc. Clients are able to implement the investment and insurance recommendations created on their behalf by Plan B Investments, Inc. with any broker-dealer or agent of their choosing.

You may discontinue participating with the Comprehensive Financial Planning Program at any time and instead opt to transfer to our Continuing Financial Advisory Consultation Service, which charges hourly fees.

ACKNOWLEDGMENT OF OUR FIDUCIARY STATUS WITH RESPECT TO RETIREMENT ACCOUNTS

The U.S. Department of Labor issued a rule pertaining to investment advice provided to retirement investors, called Improving Investment Advice for Workers & Retirees. The rule applies to retirement accounts governed by the Employee Retirement Income Security Act ("ERISA") and/or the Internal Revenue Code ("Code"), including Individual Retirement Accounts ("IRA") and Education Savings Account ("ESA"). Pursuant to the rule, we are providing the following acknowledgment:

When we provide "investment advice," as defined under Title I of ERISA or the Code, to you regarding your retirement plan account, IRA, or ESA, we are fiduciaries within the meaning of ERISA and/or the Code. The way we make money creates some conflicts with your interests, so when we operate as a fiduciary for your retirement account(s) we operate under a special rule, PTE 2020-02, that requires us to act in your best interest and not put our interest ahead of yours. To the extent that particular communications to you or activities are considered "investment education" or otherwise non-fiduciary under ERISA, we are not a fiduciary in connection with such communications or activities.

The Department of Labor has published a guide titled Choosing the Right Person to Give You Investment Advice: Information for Investors in Retirement Plans and Individual Retirement Accounts, which can be found at <https://www.dol.gov/agencies/ebsa/about-ebsa/our-activities/resource-center/faqs/choosing-the-right-person-to-give-you-investment-advice>.

The Firm and Financial Professionals have an economic incentive to encourage investors to roll over assets into an IRA at the Firm. The Firm and investment professionals earn compensation if an investor rolls his/her employer plan or outside retirement assets to an IRA at the Firm. In contrast, if the investor leaves his/her assets in their existing plan or rolls the assets to a plan sponsored by their new employer, then the Firm and Financial Professional will likely not earn compensation. Investors are under no obligation to roll over employer plan assets to an IRA under the Firm. Therefore, we have a Conflict of Interest when we make a recommendation to:

- Move assets that we are not being compensated on to an account/service that we would be compensated on.
- Move assets from an account/service that we are being compensated on to an account/service that would generate higher compensation to us.
- Transfer assets from another firm to our firm.
- Roll over assets from a qualified retirement plan to an IRA at our firm.
- Engage our investment advisory consulting services regarding investing of retirement assets.

Plan B Investments, Inc. investment advisory accounts are managed on either a discretionary or non-discretionary basis, determined at the time the account is opened based on the client's written authorization. As of December 31, 2023, the Firm had the following client regulatory assets under management (RAUM):

- \$ 14,140,742 RAUM for non-discretionary accounts and \$12,831,888 discretionary accounts.

ITEM 5: FEES AND COMPENSATION

Summary Description of Fees and Compensation

As stated above, Plan B Investments, Inc. earns a per hour fee under Option 1 or a fee based on a percentage of the assets under management (AUM) under Option 2.

For smaller projects an IAR can provide services on an hourly fee as negotiated and agreed upon by the client. The per hour fee rate is \$250/hour with an initial minimum of \$500. The fee is billed to the client via an invoice which summarizes the scope of project. The client will then need to initiate the payment according to the invoice instructions. Agreement is necessary from the client before work is commenced. All payments for invoices should be made payable to "Plan B Investments, Inc." and mailed per the invoice instruction to the Plan B Investments, Inc. main office and not made payable to any Supervised Person/IAR. If Plan B Investments, Inc. is engaged for investing with a Third-Party Manager or Outside Investment Manager, Plan B may offset all or a portion of an hourly fee for those services at the Firm's suggestion or as negotiated with the client. The terms and conditions of the financial planning and/or consulting engagement are set forth in an invoice or other separate agreement. Plan B Investments, Inc. generally requires one-half of the fee (estimated hourly) payable at the onset of the relationship. The outstanding balance is due upon delivery of the financial plan or completion of the agreed upon services. The Firm will not, however, take receipt of \$1,200 or more in prepaid fees in excess of six months in advance of services rendered.

If the client is not satisfied with the completed service, a full refund of the fee paid, less any out-of-pocket Firm expenses, can be requested in writing to the Firm, Attn: Compliance Department within thirty (30) days of the receipt of completed service. The Client may terminate this program at any time. Upon

termination, Clients shall be entitled to a refund of all deposits not already earned by Plan B Investments, Inc. Should the Client terminate their Option 1 hourly agreement within five (5) business days, they will receive a refund of no less than one-half of the retainer provided, or any unearned portion of the retainer, whichever is greater.

Under Option 2, certain client situations will be better suited for Plan B Investments, Inc. to charge a fee based on a percentage of the assets under management for on-going financial planning and consulting services. These fees are negotiable, depending upon the scope and complexity of the services and the IAR's level of expertise rendering these services.

When a Third-Party Manager or Outside Investment Manager is selected to manage your accounts directly, the advisory fee is calculated as a percentage of assets under management. Fees are calculated based upon the market value of the assets held in your account as of the last business day of the preceding calendar quarter. This fee is payable in advance for a Third-Party Manager or in arrears for an Outside Investment Manager and is negotiable. In addition to the advisory fee, clients pay normal custodial costs such as wire transaction or account termination fees. Please refer to the custodian's new account documentation for additional information regarding any custodial account fees.

