Item 1 Cover Page

SUPERVISED PERSON BROCHURE

FORM ADV PART 2B

Alex S. Bethune CFP®, CEPA®

Zero Day Capital Enterprises LLC

Main Office Address:
1737 Hendrickson Street Brooklyn,
NY 11234

Tel: 917-854-9870

Email: Alex.S.Bethune@gmail.com

Website: www.zerodaycapital.com

This brochure supplement provides information about Alex S. Bethune and supplements the Zero Day Capital Enterprises LLC brochure. You should have received a copy of that brochure. Please contact Alex Bethune if you did not receive the brochure or if you have any questions about the contents of this supplement.

ADDITIONAL INFORMATION ABOUT ALEX BETHUNE (CRD#6608358) IS AVAILABLE ON THE SEC'S WEBSITE AT WWW.ADVISERINFO.SEC.GOV.

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure Supervised Person – Alex S. Bethune, CFP® CEPA®

- Year of birth: 1991

Item 2 - Educational Background and Business Experience Educational Background:

- Florida Gulf Coast University; Bachelor of Science – Marketing & Economics; 2015

Business Experience:

- Zero Day Capital Enterprises, LLC; Senior Financial Advisor/Investment Advisor Representative; 03/2025 – Present
- Money Planning, LLC; Owner/Senior Financial Advisor; 03/2025 – Present
- Sole Proprietor; Insurance Agent; 03/2025 – Present
- Sole Proprietor; Public Notary Agent; 09/2025 – Present
- Instrumental Wealth, LLC; Investment Advisor Representative; 04/2024 – 11/2024
- Ernst & Young Investment Advisers, LLP; Senior Financial Planner/Investment Advisor Representative; 12/2020 – 03/2024
- CPS Investment Advisors; Retirement Plan Advisor/Investment Advisor Representative; 04/2020 – 08/2020
- Money Planning, LLC; Owner/Money Coach, 10/2019 – 03/2025
- Betto Marketing, LLC; Owner/Ad Manager; 10/2019 – 05/2024
- ProVise Management Group, LLC; Investment Advisor Representative; 02/2017 – 11/2019
- D. Gates Wealth Management; Intern; 01/2016 – 05/2016
- Summit Wealth Partners, Inc; Intern; 04/2014 – 06/2014

Professional Certifications

Alex Bethune has earned certifications and credentials that are required to be explained in further detail.

CERTIFIED FINANCIAL PLANNER™ (CFP®)

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold CFP® certification. You may find more information about CFP® certification at www.cfp.net.

CFP® professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* and agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct ("Code and Standards")*, which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board's *Code and Standards*. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education hours every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the *Code and Standards*.

<u>The CERTIFIED EXIT PLANNING ADVISOR, CEPA</u>® is issued by the Exit Planning Institute

To attain the right to use the CEPA® marks, an individual must satisfactorily fulfill all the following requirements:

- Prerequisites-Five years of full-time or equivalent experience working directly with business owners as a financial advisor, attorney, CPA, business broker, investment banker, commercial lender, estate planner, insurance professional, business consultant or in a related capacity. Undergraduate degree from a qualifying institution; if no qualifying degree, must submit additional professional work experience (two years of relevant professional experience may be substituted for each year of required undergraduate studies). Exit Planning Institute member in good standing.
- Education – Five-day education program.

- Examination – Pass the multiple choice, proctored, closed book final exam.

Individuals who become certified must complete the following ongoing education requirements in order to maintain the right to continue to use the CEPA® designation:

- Continuing Education – Complete 40 hours of continuing education hours every three years.

Item 3 - Disciplinary Information *Criminal or Civil Action:* None to report.
Administrative Proceeding: None to report.
Self-Regulatory Proceeding: None to report.

Item 4 - Other Business Activities

Alex Bethune has a financially affiliated business as an insurance agent, as a sole proprietor. Approximately 10% of his time is spent on these activities. He will offer Clients services from those activities. As an insurance agent, he may receive separate yet typical compensation. These practices represent conflicts of interest because they give an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures and the firm's fiduciary obligation to place the best interest of the Client first and the Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Alex Bethune also operates an unaffiliated business as a sole proprietor that provides public notary services, which consumes approximately 10% of his time.

Item 5 - Additional Compensation

Alex Bethune receives commissions on the insurance he sells. He does not receive any performance-based fees.

Item 6 - Supervision

Travis Salley is the Chief Compliance Officer of Zero Day. He reviews Mr. Bethune's work through Client account reviews and quarterly personal transaction reports, as well as faceto-face and phone interactions. Travis Salley can be reached at 702-271-3265 or travis@zerodaycapital.com.