

WFG U.S. and Canada Stock-Based Cash Award Programs

2024¹



A Transamerica Company

WFGIA/WFGIAC (collectively, the Company)² values our independent Agents in the United States and Canada and wants to reward those Agents who are actively building their insurance businesses while accelerating WFG's goal of being the leading mid-market provider of insurance, retirement and wealth-building strategies. The Company plans to reward and incentivize qualifying agents through the new WFG U.S. and Canada Stock-Based Cash Award Programs (collectively, the Program).^{3,4}

Under the 2024 Program, qualifying Agents receive a grant of Units tied to the New York Stock Exchange (NYSE) value of Aegon Ltd. New York Registry Shares (NYRS). Qualifying Agents are afforded the potential to benefit from the performance of NYSE Aegon Ltd. NYRS.

For the 2024 Program, the Production Period is from January 1 through December 31, 2024. The funding pool for 2024 is set for a target of up to \$5 Million (USD).





Eligibility

The Program is open to all Agents from the Marketing Director (MD) through Executive Vice Chairman (EVC) levels who are licensed and in Good Standing⁵ with the Company, subject to the Agent's continued service through the vesting period and all other Program terms.

Agents who qualify for the WFG and/or TFA Partnership Programs are not eligible for this Program. Additionally, Agents who do not meet the Base Shop Standards of Excellence (BSSOE) or who are currently part of an exemption agreement from the BSSOE do not qualify.

Qualifications⁶

An Agent can qualify in their respective level based on the criteria below. If an Agent earns a promotion within the Production Period, they will receive the highest qualifying level award only. Personal Net Points Ratio (NPR) must be 75% or better for the Production Period to qualify for any award.

Marketing Director (MD)

- Minimum \$50,000 annual cashflow
- Target grant award \$750⁷

Senior Marketing Director (SMD)

- Minimum \$100,000 annual cashflow
- Target grant award \$1,500⁷

Executive Marketing Director (EMD)

- Minimum \$250,000 annual cashflow
- Target grant award \$3,750⁷

CEO Marketing Director (CEO MD)

- Minimum \$500,000 annual cashflow
- Target grant award \$7,500⁷

Executive Vice Chairman (EVC)

- Minimum \$1,000,000 annual cashflow
- Target grant award \$15,000⁷

Agents may track their progress toward qualifying by running a [Custom Report](#) for cashflow in the Report section on MyWFG.com. Make sure to filter the report using the qualifying date range.



Unit Grants and Vesting

Agents who qualify will receive a Program Document, Grant letter, and a Unit Grant Agreement within 90 days of the end of the Production Period.

The vesting period for the 2024 Program is July 1, 2024 through 11:59 p.m. (ET) on June 30, 2027. The value of the Unit(s) may fluctuate based upon the NYSE value of Aegon Ltd. NYRS during the vesting period. Additionally, during the vesting period, should there be a termination of your Agent Agreement by either you or the Company, any unvested Units will be forfeited.

A qualifying Agent becomes entitled to a cash payment based on the value of the granted Unit(s) on the valuation date, subject to continued service through the vesting period and all other Program terms. Should the qualifying Agent pass away prior to the vesting date, their Units will immediately vest and





a cash payment for the value of the award will be paid to the Agent's estate. In either event, the Company will make a cash payment for the value of the vested Units within 74 days of the applicable vesting date.

The Company will only withhold taxes as required by law or regulation. Participants should consult with their tax advisor regarding the taxes to which they may be subject, including the applicability and effect of all U.S., Canadian and foreign tax laws related to the Units or any cash payments Participants receive under the Program.

This Program reinforces WFG's commitment to reward our agents' dedication to growing their businesses and the Company overall. We believe that, with the help of agents, this Program will solidify WFGIA/WFGIAC as the leading financial services provider helping middle-income individuals and families have stronger financial futures throughout North America.



Footnotes

- 1 All capitalized terms not defined herein shall have the meaning as defined in the Program Document or Agent Agreement.
- 2 The Company is defined for purposes of this brochure as World Financial Group Insurance Agency, LLC, dba World Financial Insurance Agency, LLC in California, World Financial Group Insurance Agency of Hawaii, Inc., World Financial Group Insurance Agency of Massachusetts, Inc. and/or WFG Insurance Agency of Puerto Rico, Inc. and World Financial Group Insurance Agency of Canada Inc.
- 3 The Program, its qualifications and associated benefits may be adjusted from time to time by the Company, whether based on field input or otherwise. As laws, needs and requirements change, it may be necessary to update the Program.
- 4 **All information about the Program is proprietary and confidential to the Company.** It is being shared with you pursuant to the terms of your Agent Agreement and as part of your affiliation with the Company. **Information related to the Program should not be shared in any form with any third party outside the Company,** other than your licensed tax or legal advisor. Doing so will be deemed a breach of your Agent Agreement.
- 5 For the 2024 Program, Good Standing means you are appropriately licensed, have a valid Agent Agreement in effect, acceptable Net Point Ratio (NPR) of 75% or higher, and you are not under any regulatory, supervisory, or compliance investigation with any regulatory entity, the Company and/or any of its Affiliated Companies.
- 6 Qualifications are based solely on the primary agent code number, as such an Agent can only qualify using U.S. or Canadian points tied to their primary code. The 2024 Program does not include Transamerica Financial Advisors, Inc. (TFA) or WFG Securities Inc. (WFGS) nor commissions paid by TFA or WFGS on securities business.
- 7 If overall grants made to qualifying Agents exceed the 2024 funding pool, then individual grants may be reduced pro rata to remain within the total funding pool.