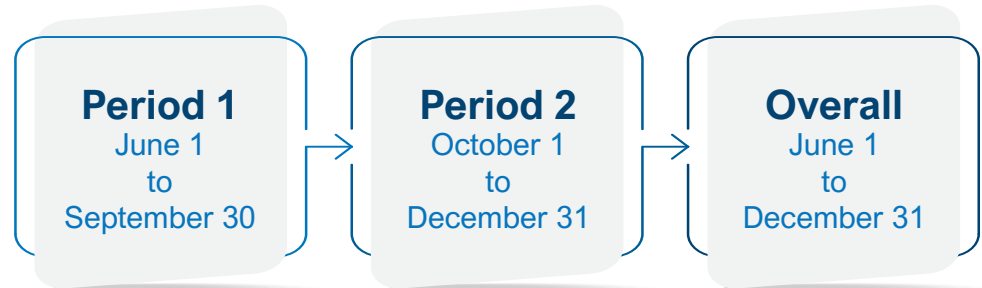


2024 Simplicity Sales Contest

**Eligible for ADCs who have attended Simplicity's
ADC Sales Training in 2023 - 2024**

**Three Chances
to Win Cash
Prizes**



Train > Market > Affiliate

Engage Your Advisors. Earn points. Win Cash.

Points awarded to ADCs as follows:

- ✓ **Agent / Advisor Training**
 - 5 points for each attendee at a live Simplicity Group hosted training event (AST, Wealth Overview, and Kai-Zen Masterclass)
- ✓ **Agent / Advisor Marketing**
 - 1 point for each marketing campaign hosted by agent/advisor (MSS, PRP, TAA)
 - 3 points for each TDR campaign hosted by agent/advisor (minimum of 5 registrants)
 - 10 points for each agent/advisor that is new to hosting a campaign (hasn't hosted a campaign since June 1, 2023)
 - 15 points to each ADC that increases their total number of campaigns hosted quarter over quarter
- ✓ **Advisor Affiliation**
 - 10 points for each advisor to affiliate with Simplicity Wealth
 - 10 Points when advisors move \$10m+ to the platform
 - 10 points for each advisor to affiliate with The Leaders Group
 - 10 bonus points for each advisor with \$50k+ in GDC
 - 3 Points for each advisor to sign up with Simplicity LifeLink™
 - 1 point per submitted app on LifeLink™ Platform (max 10 per month)

**Cash paid out based
on ADC point totals**

\$30,000
each period

1st - \$15,000
2nd - \$10,000
3rd - \$5,000

\$40,000
Grand Prize

for ADC with most points
during June 1 – December
31 contest period

Eligible to all Simplicity ADCs that are W-2 employees AND have attended the ADC Sales Training event in 2023 or 2024. Points will be tracked and tallied by Simplicity's Marketing team. Winners will be announced and bonus payouts will occur the quarter following each period. ADC must be in good standing and actively employed with Simplicity at time of payout. In the event of a tie, the ADC with the highest percent premium growth QoQ will win that place prize.