Third-Party Manager Advisory Fees:

Assets Under Management	Annual Fee (%)
\$0 - \$500,000	1.65%
\$500,001 - \$1,000,000	1.40%
\$1,000,001 - \$2,000,000	1.30%
Over \$2,000,000	1.10%

Outside Investment Manager Advisory Fees:

Assets Under Management	Annual Fee (%)
The first \$400,000	1.45%
The next \$350,000	1.35%
The next \$250,000	1.05%
The next \$2,000,000	0.85%
Over \$3,000,000	0.75%

As discussed in Item 4 above, there are occasions where a Third-Party Manager or Outside Investment Manager acts in a sub-adviser capacity to our Firm. Under this arrangement, the Third-Party Manager or Outside Investment Manager invests the assets based upon the parameters provided by our Firm. Depending on the agreement with the Third-Party Manager or Outside Investment Manager, the total advisory fee will be collected by the custodian and a portion of the advisory fee is sent to the Third-Party Manager or Outside Investment Manager and the balance is sent to our Firm. This total fee includes our Firm's portion of the investment advisory fee as well as the Third-Party Manager or Outside Investment Manager's fee. The fee billed is defined in the relevant Investment Management Contract as well as in the individual Form ADV Filing of the respective Third-Party Manager or Outside Investment Manager. For more complete fee details, please see the applicable Third-Party Manager or Outside Investment Manager's disclosure brochures, investment advisory contracts, and account opening documents. Clients are encouraged to contact Plan B Investments, Inc. with any questions regarding the nature of fees charged to their account(s).

The Third-Party Manager or Outside Investment Manager's relationship may be terminated at our Firm's discretion. We may at any time terminate the relationship with a Third-Party Manager or Outside Investment Manager. We will notify you of instances where we have terminated a relationship with any a Third-Party Manager or Outside Investment Manager you are investing with. Factors involved in the termination of a Third-Party Manager or Outside Investment Manager may include a failure to adhere to their stated management style or your objectives, a material change in the professional staff of the sub-advisor, unexplained poor performance, unexplained inconsistency of account performance, or our decision to no longer include the Third-Party Manager or Outside Investment Manager on our approved list.

A Third-Party Manager or Outside Investment Manager generally does not have any direct contact with our clients. They provide services directly to us and we are solely responsible for client accounts. Upon entering into an agreement for advisory services with us, clients authorize us to use these Third-Party Manager or Outside Investment Managers to service their account, including executing trades, billing and the deduction of fees from client accounts. Clients agree to allow us to share non-public, personal information with these unrelated third-party service providers for the purpose of administering and managing the clients' accounts.

If an account is opened during the quarter, the advisory fee will be prorated from the date the account is funded to the end of the quarter.

The Agreement for services with a Third-Party Manager or Outside Investment Manager may be terminated at any time by written notification by either party to the other. The contract shall terminate upon receipt of such notification. For accounts that are billed in advance, upon termination, the client will be refunded, pro-rata, for any time left in the fee period (if any). For accounts billed in arrears, a pro-rata refund of the fee paid will not be provided upon termination. A client may terminate the Advisory Agreement by notifying Plan B Investments, Inc. in writing of the termination. The date of termination will be the date the termination notice is received by Plan B Investments, Inc.

Additional Fees and Expenses

In addition to Plan B's hourly or percentage of assets under management fee, clients will also incur, and be responsible for, charges imposed by other third parties, such as broker-dealers, custodians, banks and other financial institutions (collectively "Financial Institutions"). These additional charges include securities brokerage commissions, transaction fees, custodial fees, fees charged by the Third-Party Manager or Outside Investment Manager, charges imposed directly to the investor by a mutual fund or ETF in a client's account, as disclosed in the fund's prospectus (*e.g.*, fund management fees and other fund expenses), odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on the custodial account and securities transactions. The Firm's brokerage practices are described at length in Item 12.

Expenses of investment products: Mutual fund and exchange traded funds (ETFs) have annual operating expense that are an additional cost for investors. Even with the use of advisory share classes, these are underlying expenses that are borne by the investor. Please refer to the fund's prospectus to review the respective share class annual operating expenses. These expenses are in addition to Plan B's hourly or fixed fee paid, or percentage of assets under management fee.

There are additional fees relating to IRA and Qualified Retirement Plan accounts that you normally incur such as maintenance and termination fees. These types of fees are charged directly from the Third-Party Manager or Outside Investment Manager's custodian that is holding your investment account. You will find these fees disclosed in the account application paperwork provided to you associated with these accounts.

Brokerage and Insurance Recommendations

The IARs who are *dually licensed financial professionals*, are able to provide securities brokerage products and services under separate commission-based arrangements in their capacity as a registered representative of the BD. IARs who are also insurance producers, are able to offer insurance products in that capacity, both to clients of Plan B Investments, Inc. and non-clients of Plan B Investments, Inc. This compensation is separate and in addition to compensation they receive for performing advisory services under Plan B Investments, Inc. See *Item 10. Other Financial Industry Activities and Affiliations* for more information regarding the compensation associated with IAR's providing other products and services. While our security transactions are reviewed for suitability by an appointed supervisor, you should be aware this creates a conflict as they are incentivized to increase their revenue for their financial gain.

For more information related to the BD, the services it provides, and conflicts of interest refer to Plan B Investment's Brokerage Form CRS, Reg BI Brochure and other disclosures ([Disclosures \(planbii.com\)](https://planbii.com)) **Please refer to the IAR 2B Supplements which includes IARs' other business activity and affiliations as applicable.**

A conflict exists when Plan B Investment, Inc. recommends that an ERISA plan participant take a distribution, or transfer/rollover their Plan account, to an Individual Retirement Account (IRA) and engages our advisory services. A conflict exists as Plan B Investment, Inc. will receive compensation for such services. Plan B Investments, Inc. follows the SEC standards of fiduciary conduct when making such recommendations.

