

We value you as a client of Voya Financial Advisors, Inc. (“VFA” or the “firm”). We aspire to be the leader in helping individuals and institutions grow, protect, and enjoy their wealth. Whether you are a new or long-time investor, saving for college, or accumulating wealth for retirement, we can help by making it easier for you to invest and manage your money. We offer a wide variety of services, products and resources to help meet your investment needs.

We want to ensure that before you make an investment, you understand your rights and responsibilities, as well as the risk and costs associated with investments. Investing is serious business and investments involve risks that can result in losses. That’s why we developed this valuable information. We believe that providing you the information you need to make sound decisions is the first and most important step in developing a lasting relationship. Please take a moment to read each section carefully. Our firm and your financial professional are available to answer your questions.

**Our Firm.** As a registered investment advisor and broker-dealer, we are registered with and regulated by the United States Securities and Exchange Commission (SEC) and the Financial Industry Regulatory Authority (FINRA). We are also subject to the rules and regulations of the Municipal Securities Rulemaking Board (MSRB) and in the states and jurisdictions where we conduct business. The chief goals of regulation are to ensure fair and efficient capital securities markets and provide for the fair treatment and protection of investors.

We fully support these goals and advocate for full and fair disclosure of information to you as our client. We have developed an internal Code of Ethics as well as policies and procedures applicable to our business, and expect high standards of honor and conduct from our financial professionals.

**Your Rights as an Investor.** Clients have the right to high standards of honor and conduct from their financial professionals. As an independent contractor, your financial professional has autonomy in managing his or her own business. In dealing with your securities investments as a registered representative of VFA, your financial professional acts in accordance with our policies and procedures and places your interests first.

The following is what you can expect to receive from VFA and your financial professional:

- Courteous and timely service from your financial professional and all other associates and employees of the firm.
- The ability to select your own financial professional or request a different one if you are not satisfied.
- Investment recommendations that are based upon our understanding of your financial situation and needs, objectives, investment experience, and risk tolerance.
- A copy of the current prospectus, and a review by your financial professional of the potential risk, benefit and cost of any investment recommended to you.

- Timely processing and execution of your securities transactions.
- Account statements that are accurate for securities that are purchased and sold in your brokerage account(s).
- Prompt response to any questions or concerns you may have and fair resolution of any problems with your account(s).

**Your Responsibilities as an Investor.** You also have important responsibilities when it comes to working with your financial professional. To ensure the best possible relationship with our firm and your financial professional, you as our client and as an investor should:

- *NEVER* make any checks or other payment methods (e.g. ACH or wire transfers) payable to your financial professional or to any business name that is owned or controlled by him or her, or give your financial professional cash.
- *NEVER* make any investment in any business or venture that your financial professional is involved in the organization or management of the business unless the investment and payment for the purchase are made and processed through our firm.
- *NEVER* make a loan to nor give a cash gift to your financial professional.
- *NEVER* authorize or permit your financial professional to act as personal custodian, executor trustee, have power of attorney, or be a beneficiary on your accounts, investments, or any personal property you own.
- *ONLY* communicate with your financial advisor via his or her registered email address or via text message after you opt in to communicating via text message.
- *NEVER* give your financial professional any personal identification numbers (PIN) for any bank or securities accounts, or the authority or access to transfer money from those accounts for any purpose.
- Provide complete information to your financial professional about your income; net worth; tax status; investment experience; occupation; age; dependents; investment experience and risk tolerance; and other information as requested. Inform your financial professional about all mutual fund company holdings (including those you may hold in a retirement plan or as part of an annuity). This helps ensure that you receive any appropriate sales charge discounts you may be entitled to on purchases made through our firm.
- Be open and clear about your current financial situation and objectives, and contact your financial professional immediately if your circumstances change. To best serve you, your financial professional must be aware of all relevant facts.
- Assume decision-making responsibility for your investments. You can expect your financial professional to offer more than one alternative for investing. You should evaluate the advice of your financial professional and determine what is best for your personal situation. Educate yourself on the basics of financial markets, the nature of risk and other aspects of investing to help you make an informed decision about investment

recommendations. It is your responsibility to make decisions about your account and investments.

