

Sample Dealer Analysis Report



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COMPENSATION STRUCTURE OVERVIEW

KEY COMPENSATION COMPONENTS

- Transition Bonus: 2% of Assets
- Annual Payments: 1% of Assets, paid monthly
- Succession Payout: 5% of Assets*
- Dealer Fees: \$0

SUCCESSION PLANNING OPTIONS

*You may opt to receive your Succession Payout by way of any of the below options:

# of Years to Retirement	Succession Payout	Transition Bonus	Total (excluding recurring Annual Payments)
1	2.5%	2%	4.5%
2	2.5%	2%	4.5%
3	3%	2%	5%
4	4%	2%	6%
5 or more	5%	2%	7%

The Result? Get the compensation you deserve, with the flexibility you desire.

COMPARISON ASSUMPTIONS

CURRENT DEALER COMPENSATION

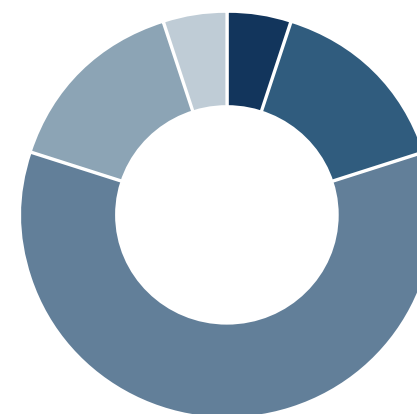
Your Book of Clients

Current Book size (AUM)	\$75,000,000
Number of Households	200
Expected Organic Growth Rate	5%
Years to Retirement	10

Your Current Dealer

Current Annual Trailers/Fees	1.00%
Payout from Dealer (Grid)	80%
Fixed Dealer Fees (Annual)	\$12,000
Succession Payout	2.5 x Net Revenue

YOUR CLIENT'S RISK/RETURN PROFILES



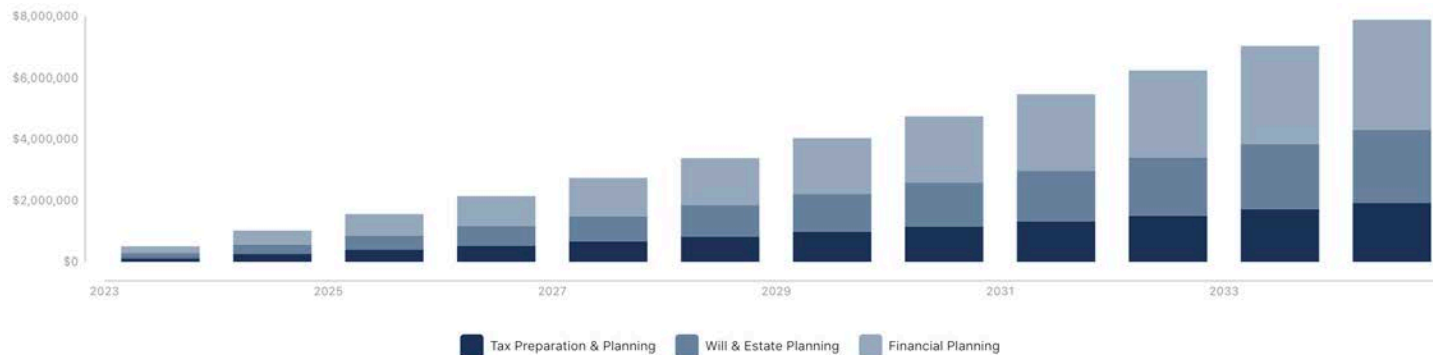
All Growth	5%
Growth Balanced	15%
Balanced Growth	60%
Income Balanced	15%
Income	5%

VALUE ADD FOR CLIENTS

Over the course of your career, we could bring your clients a **Total of \$38,016,067.05 in Potential Incremental Value** as a result of the following incremental benefits to our program:

- ⊗ Value from Multi-Family Office Services: \$7,878,977.63
 - Financial Planning Services: \$3,581,353.47
 - Will Preparation Services: \$2,387,568.98
 - Tax Preparation Services: \$1,910,055.18
- ⊗ Savings on Fees: \$1,933,930.87
 - Annual Administration Fee Savings: \$835,649.14
 - Equity Trading Savings: \$955,027.59
 - Mutual Fund Trading Savings \$143,254.14
- ⊗ Potential Outperformance for your Clients: \$28,203,158.55
- ⊗ **Total Potential Incremental Value: \$38,016,067.05**

