

Association of Professional Investment Consultants

Code of Ethics

I recognize that this Code of Ethics, its principles and obligations, are in addition to those set forth by any other code which governs my professional and ethical conduct.

To my clients, I will...

1. Act with honesty and integrity, and avoid conflicts of interest, real or perceived.
2. Ensure the timely and understandable disclosure of relevant information that is accurate, complete, and objective.
3. Be responsible when determining the value of my services and my form of compensation, taking in to consideration the time, skill, experience and special circumstances involved in the performance of my services.
4. Know the limits of my expertise, and refer to colleagues and/or other professionals on issues beyond my knowledge and skill.
5. Respect the confidentiality of information acquired in the course of my work. I will not disclose such information, except when authorized or otherwise legally obligated to do so. I will not use confidential information acquired in the course of my work for my personal advantage.

To APIC I will...

1. Proactively promote and be an example of ethical behavior as a responsible partner among peers, in the work environment, and the community.
2. Ensure that my fee structures and the overall promotion of my practice are implemented in the best interest of the profession.
3. Seek, accept, and offer honest criticism of technical work, to acknowledge and correct errors, and to credit properly the contributions of others.
4. Use corporate assets and resources employed or entrusted to me in a responsible manner.
5. Continue to improve my knowledge and skills, and share ideas and information with colleagues and assist them in their professional development.

Approved by the APIC Board of Directors as a membership guideline - March 1, 2004

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