

This brochure supplement provides information about Matthew Salem that supplements the JB Capital, LLC brochure. You should have received a copy of that brochure. Please contact Kevin B. Crawford at (860) 372-4800 if you did not receive JB Capital, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Matthew Salem is also available on the SEC's website at www.adviserinfo.sec.gov.

JB Capital, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Matthew Salem

Personal CRD Number: 7682647

Investment Advisor Representative

July 21, 2025

JB Capital, LLC
100 Great Meadow Road Suite 502
Wethersfield, CT 06109
(860) 372-4800

Item 2: Educational Background and Business Experience

Name: Matthew Salem **Born:** 1998

Educational Background and Professional Designations:

Education:

Holberton School of Software Engineering - Dates attended: 01/2020 to 03/2022 (no degree conferred).

Gateway Community College - Dates attended: 10/2017 to 01/2020 (no degree conferred).

Designations:

Retirement Income Certified Professional® (RICP®)

This designation is issued by The American College and may be used by individuals who have successfully completed the initial and ongoing certification requirements for this designation. RICP® is an advanced designation appropriate for individuals specializing in the retirement income planning field. It is designed for professionals with at least three years of financial service industry experience. In addition to passing a proctored exam, candidates for the RICP® credential must satisfactorily fulfill the following requirements:

Qualifications Required:

- Completion of three required college level classes that represent an average study time of 150 hours,
- Three years of full-time business experience,
- Adherence to a strict code of professional ethics created by The American College, and
- Completion of 15 hours of continuing education every two years.

Business Background:

12/2024 - Present JN Financial, LLC
Insurance Agent

12/2024 - Present	JB Capital, LLC Investment Advisor Representative
10/2022 - 11/2024	Sentinel Asset Management Associate Financial Advisor and Head of Marketing
03/2022 - 10/2022	Bankers Life Life and Health Insurance Agent
01/2020 - 03/2022	Self Employed Computer Programmer
10/2018 - 01/2020	Universal Hotel Liquidators Sales Development Representative

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of Matthew Salem.

Item 4: Other Business Activities

Matthew Salem is a licensed insurance agent of JN Financial, LLC, an affiliate of JB Capital LLC where he may recommend insurance and annuity products through various insurance companies to clients. When such recommendations or sales are made, a conflict of interest exists as Mr. Salem may earn insurance commissions for the sale of those products, which may create an incentive to recommend such products. Mr. Salem is subject to the Advisor's Code of Ethics which compels him to always act in the best interest of the client.

Item 5: Additional Compensation

In addition to the description of additional compensation provided in Item 4, Matthew Salem may receive additional benefits. From time to time the Advisor may provide nominal incentives to its Investment Advisor Representatives for achieving the Advisor's business goals. These incentives may include gift cards and donations to a charity of their choice.

Certain product sponsors or insurance marketing organizations do and may in the future provide Matthew Salem with additional economic benefits because of his recommendation or sale of

certain insurance products. The economic benefits received by Matthew Salem from product sponsors or insurance marketing organizations can include but are not limited to, the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Matthew Salem in providing various services to clients.

In connection with Alera Group, Inc.'s purchase of Johnson Brunetti, Alera agreed to make certain post-closing payments to the sellers based on performance of JB Capital, LLC and JN Financial LLC for a three-year period beginning February 1, 2023, a portion of which will likely be shared with insurance agents. This creates an economic incentive to recommend insurance products, which typically yield commissions and other compensation discussed above at the time of purchase that is likely greater than would be earned through advisory fees if the premium was instead invested in an advisory account over the three-year period. This represents a conflict of interest.

Item 6: Supervision

As a representative of JB Capital, LLC, Matthew Salem is supervised by Eric F. Hogarth, JB Capital's Sales Manager. JB Capital, LLC has implemented a Compliance Manual including a Code of Ethics which guides each employee in meeting their fiduciary obligations to clients of JB Capital, LLC. Kevin B. Crawford, the Advisor's Chief Compliance Officer, is responsible to monitor adherence of the Advisor's Supervised Persons to the Advisor's compliance program. Mr. Hogarth and Mr. Crawford may be reached at (860) 372-4800.