Please be aware that you are under no obligation to purchase products or services recommended by your IAR or members of Plan B Investments, Inc. in connection with providing you with any advisory service that is offered.

ITEM 6: PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT

Sharing of Capital Gains

Fees are NOT based on a share of the capital gains or capital appreciation of any of your investments. Plan B Investments does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client. The Firm does not have any side-by-side management situations.

ITEM 7: TYPES OF CLIENTS

Plan B Investments offers advisory services to retail investors. Using the broadest definition, as provided by the SEC in relation to Form CRS, retail investors are; 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. This includes individuals, including high net worth individuals, trusts and estates. We also provide services to corporations, business entities, associations, ERISA plans, pension and profit-sharing plans, charitable organizations, and trusts and estates not considered retail investors, as mentioned above.

Should a client move to a state or jurisdiction which the Firm, our IAR is not registered to conduct business, we reserve the right to suspend adviser services until proper license or registration approvals are in effect or notify you that we will be unable to service your accounts. Our restrictions in our services and to whom we can provide services to will be affected by changes in regulations or per policies of the Firm and/or the custodians. There are restrictions for clients who move outside the United States (Offshore Customers).

We defer to the applicable custodian regarding their policies and procedures. Plan B Investments is not affiliated with the Third-Party Managers or Outside Investment Managers selected.

We also reserve the right not to accept funds of which we cannot verify the source of or have a reasonable concern violate Anti-Money-Laundering laws such as those administered by the Financial Crimes Enforcement Network (FinCEN).

Account Asset Minimums

- Continuing Financial Advisory Consultations (Option 1): No minimums.
- Comprehensive Financial Planning (Option 2): A minimum account size of \$5,000 for an Outside Investment Manager account or \$25,000 for a Third-Party Manager account. Plan B Investments may lower this minimum in certain instances.

Item 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

Investments in securities involve the risk of loss and the client should be prepared to bear such loss.

For IARs who manage client assets via separate accounts, they conduct their own independent research and review of a respective manager to assess the manager's suitability for the individual client that is recommended. They have developed their own areas of expertise and have individual style preferences. This research involves all or a combination of utilizing reputable third-party research reports and rating services, publications about the managers, commentary provided by the manager, and the IAR's own experiences.

Investing involves risk including the risk of loss that you should be prepared to bear. IAR's provide investment advice based on your unique needs and circumstances. As part of this process, consideration is based on several factors when developing investment strategies and analyzing specific securities, categories, products or types of investment vehicles. Generally, methods of analysis include industry research reports, subscription ranking and reporting services, public reports, material provided by the investment company, discussions with product providers, personal experience and further education by attending industry events, both in person and held virtually. You should review the prospectus, offering memoranda, or other documents that you have received due to your participation in an investment which set out more details and information related to the respective investment's risks.

Neither Plan B Investments nor the IAR can guarantee that your investments will result in your financial gain. Likewise, the skills and areas of expertise of the IARs differ. Their individual experience and knowledge will evolve through the course of your relationship. Neither Plan B Investments nor the IAR can predict how an investment will perform. IARs can only base their recommendation with what they know and are presented with at the point in time that a recommendation is made.

Risks of Loss

Different types of investments and strategies involve varying degrees of risk. It should not be assumed that future performance of any specific investment or investment strategy, including the investments and/or investment strategies recommended by Plan B Investments, Inc. or an IAR, will be profitable or equal to any specific performance level. Please include the following risks in your considerations regarding engaging services and investment decisions.

Capital Risk

Capital risk is one of the most basic, fundamental risks of investing; it is the risk that you may lose 100 percent of your money. All investments carry some form of risk, and the loss of capital is generally a risk for any investment instrument.

Credit Risk

Credit risk can be a factor in situations where an investment's performance relies on a borrower's repayment of borrowed funds. With credit risk, a client can experience a loss or unfavorable performance if a borrower does not repay the borrowed funds as expected or required. Investment holdings that involve forms of indebtedness (i.e., borrowed funds) are subject to credit risk.

Currency Risk

Fluctuations in the value of the currency in which your investment is denominated may affect the value of your investment and thus, your investment may be worth more or less in the future. All currency is subject to swings in valuation and thus, regardless of the currency denomination of any particular investment owned, currency risk is a realistic risk measure. Currency risk is generally a much larger factor for investment instruments denominated in currencies other than the most widely used currencies (U.S. Dollar, British Pound, EU Euro, Japanese Yen, etc.).

COVID-19 Uncertainty

In March 2020, the World Health Organization (WHO) declared COVID-19 a global pandemic. This pandemic event has resulted in significant business disruption and uncertainty in both global and U.S. markets. Business and consumer behavior have changed in response to state and federal orders and guidelines. What behaviors have changed for good and what are likely to revert to pre-pandemic norms is unknown.

Economic Risk

The prevailing economic environment is important to the health of all businesses. Some companies, however, are more sensitive to changes in the domestic or global economy than others. These types of companies are often referred to as cyclical businesses. Countries in which a large portion of businesses are in cyclical industries are thus also very economically sensitive and carry a higher amount of economic risk. If an investment is issued by a party located in a country that experiences wide swings from an economic standpoint or in situations where certain elements of an investment instrument are dependent on dealings in such countries, the investment instrument will generally be subject to a higher level of economic risk.