- Consider carefully the validity and reliability of investment information obtained from all sources, especially unsolicited information obtained over the Internet.
- Request and carefully read prospectuses and other materials provided before making any investment decisions. It is important that you have a clear understanding of the potential risks and benefits of each investment you make. If you have any questions about the information, ask your financial professional.
- Review all transaction confirmations and account statements, and report any errors to your financial professional and our firm immediately.
- Have cash or securities available in your account at the time of a transaction. The SEC requires that payment for purchases of securities must be made by the settlement date, which is usually between one to three business days after trade date.
- Ask questions. Your financial professional is there to serve your best interests and you should ask any questions about any aspect of your account or a transaction.
- Inform your financial professional if you do not understand his or her recommendations and explanations. You should not invest if you do not understand the recommendation, explanations, products, services, or risk.

**How Our Firm and Your Financial Professional Receive Payments for Services.** Our firm provides financial recommendations that may result in the execution of securities transactions or insurance transactions. In general, our firm offers our clients a choice of how to compensate your financial professionals. You may either pay a commission for each transaction or under certain circumstances, pay an asset management fee or a combination of both. Our firm retains a portion of the commission and/or fee, and the rest is paid to your financial professional.

Where you pay a commission for a securities transaction, you can expect full disclosure of that cost. Commission amounts are dependent on the investment purchase and vary by product type and company. Ask your financial professional if you are unsure of how much the commission amount will be before making an investment. You will be charged on a quarterly basis based on the value of your accounts when you select an asset managed fee for advice instead of a per-trade commission. The contract for investment advisory services will detail the amount of the fee you will pay.

**Your Financial Professional's Other Businesses.** As an independent contractor, your financial professional may conduct non-securities business that is separate from and unaffiliated with Voya Financial Advisors, Inc. If properly licensed or qualified, your financial professional, under a separate marketing identity, may offer non-securities products and services including, but not limited to accounting and legal services, tax preparation and fixed life insurance and annuity products.

## Doing Business With Voya Financial Advisors, Inc.

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When acting as your registered representative, your financial professional may only recommend products approved by VFA, and purchases or sales of these products may only be transacted and processed through our firm. When engaged in the non-securities related outside business activities noted above, your financial professional is not acting as a registered representative or agent of VFA and may not be subject to the rules and regulations of the SEC, FINRA, and state securities and insurance regulatory bodies, although he or she may be subject to other regulations. You should verify that your financial professional is properly licensed or qualified to engage in any non-securities related activities before agreeing to conduct any of these businesses with him or her.

**Additional Information.** Voya Financial Advisors, Inc. is a member of the Securities Investor Protection Corporation (SIPC) and is registered with FINRA, the SEC and the MSRB. You can obtain information about SIPC, including a brochure, by contacting SIPC at 202-371-8300 or on their website at [www.sipc.org](http://www.sipc.org).

To receive information concerning the licensing status and/or disciplinary record of a broker-dealer or agent, contact the FINRA BrokerCheck Hotline at the following toll-free number: 800-289-9999, or on their website at [www.finra.org](http://www.finra.org). A copy of a brochure that includes information about FINRA BrokerCheck is available upon request.

An investor brochure that describes the protections available under MSRB rules and instructions on how to file a complaint with an appropriate regulatory authority can be found on the MSRB website, [www.msrb.org](http://www.msrb.org).

If you have a Pershing brokerage account with us, you can request details about the identity of the venue to which your orders were routed for execution in the six months prior to the request, whether the orders were directed at your request to a specific venue for execution, and the time of the executions, if any, that resulted from those orders. Please see the Terms and Conditions section of your account statement for a description of Pershing's payment for order flow practices. For additional information about order-routing practices and the venues to which orders are routed, you may visit [www.orderroutingdisclosure.com](http://www.orderroutingdisclosure.com) and enter the full broker-dealer name exactly as follows: Voya Financial Advisors, Inc.

Do not hesitate to contact our home office at 800.356.2906 or write to the attention of the Compliance Department at Voya Financial Advisors, Inc., 699 Walnut Street, Ste. 1000, Des Moines, Iowa, 50309-3975, if you have any questions, concerns or complaints about your financial professional or any product or service offered by our firm.

You may obtain a current written copy of this notice by contacting your Voya Financial Advisors, Inc. representative, by calling the home office at (800) 356 2906, or by writing Voya Financial Advisors, Inc. at the following address:

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