Value Add From our Multi-Family Office Services: \$7,878,977.63



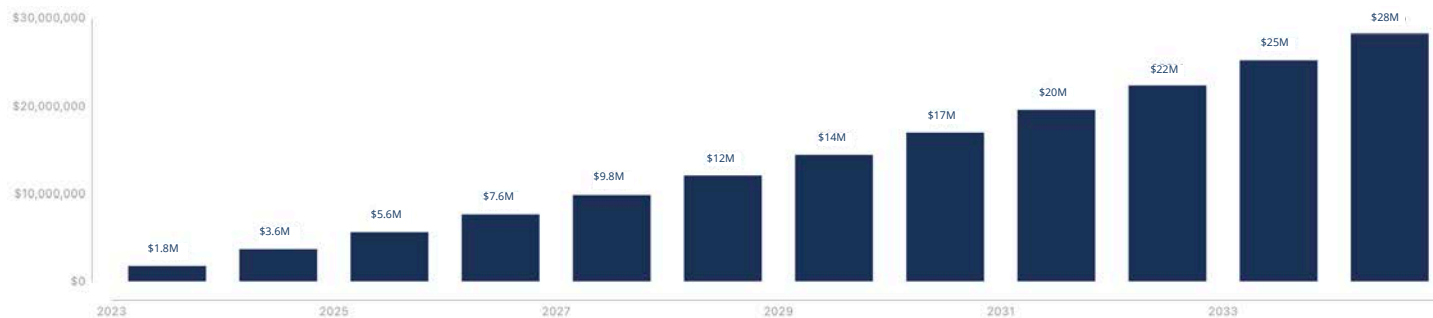
The Value Add calculations from our Multi-Family Office Services has been arrived at by summing the value add from our Financial Planning Services, our Will Preparation Services, and our Tax Preparation Services. The Financial Planning Services' value add is calculated by multiplying the number of households (factoring in the assumed Annual Growth Rate) by \$1,125 which is our estimated annualized value of a Financial Plan designed on a bi-annual basis for each household. The Will and Power of Attorney Preparation Services' value add has been arrived at by multiplying the number of individuals (factoring in the assumed Annual Growth Rate) by \$250 which is our estimated annualized value of Will and Power of Attorney Preparation services completed for an individual every five years. The Tax Preparation Services has been arrived at by multiplying the number of individuals (factoring in the assumed Annual Growth Rate) by \$200 which is our estimated annual value of Tax Preparation services for an individual.

Savings on Fees: \$1,933,930.97



The Savings on Fees numbers above have been arrived at by summing the value add from our Annual Administration Fee Savings, our Equity Trading Savings, and our Mutual Fund Trading Savings. The Annual Administration Fee Savings has been arrived at by multiplying the current Dealer's Annual Administration Fees on Registered Accounts by the number of registered accounts. The number of registered accounts is in turn arrived at by multiplying the number of households by the average number of individuals per household and then by the percentage of clients who have registered accounts and increased each year by the assumed Annual Growth Rate. The Equity Trading Savings and Mutual Fund Trading Savings has been arrived at by assuming 10 equity trades and three mutual fund trades per year per account, assuming each individual only holds one account. The number of individuals are assumed to increase each year by the assumed Annual Growth Rate. The savings for Equity Trading and Mutual Fund Trading is then arrived at by multiplying the number of trades per year by the provided commissions charged by the current Dealer.

Potential Outperformance for your Clients: \$28,203,158.55



Current Risk/Return Profile of Your Clients	Current Amount	Current Percent	Optimize Outperformance
All Growth	\$3,750,000	5%	2.39%
Growth Balanced	\$11,250,000	15%	2.46%
Balanced Growth	\$45,000,000	60%	1.59%
Income Balanced	\$11,250,000	15%	2.35%
Income	\$3,750,000	5%	3.52%
Total	\$75,000,000	100%	2.36%

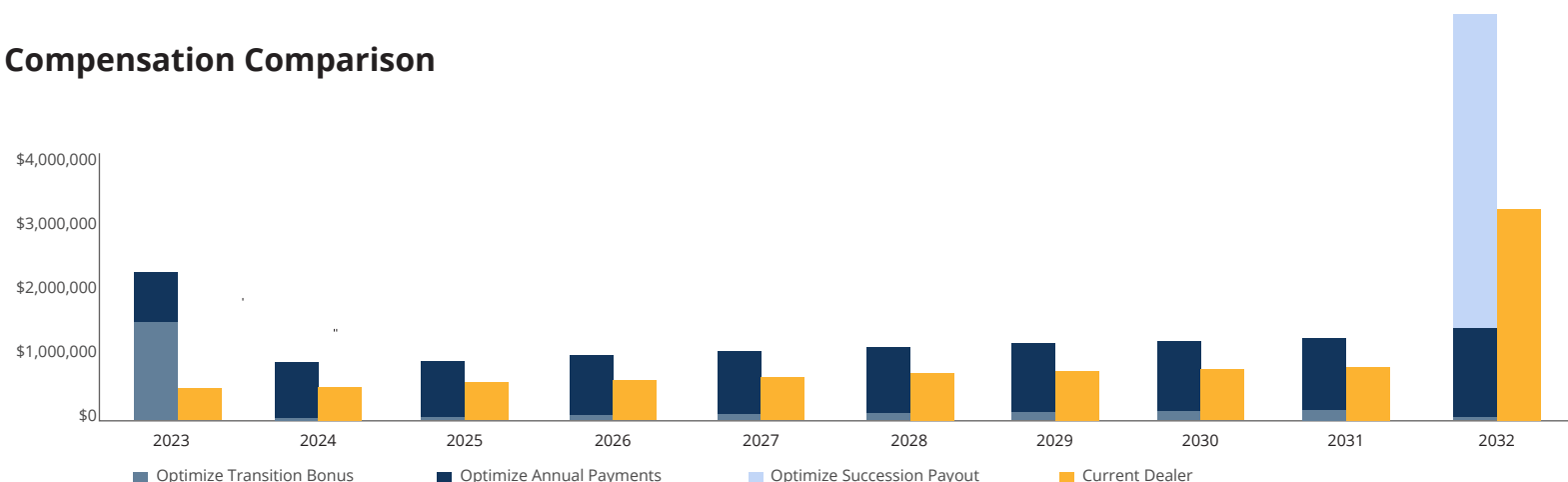
The Optimize Outperformance numbers above are derived from the Optimize Models' performance numbers which best correspond to the book of clients' risk/return profiles provided, are not guaranteed, and have been arrived at by multiplying the value of the book of assets in each year leading up until retirement (factoring in the assumed Expected Organic Growth Rate) by the weighted average of the Optimize Outperformance numbers noted above. The Optimize Outperformance numbers in turn refer to the outperformance of the Optimize Models over their respective benchmarks as of the prior year and have been reduced by 35% to err on the conservative side.

