



Client Relationship Summary
Bumped Inc, Bumped Financial LLC,
November 18, 2021

Introduction:

This Client Relationship Summary ("Form CRS") provides important information about:

Bumped Financial LLC ("Bumped Financial"), a broker-dealer registered with the Securities and Exchange Commission (SEC) and a member of the Financial Industry Regulatory Authority, Inc. (FINRA) and the Securities Investor Protection Corporation (SIPC). Bumped Financial is a wholly owned subsidiary of Bumped, Inc. ("Bumped"). Securities accounts for Bumped Financial are held at the clearing firm, Apex Clearing Corporation ("Apex"), a third-party broker-dealer and custodian.

Choosing any financial advisor or financial relationship is an important decision and this Form CRS covers the relationship between Bumped, and Bumped Financial, and can help you decide if this is right for you. Brokerage services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships and Services: *What investment services and advice can you provide me?*

Bumped Financial offers retail brokerage services. Our principal service is the facilitation of the Bumped Rewards Program. All investment activities, and investment rewards are provided by Bumped Financial and Clients elect to receive investment rewards at their own will. Investment rewards available to Clients are determined by Bumped Financial. Clients will receive investment rewards through participation in the Bumped Rewards Program. The securities rewards in Bumped Client Accounts are based on Client's spending and purchases made at retailers, merchants, and/or with certain brands (each a "sponsor", and collectively "sponsors").

Bumped Financial offers brokerage services through self-directed brokerage accounts to retail investors through only one account type, a standard brokerage account. These services include rewarding, holding, and selling securities, including the facilitation of rewarding fractional shares of stocks and exchange-traded funds ("ETFs"). We do not make markets in securities. Our trading activities are on a riskless principal/ agency basis, and are solely to facilitate rewards and sales of securities. Accounts are exclusively for purposes of holding stock rewards issued pursuant to sponsor programs, and securities are purchased automatically pursuant to rewarded transactions.

Bumped Financial does not provide recommendations to purchase or sell securities in the accounts.

- **Monitoring:** Monitoring is not offered as part of our service.
- **Investment Authority:** Client makes the ultimate decision regarding whether to participate in the Reward program, thereby making the decision to own the fractional shares that are rewarded as a result..

Clients hold the right to liquidate and place sell orders at their sole discretion. Other trading is not supported

- Limited Investment Offerings: The menu of products and the type of investments available as rewards are a limited number of stocks and exchange-traded funds, which are subject to change. An offering should not be construed as a recommendation
- Account Minimums and Other Requirements: There is no required minimum to open or maintain an account.

Fees, Costs, Conflicts, and Standard of Conduct: *What fees will I pay?*

Sponsors fund the Bumped Reward Program, which results in clients paying no fees. Although you pay no fees with your Bumped account, some investment types have embedded fees that may reduce any amount of money you make on your investments over time.

What are your legal obligations to me when providing recommendations as my broker-dealer? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation as your broker-dealer, we have to act in your best interest and not put our interest ahead of yours. Bumped Financial does not provide investment advice or make recommendations to purchase or sell securities. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the services we provide you. Here are some examples to help you understand what this means:

- Bumped, the parent of Bumped Financial, enters into agreements with reward sponsors to support the Reward Program. The percentage of the reward a customer receives is determined by Bumped and is subject to change based on agreements between the parent and sponsors. This may influence the amount of the awards clients receive.
- Revenue Sharing: Bumped covers the expenses of Bumped Financial in order to facilitate the Reward Program. Further Apex may share discounts or revenue with Bumped Financial for order flow.
- Principal Trading: As part of its fractional share trading, Bumped Financial may participate in principal trading of fractional shares to facilitate customer fractional sale orders. As such, Bumped Financial may profit or lose money on agency trades incidental to this order flow facilitation.
- Third Party Fees include ETF expenses: Accounts which hold ETFs as reward securities may incur expenses related to owning the specific ETF. Information on the expense ratios for these investments may be viewed in the prospectus for the particular ETF, provided to the customer. Bumped does not receive any compensation related to ETF expense ratios.

Conversation Starter:

- *How might your conflicts of interest affect me, and how will you address them?*

For additional information, please see the customer agreement (located at: <https://bumped.com/legal/customer-agreement/>) and information about payment for order flow (located at <https://www.apexclearing.com/sec-rule-606-and-607>). ***and*** the Bumped Financial Fee Schedule (located at <https://bumped.com/legal/fee-schedule/>)