

Geneva Capital Management LLC
Investment Advisor Brochure
(Part 2A of Form ADV)
March 27, 2024

Item 2 - Material Changes

This item summarizes material changes that have been incorporated in the brochure since Geneva's last annual update on March 31, 2023:

- Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss – US SMID Cap Growth, was updated to delete the reference to the Russell 2500™ Growth Index as the market cap range of companies at time of purchase. Such index remains the performance benchmark for the strategy.
- Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading – Participation or Interest in Client Transactions, was simplified to eliminate references to conflicts that are not applicable to Geneva.

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 31, 2023, 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 mkeadvquiry@genevacap.com, or visit our website at www.genevacap.com.

Additional information about Geneva is available on the SEC's website at 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.

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