Financial Risk

Financial risk is represented by internal disruptions within an investment or the issuer of an investment that can lead to unfavorable performance of the investment. Examples of financial risk can be found in cases like Lehman Brothers and Enron or many of the "dot com" companies that were caught up in a period of extraordinary market valuations that were not based on solid financial footings of the companies.

Higher Trading Costs

For any investment or strategy that involves active or frequent trading, you may experience higher than usual transaction-related costs. Higher transaction-related costs can negatively affect overall investment performance.

Inflation Risk

Inflation risk involves the concern that in the future, your investment or proceeds from your investment will not be worth what they are today. Throughout time, the prices of resources and end-user products generally increase and thus, the same general goods and products today will likely be more expensive in the future. The longer an investment is held, the greater the chance that the proceeds from that investment

will be worth less in the future than what they are today. Said another way, a dollar tomorrow will likely get you less than what it can today.

Interest Rate Risk

Certain investments involve the payment of a fixed or variable rate of interest to the investment holder. Once a client has acquired the rights to an investment that pays a particular rate (fixed or variable) of interest, changes in overall interest rates in the market could affect the value of the interest-paying investment(s) they hold. In general, changes in prevailing interest rates will have an inverse relationship to the value of existing, interest paying investments. In other words, as interest rates move up, the value of an instrument paying a particular rate (fixed or variable) of interest will go down. Likewise, the reverse is generally true as well.

Legal/Regulatory Risk

Certain investments or the issuers of investments may be affected by changes in state or federal laws or in the prevailing regulatory framework under which the investment instrument or its issuer is regulated. Changes in the regulatory environment or tax laws can affect the performance of certain investments or issuers of those investments and thus, can have a negative impact on the overall performance of such investments.

Liquidity Risk

Certain assets may not be readily converted into cash or may have a very limited market in which they trade. Thus, you may experience the risk that your investment or assets within your investment may not be able to be liquidated quickly, thus, extending the period of time by which you may receive the proceeds from your investment. Liquidity risk can also result in unfavorable pricing when exiting (i.e. not being able to quickly get out of an investment before the price drops significantly) a particular investment and therefore, can have a negative impact on investment returns.

Market Risk

The market value of an investment will fluctuate as a result of the occurrence of the natural economic forces of supply and demand on that investment, its particular industry or sector, or the market as a whole. Market risk may affect a single issuer, industry or sector of the economy or may affect the market as a whole. Market risk can affect any investment, or the underlying assets or other instruments held by or traded within that investment instrument.

Operational Risk

Operational risk can be experienced when an issuer of an investment product is unable to carry out the business it has planned to execute. Operational risk can be experienced as a result of human failure, operational inefficiencies, system failures, or the failure of other processes critical to the business operations of the issuer or counter party to the investment.

Past Performance

Charting and technical analysis are often used interchangeably. Technical analysis generally attempts to forecast an investment's future potential by analyzing its past performance and other related statistics. In particular, technical analysis frequently involves an evaluation of historical pricing and volume of a particular security for the purpose of forecasting where future price and volume figures may go. As with any investment analysis method, technical analysis runs the risk of not knowing the future and thus, clients should realize that even the most diligent and thorough technical analysis cannot predict or guarantee the future performance of any particular investment instrument or issuer.

Strategy Risk

There is no guarantee that the investment strategies discussed in this document will work under all market conditions and you should evaluate your ability to maintain any investment you are considering in light of your own investment time horizon. Investments are subject to risk, including possible loss of principal.

Investment-specific Risks

There is no single type of investment instrument that one can predominantly recommend, however, please be mindful that all investments carry some form and degree of risk. Certain types of investments carry greater types and levels of risk than others and clients should make sure that they fully understand not only the investment product itself but also the inherent risk factors associated with such products.

Mutual Funds and ETFs

An investment in a mutual fund or ETF involves risk, including the loss of principal. Mutual fund and ETF shareholders are necessarily subject to the risks stemming from the individual issuers of the fund's underlying portfolio securities. Such shareholders are also liable for taxes on any fund-level capital gains, as mutual funds and ETFs are required by law to distribute capital gains in the event, they sell securities for a profit that cannot be offset by a corresponding loss. Shares of mutual funds are generally distributed and redeemed on an ongoing basis by the fund itself or a broker acting on its behalf. The trading price at which a share is transacted is equal to a fund's stated daily per share net asset value ("NAV"), plus any shareholders fees (e.g., sales loads, purchase fees, redemption fees). The Firm may invest in closed-end mutual funds where the actual NAV fluctuates with intraday changes to the market value of the fund's holdings. The trading prices of a closed-end mutual fund's shares may differ significantly from the NAV during periods of market volatility, which may, among other factors, lead to the closed-end mutual fund's shares trading at a premium or discount to actual NAV. Shares of ETFs are listed on securities exchanges and transacted at negotiated prices in the secondary market. Generally, ETF shares trade at or near their most recent NAV, which is generally calculated at least once daily for index-based ETFs and potentially more frequently for actively managed ETFs. However, certain inefficiencies may cause the shares to trade at a premium or discount to their pro rata NAV. There is also no guarantee that an active secondary market for such shares will develop or continue to exist. Generally, an ETF only redeems shares when aggregated as creation units (usually 20,000 shares or more). Therefore, if a liquid secondary market ceases to exist for shares of a particular ETF, a shareholder may have no way to dispose of such shares. Mutual Funds and ETFs that employ alternative strategies such as long/short investment management, or the management of leveraged positions through derivatives involve a higher risk of volatility and loss of principal.

