

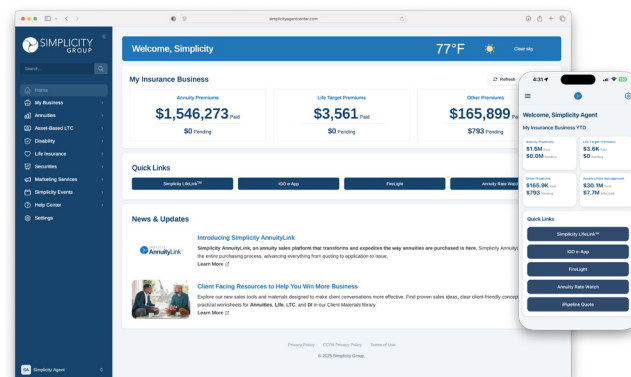


The Simplicity Agent Center

The Tools You Need for the Business You Want

Simplicity's Agent Center is your command center for success.

Our platform is designed to help you work smarter, not harder, so you can serve your clients with unmatched efficiency. With proprietary content, exclusive resources, and leading industry tools, we give you the resources to build, scale, and capitalize on your business, all in one place.



Centralized Business Hub

Access everything you need to run your business through our proprietary single sign-on platform, both from your desktop and using our exclusive app.

Exclusive Tools and Content

Gain an edge with proprietary tools like Lifelink™ and AnnuityLink™, exclusive training, Inforce Action Center, and content built to sharpen and expand your opportunities.

Business Tracking and Contracting Made Simple

Stay on top of production and AUM with real-time views and contracting updates. Grant proxy access to support staff for seamless quoting and administrative assistance.

Unparalleled Sales and Marketing Tools

Leverage turnkey presentations, customizable marketing materials, and data-driven insights to grow and retain your clients.

Broad Product Support

Tools to diversify and grow all lines of business in support of a holistic financial strategy.



Annuity



Long-Term
Care



Disability



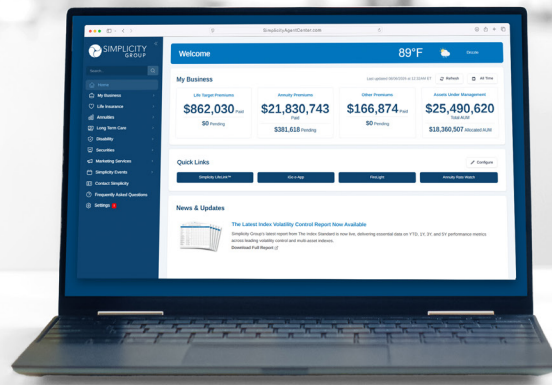
Life Insurance



Securities

Access Exclusive Resources

- Inforce Action Center
- Advanced Markets Concepts and Questionnaires
- Simplicity Wealth Operating Platform
- Digital IUL Platform from Enight
- Life Carrier Product Search
- Consumer Educational Flyers and Guides
- Underwriting Guides and Questionnaires



The Simplicity Agent Center simplifies your workflow with business-line navigation. Access tools to educate clients, submit business, and track cases and contracts.

 My Business Policies Contracting Inforce Action Center	Get an overview of your book of business. Easily filter, sort, and drill down into all pending, paid and inforce policies, and pending and issued contracts. Plus, you can message your case manager and view notes on any missing requirements. The Inforce Action Center is your new dedicated hub for ongoing client engagement and policy servicing. It combines data-driven insights with automated tools to help you connect with the right client at the right time. These actions are designed to help you support your clients, but also help drive new revenue opportunities.
 Annuities  Asset-Based LTC  Disability  Life Insurance	Each line of business includes “Agent Resources” and “Client Materials” sub-folders. Explore the resources available to support your insurance business. • Agent Resources includes everything from product research and quoting tools to business submission links, educational brochures and more. • Client Education offers a variety of point-of-sale materials, including flyers, questionnaires, calculators, and social media posts.
 Securities Simplicity Wealth Simplicity Investments	Explore and access Simplicity Wealth’s comprehensive operating platform and retail Broker-Dealer, Simplicity Investments.
 Marketing Services	Agents can discover ways Simplicity can generate leads, cultivate prospects and client engagement, and drive business.
 Upcoming Events	Discover the ways Simplicity can generate leads, cultivate prospects and client engagement, and drive business.
 Recorded Webinars	Missed a recorded webinar? Find it on demand, searching by subject or date.
 Help Center	Find support, including FAQs and one-click access to key teams across Annuity, Life, DI, LTC, and Marketing.

If you have questions, please contact your Simplicity sales representative.

SimplicityAgentCenter.com

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