

Part 2B of Form ADV: Rochester Investments Brochure Supplement

Item 1 – Cover Page

Dated: June 10, 2025

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This Brochure Supplement provides information about Diana Apostolova that supplements the Rochester Investments Brochure. You should have received a copy of that Brochure. Please contact Diana Apostolova, President, Rochester Investments Inc. if you did not receive the Brochure or if you have any questions about the contents of this supplement.

Additional information about Diana Apostolova is available on the SEC's website at www.adviserinfo.sec.gov.

Diana Apostolova

Diana Apostolova, CRD# 6247608, provides investment advice and financial planning services, and has direct client contact and/or has discretionary authority of client's assets on behalf of Rochester Investments.

Item 2 – Educational Background and Business Experience

Diana Apostolova founded Rochester Investments Inc. in 2019. She is the firm's President and Chief Investment Officer. She was born in 1969. Prior to 2019, she held the following job titles:

- Investment Advisor Representative at Cadaret, Grant, 2018 -2020
- Investment Advisor Representative at AXA Advisors, 2013 – 2018
- Financial Analyst, Debt & Deferred Giving at RIT, 2006 – 2014
- Trusts Tax Accountant, Underwriter, at JPMorgan Chase, 2001 - 2006

Diana holds the following graduate and undergraduate degrees:

- Master degree in Financial Economics from the University of London, 2002
- Bachelor degree in Economics, Banking and Finance from the University of Malta, 1999

Diana has passed the following General Industry/Product Exams and State Securities Law Exams:

- General Securities Representative Examination – Series 7. Active 2013 – 2022
- Uniform Investment Representative Law – Series 66. Active 2014 – Present
- NYS Life, Accident and Health Insurance license. Active 2013 – Present

She attended the Retirement Planning training at the Wharton School, University of Pennsylvania, in 2017.

Item 3 – Disciplinary Information

Diana has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Diana prepares income tax returns and payroll services to individual clients.

Diana owns a rental property located at 94 Little Creek Dr, Rochester, NY 14616. She receives rent payments from tenants living in the property.

Diana is not affiliated with any Insurance Company. She is not actively soliciting insurance business, and has not received any commissions for the sales of insurance products since 2018.

These activities do not provide 10% or more of her total earned income, or require 10% or more of her time commitment.

Item 5 – Additional Compensation

Other than her normal salary and profits as an owner of Rochester Investments, Diana receives no additional compensation in connection with investment advisory services.

Item 6 – Supervision

Diana is the Chief Compliance Officer. She is responsible for overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its Investment Advisor Representatives. She can be reached at (585) 568-6656.