Cybersecurity

The Firm's computer systems, networks and devices used by us to carry out routine business operations employ a variety of protections designed to prevent damage or interruption from computer viruses, network failures, computer and telecommunication failures, infiltration by unauthorized persons and security breaches. Despite the various protections utilized, systems, networks, or devices potentially can be breached. A client could be negatively impacted as a result of a cybersecurity breach. Cybersecurity breaches can include unauthorized access to systems, networks or devices; infection from computer viruses or other malicious software code; and attacks that shut down, disable, slow, or otherwise disrupt operations, business processes, or website access or functionality. Cybersecurity breaches cause disruptions and impact business operations, potentially resulting in financial losses to a client; impediments to trading; the inability by us and other service providers to transact business; violations of applicable privacy and other laws; regulatory fines, penalties, reputational damage, reimbursement or other compensation costs or additional compliance costs; as well as the inadvertent release of confidential information. Similar adverse consequences could result from cybersecurity breaches affecting issuers of securities in which a client invests, governmental and other regulatory authorities, exchange and other financial market operators, banks, brokers, dealers and other financial institutions or parties. In addition, substantial costs are incurred by these entities in order to prevent breaches in the first place.

Unpredictable Social Media and Crowd Influence

There is a very real and unpredictable element that social media and coordinated crowd efforts can have on specific investments or strategies. A simple tweet or public comment from a celebrity or influential figure can have a significant effect on the respective securities' pricing or can sway the public opinion of

a company. The use of social media channels has shown to have the ability to amplify and quickly spread opinions, whether accurate or not, on a national and even global scale.

Independent Managers

Plan B Investments, Inc. reviews the use of certain Independent Managers on behalf of clients. The performance of those assets managed by Independent Managers will depend to a great extent on the Independent Managers' ability to successfully implement their investment strategies. Plan B Investments, Inc. is limited in the due diligence it can perform on Independent Managers and cannot verify the information provided by these managers.

Listed above are some of the primary risks associated with the way we recommend investments to you. Please do not hesitate to contact us to discuss these risks and others in more detail. In instances where we recommend that a Third-Party Manager or Outside Investment Manager manage your assets, please refer to the Third-Party Manager or Outside Investment Manager's ADV and associated disclosure documents for details on their investment strategies, methods of analysis and associated risks.

Item 9: DISCIPLINARY INFORMATION

Registered investment advisers are required to disclose all facts regarding any legal or disciplinary events that would be material to your evaluation of them or the integrity of their management. We have no material disclosure applicable to this item.

Clients may view up-to-date records of Plan B Investments, Inc. and Martin P. O'Malley's regulatory track record on public websites including www.finra.org and www.adviserinfo.sec.gov.

Item 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

This item requires investment advisers to disclose certain financial industry activities and affiliations that are material to our advisory business, to our clients and management persons. Plan B Investments, Inc. is a dually registered firm which means that we are both an Investment Advisor, registered with the State of California, and a Broker-Dealer, registered with the SEC and a member of the Financial Industry Regulatory Authority ("FINRA"). Management includes Plan B Investment's executive officer; therefore the Plan B adviser and Plan B broker-dealer share a Supervised Person/management person, physical office space, company infrastructure, human resources, and technology systems.

As a broker-dealer, Plan B Investments receives compensation for securities transactions placed through Plan B Investments, Inc. The use of the broker-dealer creates a material conflict of interest in that it generates additional revenue from the same client in both its advisory and broker-dealer capacity. Plan B Investments, Inc. addresses this conflict by disclosing our dual registration status to our clients and not requiring that our brokerage clients purchase advisory services from Plan B Investments, Inc.

Utilizing Brokerage Services

As discussed in Item 5, IARs who are dually licensed financial professionals are able offer Plan B Investments, Inc. clients brokerage services through the broker-dealer (BD). The BD also offers brokerage services to clients other than advisory clients of Plan B Investments, Inc. You may engage these persons in their capacity as a broker-agent of the BD to render securities brokerage services in a separate capacity. You are under no obligation to engage the BD and may choose professionals not affiliated with Plan B Investments, Inc. BD for brokerage services.

In their capacity as a broker-agent, they will be entitled to a percentage of the brokerage commissions earned under the BD. Prior to effecting any securities transactions, you are required to enter into a separate

brokerage account agreement with the BD and the custodian or complete an application for the brokerage product – such as with a mutual fund company or variable annuity provider. Brokerage activities are separate from Plan B Investments, Inc. advisory services and compensation received through the BD is in addition to compensation received by an IAR regarding Plan B Investments, Inc. investment advisory activities.

While it is convenient for the same person to provide advisory activities and brokerage services, it presents a conflict of interest for the financial professional and an incentive to recommend brokerage products based on the separate compensation that they receive rather than in the client's best interest. Plan B Investments, Inc. provides investment advice, described in Item 4 herein, in the best interest of advisory clients. As Plan B Investments, Inc. and the BD share Supervised Persons, we are able to jointly monitor IARs engaging in brokerage services with Plan B Investments, Inc. clients.

Insurance Agents

Many IARs are also licensed insurance agents and are able to recommend or offer insurance products on a commissionable basis through an insurance agency, such as the affiliated BD, or a third-party agency. Please refer to the Supervised Person's individual 2B Supplement for more information regarding their outside business activity and the relationship with Plan B Investments, Inc. or a Supervised Person. A conflict of interest exists to the extent the recommendation to purchase insurance products generated insurance commissions separate from and in addition to compensation received for Plan B Investments, Inc. advisory services. To address this conflict, in the event that any insurance products are recommended, Plan B Investments, Inc. discloses our Insurance Agency affiliation and advises that the client is under no obligation to purchase the insurance product through Plan B Investments, Inc. and will be provided with the opportunity to purchase the product through an unaffiliated insurance agency. Additionally, the Firm has procedures in place whereby it seeks to address those recommendations are made in the clients' best interest regardless of any such affiliation. Plan B Investments, Inc. clients are in no way obligated to purchase insurance products recommended by a Supervised Person through the affiliated BD or third-party agency.

