

Form ADV Part 3 – Client Relationship Summary

Date: 06/10/2021

Item 1: Introduction

MADDEN FUNDS MANAGEMENT, LTD. is an investment adviser registered with the Securities and Exchange Commission offering advisory services and accounts. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationships and Services

What investment services and advice can you provide me? Our firm offers investment advisory services to *retail investors*. We provide financial planning services which evaluate your objectives, risk tolerance, and other items, such as your net worth, income, retirement plans, and spending needs. We will make a recommendation of a portfolio strategy based on your situation. If you wish, our firm will implement the strategy and manage your investments with discretion and so we will be able to buy and sell investments without specific approval from you. You may place limits on our selection of specific investments. As part of our standard services, individual investments are monitored and portfolios reviewed generally not less than annually, but may be more frequent. Our portfolio strategies use mutual funds available through the custodian; we do not use proprietary products. Clients may own investments outside of our strategies. Our negotiable account minimum is \$100,000. Please see our Form ADV Part 2A Brochure, in particular the “Advisory Business”, “Review of Accounts” and “Investment Discretion” sections.

<https://adviserinfo.sec.gov/firm/summary/110309>

Questions to ask us: 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? You will pay our firm an asset management fee, an annual percentage of the value of your portfolio. Since the amount of assets in your advisory account affects our investment management fee, the more assets you have in your account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our revenue. Management fees are charged quarterly in arrears. You pay our fees even if you do not have any transactions. We do not charge for financial planning services. Please also see the “Fees and Compensation” section of our Form ADV Part 2A Brochure.

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Various fees, charges and expenses of the custodian and the mutual funds you invest in will affect the value of your account. We will not receive any portion of such fees, charges or expenses. **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.** For additional details, please see the “Fees and Compensation” section of our Form ADV Part 2A Brochure.

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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 can create some conflicts with your interests. You should understand and ask us about these conflicts and how those conflicts are managed, because they can affect the investment advice we provide you. Here are some examples to help you understand what this means. We have an incentive to increase the amount of assets you have in your account with us because then the amount you pay us would increase. Our individual financial professionals make more money the larger your account is. For additional details, please see the “Fees and Compensation” section of our Form ADV Part 2A Brochure.*

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Questions to ask us: How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money? Our financial professionals receive cash compensation based on the amount of assets in your account. For additional details, please see the “Fees and Compensation” section of our Form ADV Part 2A Brochure.

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Questions to ask us: 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? How might your conflicts of interest affect me, and how will you address them?

Item 4: Disciplinary History

Do you or your financial professionals have legal or disciplinary history? No. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

Questions to ask us: As a financial professional, do you have any disciplinary history? For what type of conduct?

Item 5: Additional Information

For additional information on our advisory services, see our Form ADV Part 2A Brochure available at <https://adviserinfo.sec.gov/firm/summary/110309>

If you have any questions, need up-to-date information or to request another copy of this Client Relationship Summary, please contact us at 708-848-3200.

Questions to ask us: 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?