

Geneva Capital Management LLC  
Investment Advisor Brochure  
(Part 2A of Form ADV)  
March 31, 2023

## Item 2 – Material Changes

This item summarizes material changes that have been incorporated in the brochure since Geneva's last annual update on March 30, 2022:

- Item 5 – Account Valuation Practices, was updated to disclose that Geneva obtains its security prices electronically each business day from ICE Market Data Services rather than participating client custodians. This did not impact client valuations.
- Item 12 – Trade Aggregation and Allocation – Trade Aggregation and Allocation, was updated to disclose that, Geneva uses a randomization process, rather than a rotational process, to determine the order that the directed and model accounts are traded or communicated.

We will ensure that clients receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

In addition to the material changes described above, minor items, including clarifying language, formatting, routine asset updates, and corrections to typographical errors, also have been completed since the March 30, 2022, brochure.

A full copy of our brochure (ADV Part 2A) is available upon request. To receive a copy, free of charge, please contact us by telephone at (414) 224-6002, by email to [MKEadvinquiry@genevacap.com](mailto:MKEadvinquiry@genevacap.com), or visit our website at [www.genevacap.com](http://www.genevacap.com).

Additional information about Geneva is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's website also provides information about any persons affiliated with Geneva who are registered, or are required to be registered, as investment adviser representatives of Geneva.