No Other Registrations

We are not registered, nor do we intend to register, as a futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of those entities.

Item 11: CODE OF ETHICS AND CONFLICTS OF INTEREST

Plan B Investments, Inc. has implemented a Code of Ethics to govern conflicts of interest inherent in its business.

Code of Ethics

We have adopted a Code of Ethics for all employees of the firm which describes our high standard of business conduct and fiduciary duty to our clients. The Code of Ethics and the compliance manual include provisions relating to the confidentiality of your information, a prohibition on insider trading, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Plan B Investments, Inc. must acknowledge the terms of the Code of Ethics and compliance manual annually, or as amended. We will provide a copy of our Code of Ethics to you upon request.

Recommendations of Securities and Material Financial Interests

We do not engage in principal transactions, cross trading or agency cross transactions. Any exceptions to this policy must be approved in advance by the Chief Compliance Officer ("CCO").

Personal Trading

Our employees may purchase or sell the same securities we recommend to you. The CCO will review personal trading and holdings of securities in all employee accounts to ensure that clients are not being harmed by employee trading activity. We require that employees pre-clear IPO offerings and limited offerings with the CCO. In the rare case where non-pooled product trades are made in client accounts, employees will have a blackout period of one trading day for those securities.

Further, it is the policy of the firm not to allow any employee or any member of an employee's immediate family (referred to as "employees") of Plan B Investments, Inc. to benefit in his or her own personal investments, directly or indirectly, at the expense of clients, nor to take advantage of, or to "trade" on the knowledge he or she may have of the market impact on transactions carried out for clients.

(Immediate family for purposes of this policy is deemed to include an employee's parents, spouse, children, brothers and sisters living in the same household as the employee, or under circumstances where the employee has control or influence over the investment decisions of such relative.) To ensure compliance with the firm's trading policies, all employees are required to report on a quarterly basis purchased and sales of common stocks or common stock equivalent for any account in which they or their immediate family have a beneficial interest.

As a registered broker-dealer, Plan B Investments, Inc. earns compensation for transactions, in addition to its advisory fee. While clients are not obligated to implement Plan B Investments, Inc.'s recommendations through Plan B Investments, Inc., clients are hereby advised of the conflict of interest Plan B Investments, Inc. has when recommending its brokerage services in addition to or as a component of investment advice.

PBII Insurance Agency and Mr. O'Malley are licensed to sell insurance products and are compensated for insurance products recommended by and purchased through Plan B Investments, Inc. Plan B Investments, Inc. may recommend to clients products or services provided through its affiliation with one or more insurance providers. In the event that any insurance products are recommended, the client is under no obligation to purchase the product through Plan B Investments, Inc. and may purchase the product through an unaffiliated insurance agency. If a client purchases an insurance product recommended by and through PBII Insurance Agency, Plan B Investments, Inc. receives compensation for sales of such insurance products. Clients are hereby advised of Plan B Investments, Inc.'s conflict of interest in recommending insurance products for which it will be compensated.

Item 12: BROKERAGE PRACTICES

Plan B Investments, Inc. is a Broker Dealer, registered with the SEC and member of Financial Industry Regulatory Authority ("FINRA").

Broker for Client Referrals / Directed Brokerage

Although Plan B Investments, Inc. does not recommend brokers to its clients, it does recommend Third-Party Managers or Outside Investment Managers. Each of the Third-Party Managers or Outside Investment Managers has a relationship with a Third-Party qualified custodian. The brokerage practices of the Third-Party Managers or Outside Investment Managers is in large part determined by the custodians, who may charge execution, transaction or other fees. The brokerage practices of the Third-Party Managers or Outside Investment Managers are explained in the Third-Party Managers or Outside Investment Manager's Form ADV Part 2A (or "Brochure"). Clients are encouraged to ask Plan B Investments, Inc. for clarification or explanation if needed to ensure a full understanding of the scope, amount and other facets of account fees and costs.

Best Execution

We evaluate and periodically review the performance of each approved broker based on factors like:

- Quality of Service

- Frequency of trading errors originating at the broker-dealer
- Ability to resolve trading errors
- Ability to deal with non-standard, difficult transactions
- Timeliness and execution of reporting
- Financial standing and reputation

At least annually, we review our procedures and this process to make sure they are effective.

Research and Other Soft Dollar Benefits

Plan B Investments, Inc. does not engage in “soft dollar” practices involving the receipt of research or other brokerage service from client commission money, nor does Plan B Investments, Inc. receive any research or other products in connection with client transactions.

Aggregation of Orders

Since Plan B Investments, Inc. does not complete transactions for its client’s investment advisory accounts, Plan B Investments, Inc. does not aggregate orders for completion. Third-Party Managers or Outside Investment Managers that Plan B Investments, Inc. uses to manage your investment advisory account may aggregate orders for completion. Please refer to the Third-Party Managers or Outside Investment Managers ADV and associated disclosure documents for additional details regarding the aggregation of orders.

Item 13: REVIEW OF ACCOUNTS

Plan B Investments, Inc. monitors client portfolios on a continuous and regular basis. On a monthly basis, Martin P. O’Malley reviews reports of each account. The reports provide Plan B Investments, Inc. with insight as to the account’s performance, positions and activity. Significant market or economic events will also trigger a review.

