

This Adviser Profile is issued by Lifespan Financial Planning Pty Ltd (Lifespan), Australian Financial Services Licence number 229892. This Adviser Profile forms part of the Lifespan Financial Services Guide (FSG) dated 9 October 2026. These documents should be read together. This document provides important information about your Adviser, including their qualifications and experience, the areas in which they are authorised to provide advice, how they are paid, and the fees and costs you may be charged. It is designed to help you to make an informed decision about the financial advice provided to you. Lifespan has authorised its authorised representatives to provide this document to you.

Halstead Financial Services Pty Ltd

is a Corporate Authorised Representative (ASIC No. 268214) of Lifespan Financial Planning Pty Ltd (AFSL: 229892)

Alex Braun is an Authorised Representative (ASIC No. 262363) of Lifespan Financial Planning Pty Ltd (AFSL: 229892).

Contact details

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Your Adviser

Alex Braun is a Financial Adviser, an Authorised Representative of Lifespan Financial Planning Pty Ltd (Lifespan) and an employee and director of Halstead Financial Services Pty Ltd, a Corporate Authorised Representative of Lifespan Financial Planning Pty Ltd.



This means that Alex can assist you in meeting your financial planning needs and objectives in these areas, which include personal insurances, saving and investment as well as superannuation, retirement planning strategies and tax (financial) advice services.

Your Adviser's Experience

Alex joined the Life Insurance business in April 1983 as an Agent of National Mutual Life. Prior to joining National Mutual, Alex was involved in a successful family retail shoe business which he and his wife Susanne ran. When Alex joined National Mutual, Susanne continued to run the business until its closure in 1995. In 1992 Alex's status changed from being a 'Sole Agent' for one company to becoming a 'Multi Agent' whereby he had access to the major Life Insurance Companies operating in Australia. Alex looks after a diverse client base mainly specialising in the Risk Insurance and Superannuation advice area for professionals and small businesses.

Alex holds a Diploma of Financial Services and is a member of the Financial Advice Association Australia (FAAA) and a Life and multiple times 'Top of the Table' and 'Court of the Table' Qualifying Member of the Million Dollar Round Table, a US based and internationally renowned premier association for financial professionals. Since 1992, Alex has also been a Charter Member of Albert Park Rotary Club.

Alex is a very proud grandfather to eight grandchildren and enjoys spending his spare time with them whenever he can. "There is no such thing as too much time with my grandchildren!"

Alex can also be located on the Financial Adviser Exam List, which means that he has passed the FASEA Exam (Financial Adviser Standards and Ethics Authority Exam).

Cost of Advisory Services

An initial meeting to discuss your financial circumstances is generally free of charge. At this meeting Alex will establish how he can assist you and gather the information required to prepare a financial plan.

Your Adviser's Authorisations

Alex is authorised to provide advice in relation to the following financial products:

- › Deposit and Payment Products
- › Government Debentures, Stocks or Bonds
- › Life Products
- › Managed Investment Schemes
- › Retirement Savings Account Products
- › Securities
- › Superannuation (excluding Self-Managed Superannuation Fund)
- › Tax (financial) advice services

Alex will discuss the fee basis with you and agree on the method of charging prior to any advice is provided or cost incurred. Also, fees are fully disclosed in the Statement of Advice and Product Disclosure Statements.

Payment can be collected through a platform, by direct debit or invoiced. A fee for the preparation of the Statement of Advice may be charged even if the recommendation is not implemented. For insurance, the commission may be paid by the insurance provider. Further advice that includes portfolio reviews may be charged on an hourly rate or as a fixed dollar amount depending on the complexity and structure, as agreed with your adviser.

Fee Schedule

Preparation of Statement of Advice (SoA) (depending on complexity)	up to \$7,700
Implementation Fee (depending on complexity)	up to \$6,600
Further Advice Review(s) and Ad hoc services A fee calculated per my hourly rate Or a fixed fee (depending on complexity)	See below up to \$11,000
Hourly rate	\$440
Insurance Upfront commission Renewal commission *% based on amount of premium and is paid by the insurance provider	Up to 66%* Up to 33%*

All fees include 10% GST.

All fees are payable to Lifespan. Lifespan retains 0% and pays Halstead Financial Services Pty Ltd 100%. Alex is a director, shareholder and employee of Halstead Financial Services Pty Ltd and receives a salary from Halstead Financial Services Pty Ltd. Alex may also receive dividends and Director's fees if and when paid.

Fee Examples:

Example for Investment Products

If you receive advice regarding an investment of \$100,000, the SoA fee could be \$1,100, of which \$0 is retained by Lifespan, \$1,100 is paid to Halstead Financial Services Pty Ltd. If you invest \$100,000 the implementation fee could be \$3,300, of which \$0 is retained by Lifespan, \$3,300 is paid to Halstead Financial Services Pty Ltd. If you maintained the investment and assuming the balance of the investment remains at \$100,000, the annual review fee could be \$2,200 per annum, of which \$0 is retained by Lifespan, \$2,200 is paid to Halstead Financial Services Pty Ltd.

Example for Risk Products

If you receive advice regarding insurance, the SoA fee could be \$660 of which \$0 is retained by Lifespan, \$660 is paid to Halstead Financial Services Pty Ltd. Should you proceed with the advice, then the SoA fee may be waived. However, if the policy is cancelled in the first two

years ('responsibility period') you will be liable for the portion of the commission clawed back.

If you take out a life insurance policy with an annual premium of \$1,500, assuming the highest commission for the Upfront Option is selected at 66%, the upfront payment to Lifespan would be \$990, of which \$0 is retained by Lifespan, \$990 is paid to Halstead Financial Services Pty Ltd. The maximum renewal commission for the Upfront Option is currently 22% per annum which could result in a payment of \$330 per annum for as long as the policy remains in force, of which \$0 is retained by Lifespan, \$330 is paid to Halstead Financial Services Pty Ltd. Where a level commission option is selected, it could be as much as 33%, or \$495, of which \$0 is retained by Lifespan, \$495 is paid to Halstead Financial Services Pty Ltd.

This commission has what is called a 'responsibility period' imposed by the risk product issuer. This means that if the policy is cancelled within the first 1-2 years of inception commission is returned to the product issuer by Lifespan.