VALUE ADD FOR FINANCIAL PROFESSIONALS

Over the course of your career, you could earn **\$7,824,165 more than with your Current Dealer**

- ⊗ Receive an Initial Transition Bonus of **\$2,326,992**
- ⊗ Earn **27%** more than your Current Annual Income worth an additional **\$2,006,684** over the course of your career
- ⊗ Receive a Retirement Payout of **\$5,817,481**

Compensation Comparison



Summary

	Transition Bonus	Annual Payments (in Year 1)	Succession Payout	Total
Current Dealer	0	\$588,000	\$2,326,992	\$9,753,728
Optimize Wealth Management	\$2,326,992	\$750,000	\$5,817,481	\$17,577,893
Better With Optimize	\$2,326,992	\$162,000	\$3,490,488	\$7,824,165

The Optimize Transition Bonus is calculated as 2% of assets which come over initially plus any assets which come over based on the assumed Expected Organic Growth Rate. The Annual Payments in Year One are arrived at by multiplying the Current Book Size by both the Current Annual Trailers percentage (%) and by the Payout (Grid) in the case of the Current Dealer; and by 1% in the case of Optimize. Annual Payments in future years will also factor in the assumed Expected Organic Growth Rate for the book of assets. The Succession Payout is calculated as 5% of the projected Market Value of the book of assets at retirement (taking into account the assumed Expected Organic Growth rate) in the case of Optimize and 2.5 times the Projected Net Revenue in the final year at retirement in the case of the Current Dealer. The Additional Compensation under Optimize value is arrived at by summing the Optimize Transition Bonus, the difference between all of the Current Dealer and Optimize's Annual Payments for all years leading up to retirement, and the difference between Optimize's and the Current Dealer's Succession Payouts.

Notice to Reader: The Sample Compensation Comparison contained herein does not constitute an offer or an indication of acceptance to our Platform. Such an offer is exclusively reserved for certain financial professionals who successfully meet Optimize's Selection Criteria. Due diligence is based on the individual's professional conduct, track record, and the added value that Optimize could provide to their clients when factoring in the client's current fees, risks, and returns in addition to the value received from our Multi-Family Office Services. Please note that any payments made by Optimize to a financial professional have no impact on client fees.

OUR SELECTION CRITERIA

At Optimize, we believe strong professional ethics and a passion for putting clients first is a foundation of proper wealth management. We built our platform with those concepts front of mind to help Premium Financial Professionals continue operating with the highest levels of integrity and make putting clients first easier. That's why we have a multi-step process to ensure that we only approve individuals who share and demonstrate our values while holding themselves to the highest ethical standards. Only those who meet our Selection Criteria can be approved for our platform. Read more about a few of the Selection Criteria categories we evaluate Financial Professionals looking to join our platform on below.

1 Our Added Value for Your Clients

We assess the added value that Optimize could provide to your clients when factoring in their current fees, risks, and returns in addition to the value received from our auxiliary services such as financial planning, tax preparation, and will preparation.

2 Your Commitment to Clients

The overarching philosophy here at Optimize is to always put our clients' interests above everything else. We only want to work with Premium Financial Professionals who share our Passion for putting clients first.

3 Your Commitment to Professionalism

We look for Premium Financial Professionals who follow and integrate fundamental principles of ethics into how they work with clients such as integrity, due care, objectivity, and professional competence.

4 Your Track Record

We only want to work with those who have a strong record of serving clients with integrity and the highest level of professional conduct. Financial Professionals who have had their professional conduct or behaviour called into question likely won't be a good fit with our platform.



Optimize Wealth Management

INTERESTED IN DISCUSSING OUR PREMIER PLATFORM?

Please contact:

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SET YOUR GOALS, MAKE THEM HAPPEN.

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