

Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
August 2024

Michael Power

Power Forward Management, LLC
1901 Avenue of the Stars, Suite 200,
Los Angeles, CA, 90067

Firm Contact:
Michael Power
Chief Compliance Officer

This brochure supplement provides information about Mr. Power that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Power if you did not receive Power Forward Management, LLC's brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Power is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #2124029.

Item 2: Educational Background & Business Experience

Michael Power
Year of Birth: 1967

Educational Background:

- 2009: Boston College; Master of Business Administration in Finance
- 1989: Boston College; Bachelor of Science in Marketing

Business Background:

- 08/2024 – Present Power Forward Management, LLC; Co-Founder & Chief Compliance Officer
- 03/2024 – Present Affinity Investment Advisors, LLC; Fixed Income Specialist and Strategist for OCIO
- 09/2003 – Present Power Asset Management LLC; Chief Executive Officer

Exams and Licenses:

- 2009 – Series 65 Examination

Item 3: Disciplinary Information

There are no legal or disciplinary events material to your evaluation of Mr. Power.

Item 4: Other Business Activities

Mr. Power is dually registered as an investment adviser representative, Managing Member, and Chief Executive Officer of Power Asset Management LLC, a registered investment advisor. A conflict of interest arises out of being affiliated with multiple investment advisory firms. To mitigate this conflict Mr. Power will act in the Client's best interest. Furthermore, any services offered through Power Asset Management LLC will remain separate from our firm's advisory services and will be governed under a separate agreement.

Mr. Power is dually registered as an investment adviser representative of Affinity Investment Advisors, LLC, a registered investment advisor. A conflict of interest arises out of being affiliated with multiple investment advisory firms. To mitigate this conflict Mr. Power will act in the Client's best interest. Furthermore, any services offered through Affinity Investment Advisors, LLC will remain separate from our firm's advisory services and will be governed under a separate agreement.

Item 5: Additional Compensation

Mr. Power does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Justin Stiegemeier is a principal of Power Forward Management, LLC and as such supervises and monitors Mr. Power's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Stiegemeier if you have any questions about Mr. Power's brochure supplement at 818-984-3508.

Item 7: Requirements for State-Registered Advisers

Mr. Power has not been involved in any arbitration claim alleging damages in excess of \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceeding nor has been the subject of any bankruptcy petitions.