On an annual basis, Plan B Investments, Inc. provides each Client with a report which provides a current summary of the account and a comparison to relevant market indices. Clients are encouraged to compare the reports provided by Plan B Investments, Inc. to the statements they receive from the account custodian, and to contact Plan B Investments, Inc. or the custodian with questions or concerns.

Client Obligations & Review of Account Statements

Plan B Investments, Inc. is expressly authorized to rely on the information you provide to our IAR. This includes your estimate of values for other financial related accounts (bank accounts, car, property values) and outside investment accounts you would like us to include in consolidated financial planning reports. Moreover, it remains your responsibility to promptly notify us if there is ever any change in the information provided to us, such as in the New Account form or Client Profile, or when material changes arise in your financial situation, profile, risk tolerance, or investment objective. These changes should be promptly communicated to and discussed with your IAR otherwise you could negatively impact our investment advisory services. We don’t know, what we don’t know.

Clients are encouraged to discuss their needs, goals and objectives with Plan B Investments, Inc.. The IAR contacts clients at least annually to invite the client to hold an annual review, if one has not been done so already. Clients are encouraged to contact us regarding changes to their financial profile, personal information and circumstances that were previously communicated to Plan B Investments, Inc. Our services require your input and communication. If you are not responsive to our requests to discuss your account(s) for a significant period of time, we reserve the right to terminate our service and will notify you as such per the contact information we have in our records or with the custodian.

Plan B provides written performance reports to clients on a periodic and as needed basis. The qualified custodians provide account statements directly to the account owners not less than quarterly detailing all account transactions, including fees paid to Plan B Investments, Inc.. **You should carefully and regularly review the statements provided directly by the qualified custodians and compare them to those reports received from Plan B Investments, Inc..** Statements from custodians can vary from one to another based on their accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 14: CLIENT REFERRALS AND OTHER COMPENSATION

Plan B Investments, Inc. has arrangements with Third-Party Managers or Outside Investment Managers, that permit Plan B Investments, Inc. to refer clients to the third party for a fee. Plan B Investments, Inc. has selected the Third-Party Managers or Outside Investment Managers based on a variety of criteria that includes the third party's management style, management results and other criteria. At or before the time of account opening, in addition to the Third-Party Managers or Outside Investment Manager's disclosure brochure and related documents, referred clients will receive a separate disclosure statement that includes important information about the fee-sharing arrangement between Plan B Investments, Inc. and the Third-Party Manager or Outside Investment Manager. Clients are required to sign the separate disclosure statement to acknowledge their understanding of the amount and timing of the fee(s) paid to Plan B Investments, Inc., and the impact of these fees on the overall cost of investment management.

Item 15: CUSTODY

Plan B Investments, Inc. does not maintain custody of client account securities or holdings.

Plan B Investments, Inc. and the Third-Party Manager or Outside Investment Manager it refers asset management clients to utilize the services of a qualified custodian for carrying customer accounts. The qualified custodian provides clients with a separate individualized statement of account positions no less than quarterly.

Clients should carefully review the custodian's statements as a means for cross referencing the holdings in their account(s) and for comparing the custodian's statements to any statements or reports provided by Plan B Investments, Inc.

Item 16: INVESTMENT DISCRETION

Your account with Plan B Investments, Inc. can either be **Discretionary or Non-Discretionary**. A **Discretionary** investment advisory account is an account where buy and sell decisions are made by a portfolio manager or the Financial Professional for the account. The term "discretionary" refers to the fact that investment decisions are made at the portfolio manager's or Financial Professional's discretion. A **Non-Discretionary** investment advisory account is an account where buy and sell decisions are made by the client. This means that the client must direct all transactions to be completed on an account. The Financial Professional does not have the ability to complete transactions without first getting permission from the client.

Plan B Investments, Inc. **does not** have discretion over any account enrolled with a Third-Party Manager. When opening an account with a Third-Party Manager, the Third-Party Manager will have full discretion over your account.

Plan B Investments, Inc. also offers the option of discretionary personal financial advisory services to clients through our relationship with an Outside Investment Managers. When opening an account with an Outside Investment Manager, both the Outside Investment Manager and Plan B Investment, Inc. have discretion over your account.

Diminished Capacity Concerns

We have policies and procedures in place to respond to situations in which we have a reasonable belief that financial exploitation of a senior citizen has occurred, is occurring, has been attempted or will be attempted. We have taken measures to meet the immunity conditions provided by the Senior Safe Act. We will refer to SEC regulations, and respective state and county laws applicable to the senior citizen client of Plan B Investments, Inc.

Item 17: VOTING CLIENT SECURITIES

Plan B Investments does not vote proxies on your behalf. You retain the responsibility for receiving and voting proxies for any and all securities maintained in your account. You will receive proxy solicitations from mutual funds and direct participation program sponsors.

Item 18: FINANCIAL INFORMATION

In its capacity as a broker-dealer, Plan B Investments, Inc. is subject to the Uniform Net Capital Rule of the SEC and is required to maintain a Minimum Net Capital of not less than \$5,000. A client may request a copy of Plan B Investments, Inc.'s most recent certified annual audit performed under its financial reporting requirements as a broker-dealer.

Plan B Investments does not solicit prepayment of more than \$1200 in fees per client, six months or more in advance.

Plan B Investments has no financial conditions that might impair its ability to meet contractual commitments and fiduciary commitments to you. Plan B Investments has never had any bankruptcy proceedings and is not at present the subject of any bankruptcy proceeding.

Item 19: REQUIREMENTS FOR STATE-REGISTERED ADVISERS

Plan B Investments, Inc. is subject to the California Code of Regulation as that applies to Investment Advisors.

