Referral Rewards Program Terms and Conditions

The following terms and conditions govern participation in the Referral Rewards program. The terms aim to keep the program fair, accessible to all, and successful in its primary goal: to provide you (the referrer) with a reward ("Referral Reward") for referring other financial professionals and/or financial institutions (prospect(s)) with whom you have a personal connection and who ultimately affiliate with any of the Cetera Financial Group, Inc. ("Cetera") affiliated firms including but not limited to Cetera Advisors, Cetera Wealth Services, Cetera Financial Specialists, Cetera Investment Services, or Cetera Planning Partners (the "Cetera Firms"). By participating in the program, you agree to, and agree to abide by, these terms and conditions. Failure to do so may forfeit your eligibility for a Referral Reward, so please read the following terms and conditions carefully.

- The referrer will NOT be eligible to receive a Referral Reward if they will otherwise already benefit financially from a prospect joining a Cetera Firm.
- Administrative employees of registered representatives are eligible to participate in the Referral Rewards program, but can only receive rewards based on a prospect's verified and agreed upon trailing 12-month Gross Dealer Concession ("GDC"); they are not eligible to receive promotional rewards that may be offered based on a prospect's commissions earned after joining a Cetera Firm.
- Employees of Cetera or any of the Cetera Firms are not eligible to receive a Referral Reward under this program and should refer to the Employee Advisor Referral Rewards program.
- Your Referral Reward will be calculated in accordance with the bullets below and capped at $100,000*****. Factored into the calculations will be Cetera's determination of the prospect's eligible GDC, which is a GDC amount calculated by Cetera that may be discounted at Cetera's discretion as a result of the prospect's assumed transition loss due to factors including but not limited to: (1) the prospect's ability to transfer their client assets to a Cetera Firm, and (2) the prospect's current broker- dealer relationship and service arrangement (i.e., whether the prospect is subject to restrictive covenants, servicing a financial institution, etc.) For the sake of clarity and lack of doubt, this means Cetera may determine the eligible GDC for a specific prospect is up to 90% less than the prospect's GDC.
- Cetera intends for the program to be run in strict compliance with federal and state laws and all related regulatory requirements. Failure by a referrer to follow Cetera's directions in this regard can result in dismissal from the program and forfeiture of any future Referral Rewards opportunities.
- In order for a referral to be eligible for the program, all of the following conditions must be fulfilled:
    - referrers must submit, via the Referral Reward URL link, a completed Referral Rewards submission form prior to the prospect's affiliation with a Cetera Firm, which includes the prospect's name and contact information via the Referral Reward URL link
    - referrer must acknowledge that they have read and agree to abide by these Referral Rewards Terms and Conditions.
    - Cetera will evaluate each form and determine whether the submission qualifies for a Referral Reward. Cetera reserves the right to reject a submission for any reason. The submission must be accepted by Cetera in order for you to receive a Referral Reward.
    - referrer must facilitate a warm transfer which may include an introductory phone call between themselves, the prospect and a Cetera assigned recruiter.
    - referrer must be active throughout the referral process and provide regular updates to both the Cetera recruiter and the prospect. This includes facilitating at least one check in between the prospect

and a Cetera assigned recruiter every ninety (90) days.

- prospect must register with a Cetera Firm within one year of the referral submission.

- If the referrer is referring a producing group, the referrer will be paid a Referral Reward only for those prospects mentioned by name on the referral form and Cetera reserves the right to negotiate an alternative reward for the producing group that is different than the Referral Reward calculated by these terms and the alternative reward shall be governed by these terms and conditions. The referral form must be submitted in advance of each prospect's affiliation with a Cetera Firm in order for referrer to be eligible for any Referral Reward.
- If two separate referrers submit information about the same prospect, the referrer who submits a completed form first will be eligible for the Referral Reward.
- The prospect must have a trailing 12-month GDC of $40,000 or greater from assets on platform at their prior broker-dealer and/or RIA.
- Registration of any prospect with a Cetera Firm is contingent on Cetera's customary compliance diligence and business review, and Cetera reserves the right to reject the registration of any prospect at its sole discretion. The referred financial professional must have an acceptable CRD record.
- The referrer and the prospect must be registered with a Cetera Firm at the time of the referral payment.
- Any referrals for prospects already in Cetera's recruiting pipeline, as determined by Cetera in its sole discretion, will not be considered an eligible referral for the program. Prospects remain in the pipeline for one year and they are dropped if there is no engagement or firm affiliation.
- Any referral that moves a financial professional from one Cetera Firm to another Cetera Firm will not be considered an eligible referral for the program.
- Cetera will not share documentation relating to a prospect with the referrer.
- **Referral Reward Calculations:**
  - Flat Fee Referrals – if the prospect is an individual with an eligible GDC between $40,000 and $150,000, your Referral Reward shall be a flat fee of $5,000 and you will not be eligible for any additional Referral Rewards for that prospect. If the prospect is an institution, see the Institution referral grid below.
  - Individual Financial Professional Referrals – if the prospect is an individual with an eligible GDC over $150,000, you will earn a one-time Referral Reward payment of 10% of the prospect's eligible GDC to be paid through the commission system of the Cetera Firm they are affiliated with provided your Referral Reward will be capped at $100,000* regardless of the prospect's eligible GDC (unless otherwise noted within this document, or through special promotion).
  - Financial Institution Referrals – if the prospect is a bank or credit union ("Financial Institution"), you will earn a one-time Referral Reward payment of 2.5% of the Financial Institution's eligible GDC to be paid through the commission system of the Cetera Firm they enter a networking agreement with provided your Referral Reward will be capped at $100,000* regardless of the Financial Institution's eligible GDC (unless otherwise noted within this document, or through special promotion).
- The referrer will be paid 90 days after the prospect's official start date with a Cetera Firm. The official start date is determined by the latter of the prospect's approval date with FINRA, by their home state where the prospect is domiciled or for their fingerprints. For referrers employed by a Financial Institution, the firm will pay the referrer's Financial Institution, and it will be the Financial Institution's responsibility to pay the referrer.

- In the event a producing group of financial professionals is responsible for a prospect's referral, the Referral Reward will be made payable to those referrers that are listed on the Referral Rewards form.

- While we will endeavor to inform any referrers or others actively engaged with us in the program of any changes to the program and publish those changes in a timely manner, the program is subject to change or cancellation at any time and without notice. However, any prospect referral submitted and accepted by Cetera during the pendency of the program will remain eligible for the Referral Reward even if the program itself is cancelled prior to registration of the prospect, provided the referral meets all other requirements contained herein.

- All decisions by Cetera regarding the program, Referral Rewards, terms and conditions, and referrer and prospect eligibility are final. These terms and conditions per the most recent revision date supersede all previous agreements and representations relating to the Referral Rewards program, including any prior version of the Referral Rewards Program Terms and Conditions or any similar agreement by any other name that relates to the same subject matter.

  ***Special Promotion: for referrals submitted by referrer and accepted by Cetera from June 1, 2026 through December 31, 2026 that meet one of the requirements bulleted below, the Referral Reward cap shall be increased from $100,000 to $150,000:**

  - **Individual Financial Professional Referral: prospect affiliates with a Cetera Firm on or before December 31, 2026.**
  - **Financial Institution Referral: prospective financial institution enters into a networking agreement with a Cetera Firm on or before December 31, 2026.**
