



# abrdn Inc. Form CRS

March 2023

## Item 1. Introduction

abrdn Inc. is registered with the SEC as an investment adviser, and provides investment advisory services rather than brokerage services. It is important for retail investors to understand the differences between services provided and fees charged by advisers and those of brokers. This document gives you a summary of the types of services that we provide and how you pay. Please ask us for more information. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

## Item 2. Relationships and Services

### What investment services and advice can you provide me?

We offer investment advisory services to retail investors in Separately Managed Account programs ("SMAs") sponsored by third party firms (the "Sponsor"), including single and dual contract SMAs, which generally also include strategies of other managers. Dual contract SMAs involve separate contracts with the Sponsor and the investor. abrdn Inc. will share client suitability assessment with the Sponsor. Through your program, we provide ongoing, active management to your account on a discretionary basis – meaning we make the investment decisions for you – in accordance with one or more model strategies that you select, subject to any agreed upon investment restrictions and on the basis of each client's financial situation and objectives. We monitor for adherence to the agreed upon restrictions on an ongoing basis. We typically impose an account minimum for single contract SMA participants of \$75,000. The Sponsor will generally execute trades for its SMAs or abrdn, through a third-party, will execute and allocate the trade; if a third party is selected (consistent with our duty to seek best execution), this may come at additional cost to you (as discussed below). The Sponsor firms are typically responsible for communication with clients, but we are available to the client for consultation. For more information on the services we provide, please see Items 4, 5 and 12 of our ADV Part 2A.

### Conversation Starter – Ask your financial professional:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

## Item 3. Fees, Costs, Conflicts, and Standard of Conduct

### What fees will I pay?

When investing in an SMA, the Sponsor will charge you a comprehensive asset-based fee for asset management, trade execution, custody, performance monitoring, reporting, and additional services. The Sponsor firm is then responsible for paying the investment advisory fee to us. In dual contract SMAs, we share billing responsibilities with Sponsor. The more assets there are in your account, the more you will pay in fees. This poses a potential conflict of interest, as we may therefore have an incentive to encourage you to increase the assets in your account. Asset-based fees associated with the wrap fee program will include most transaction costs and fees to a broker-dealer or bank that has custody of these assets, and therefore are higher than a typical asset-based advisory fee. Program fees you pay cover trading charges when transactions are executed through the Sponsor; however, you may be charged an additional fee if we trade with another broker-dealer. In making trading decisions, we consider these additional fees.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. Clients should contact their program Sponsor for more information on the fees payable to abrdn Inc. in connection with such program. Additional information can also be found in Item 5 of our ADV Part 2A.

### Conversation Starter – Ask your financial professional:

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

### What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

**When we act as your investment adviser**, we have to act in your best interest and not put our interest ahead of yours. 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 investment advice we provide you. Here are some examples to help you understand what this means.

- We manage money for other clients, some of which follow the same or similar strategies as our SMAs and which pay higher fees. We have an incentive to favor accounts that pay higher fees. We address this conflict through, among other things, procedures to allocate trades fairly and equitably over time regardless of fee structure.

- In advising discretionary SMA accounts, we use models that are provided to multiple Sponsors. We have an incentive to provide the model faster to a Sponsor paying higher fees or with whom we have a pre-existing relationship. We provide model changes to a service provider, who informs Sponsors of changes on a rotational basis, at approximately the same time that we communicate investment instructions for our other discretionary accounts to our trading desk.
- Our models can include investment companies or other investment products from which we receive asset-based fees and/or performance-based fees or otherwise have a financial interest. Our employees could also advise these investment companies or products or hold interests in them. We and our employees would have an incentive to favor investment companies or products in which we have greater interests over those in which we have lesser (or no) financial interest.
- Employees are permitted to invest in some of the same securities that we recommend to you. A conflict exists to the extent that an employee can use information related to the models or your account for their own benefit or to your detriment. We mitigate this potential conflict of interest by requiring, among other things, pre-clearance of employee transactions in most securities.

#### **How do your financial professionals make money?**

In addition to a regular salary, our investment management staff receives a regular bonus tied to the overall performance of the team. We have a Remuneration Committee that determines the team bonus pool. The aggregate size of the bonus pool for the team is dependent on the group's overall performance and profitability. Individual bonus' are determined by assessment of personal achievement against defined objectives, and are reviewed and approved by the Remuneration Committee.

#### **Conversation Starter – Ask your financial professional:**

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

Additional information can also be found in Item 11 of our ADV Part 2A.

#### **Item 4. Disciplinary History**

- Do you or your financial professionals have legal or disciplinary history?

Yes, abrdn Holdings Limited (formerly Aberdeen Asset Management PLC), the parent company of abrdn Inc., acquired Artio Global Investors, Inc. ("Artio") in May 2013, which in 2012, had self-reported to Finansinspektionen, the Swedish financial services regulator that it had failed to make a timely regulatory filing regarding major shareholding. Finansinspektionen imposed a fine on Artio for the failure to make the filing in a timely fashion, which was paid in October 2013. For more details, please see Item 9 of our ADV Part 2A.

Free and simple search tools are available to retail investors who visit [www.investor.gov/CRS](http://www.investor.gov/CRS) to research our firm and financial professionals.

#### **Conversation Starter – Ask your financial professional:**

As a financial professional, do you have any disciplinary history? For what type of conduct?

#### **Item 5. Additional Information**

Please visit [abrdn.com](http://abrdn.com) for more information. For additional information about our services, or for a copy of this disclosure, please contact our Investor Relations team by phone at 1-800-522-5465 or via email to [SMA.Inquiries@abrdn.com](mailto:SMA.Inquiries@abrdn.com).

#### **Conversation Starter – Ask your financial professional:**

- Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? • Who can I talk to if I have concerns about how this person is treating me?