Martin P. O'Malley, Jr. is the sole advisory associate, manager and owner of Plan B Investments, Inc.

Martin P. O'Malley's education and business background are provided on Form ADV Part 2B, which is incorporated as an attachment to this brochure.

Martin P. O'Malley is also registered as a securities registered representative of Plan B Investments, Inc. (the broker-dealer side).

Martin P. O'Malley's activities as an investment adviser consume approximately 55 % of his overall work time. The remainder of his work time (45%) is dedicated to his affiliation with Plan B Investments, Inc. (as a broker-dealer) and as an insurance agent with PBII Insurance Agency.

Plan B Investments, Inc. does not charge performance-based fees in any of our investment advisory programs.

Plan B Investments, Inc. and Martin P. O'Malley have not been the subject of any arbitration claim or any civil, self-regulatory organization, or administration proceeding.

Form ADV Part 2B: Brochure Supplement

Martin P. O'Malley, Jr.
Plan B Investments, Inc.
13770 Center St. Suite 206
Carmel Valley, CA 93924

Mailing:
PO Box 669
Carmel Valley, CA 93924

March 21, 2024

This brochure supplement provides information about Martin P. O'Malley, Jr. that supplements the Plan B Investments, Inc. brochure. You should have received a copy of that brochure. Please contact Martin P. O'Malley, Jr. at 818-859-7300 or by email at mpo@planbii.com if you did not receive Plan B Investments, Inc. brochure or if you have any questions about the contents of this supplement.

Additional information on Martin P. O'Malley, Jr. is available at www.finra.org/brokercheck and also on the SEC's website at www.advisorinfo.sec.gov.

Education and Business Standards

Plan B Investments, Inc. (“PBII”) generally requires that individuals involved in determining or giving investment advice have at least two years of advisory, brokerage-related, or educational experience that Plan B Investments, Inc. deems appropriate.

The following disclosures provide information related to Plan B Investments, Inc.’s advisory representative Martin P. O’Malley, Jr.

Martin P. O’Malley, Jr. (CRD# 1522931)

	Educational Background and Business Experience
Year of Birth:	1957
Education:	<p>Illinois State University BS Agribusiness</p> <p>FINRA Administered Exams/Registrations:</p> <ul style="list-style-type: none"> * Series 3 (National Commodity Futures Representative) * Series 7 (General Securities Representative) * Series 24 (General Securities Principal) * Series 27 (Financial and Operations Principal) * Series 63 (Uniform Securities Agent State Law Exam) <p>Licensed to provide life, accident and health insurance.</p>
Business Background:	Plan B Investments, Inc., 2005 – Present; Sole Proprietor, CEO/President, Chief Financial Officer/FinOp, and Chief Compliance Officer
	Disciplinary Information
Event Description:	Mr. O’Malley has no disciplinary disclosures.
	Other Investment-Related Business Activities
Business Name:	<p>In addition to holding securities and advisory registrations with Plan B Investments, Inc. Mr. O’Malley is a licensed insurance agent with PBII Insurance Agency. M. O’Malley spends less than 10% of his working time on his insurance related endeavors.</p> <p>Mr. O’Malley is also a registered representative of Plan B Investments, Inc., an SEC registered Broker-Dealer and a member of FINRA.</p>
Business Relationship:	<p>Mr. O’Malley conducts his insurance activities through an agency under his ownership and control, PBII Insurance Agency, and under CA insurance license #0760229</p> <p>Mr. O’Malley conducts all of his securities transactions, that are not completed through a Third-Party Manager or Outside Investment Manager through Plan B Investments, Inc., an SEC registered Broker-Dealer and member of FINRA, under his ownership and control.</p>

Compensation:	<p>Mr. O'Malley earns commission-based compensation for sales of insurance products through his insurance agency, PBII Insurance Agency.</p> <p>Mr. O'Malley also earns a commission and 12b-1 fees for non-investment advisory related transactions that are completed through his broker-dealer Plan B Investments, Inc.</p>
Conflicts of Interest:	Mr. O'Malley endeavors at all times to put the interest of the clients first as part of Plan B Investments, Inc.'s fiduciary duty. Please refer to the Form ADV Part 2A for disclosures regarding specific conflicts of interest.
	Other Material Business Activities
Description:	Mr. O'Malley is the sole proprietor of SINRA Successor Trustee Services, Inc. This is a non-investment related business that performs as a successor trustee for probate, trust, estate management and liquidation.
	Additional Compensation
Description of Arrangement:	In addition to providing advisory services, Mr. O'Malley is able to sell you securities products and other investment and insurance products as a registered representative of Plan B Investments, Inc. and as licensed insurance agents of PBII Insurance Agency. Mr. O'Malley will receive additional compensation in connection with this activity and the amount of compensation will depend on the type of product purchased. Mr. O'Malley may have a greater financial incentive to sell certain products as opposed to others (for example, in the case of mutual funds those that have a higher 12b-1 fee than others). While Mr. O'Malley's security transactions are reviewed for suitability by an appointed supervisor, you should be aware of the incentives he has to sell certain securities products and are encouraged to ask Mr. O'Malley about any conflict presented.
	Supervision
Description:	Mr. O'Malley is the principal owner, supervisory principal, and Chief Compliance Officer of Plan B Investments, Inc. As such he is self-supervising. Clients should be aware that Plan B Investments, Inc. has implemented a compliance program including a Code of Ethics. A copy of the Code of Ethics is available upon request.
Supervisor's Name:	Martin P. O'Malley, Jr.
Supervisor's Title:	Chief Compliance Officer
Supervisor's Phone #:	888-511-4611