

INCENTIVE AGREEMENT

This Incentive Agreement is effective 9/11, 2019, and is entered into between the following parties:

GO TOPEKA: GROWTH ORGANIZATION OF TOPEKA/SHAWNEE COUNTY, INC.

719 S. Kansas Ave., Suite 100
Topeka, KS 66603
Phone: (785) 234-2644
Fax: (785) 234-8656
Contact Person/Title: Barbara Stapleton, V.P., Business Retention & Talent Initiatives

ADVISORS EXCEL: ADVISORS EXCEL, LLC
2950 SW McClure Rd.
Topeka, KS 66614
Phone: (866) 363-9595
Fax: (785) 232-2353
Contact Person/Title: Amy Klotz, Chief Financial Officer

WHEREAS, ADVISORS EXCEL is a limited liability company that is in good standing and qualified to do business under the laws of the state of Kansas; and

WHEREAS, ADVISORS EXCEL includes additional affiliated companies operating under ADVISORS EXCEL's control, including AE Wealth Management, LLC, Retirement HQ, LLC, AE Management Services, LLC, Go-Modern, LLC, Innovation Design Group, LLC, Advisors Tech, LLC, and additional affiliated companies added for operational purposes under ADVISORS EXCEL's control.

WHEREAS, ADVISORS EXCEL is contemplating investing approximately Seven Million Dollars (\$7,000,000.00) to purchase, rehabilitate and equip additional office space in Topeka, Shawnee County, Kansas; and

WHEREAS, ADVISORS EXCEL intends to expand its operations and, in the process, create two hundred twenty (220) full time jobs over the next approximately five (5) years; and

WHEREAS, GO TOPEKA desires to assist and promote ADVISORS EXCEL by offering up to One Million Four Hundred Ninety Thousand Dollars (\$1,490,000) in employment, training and investment incentives; and

WHEREAS, ADVISORS EXCEL acting in reliance upon the incentives set forth in this Agreement, has decided to maintain and expand its operations in Shawnee County, Kansas; and

WHEREAS, the parties wish to memorialize their understanding regarding the details of the incentive package through this legally enforceable contract.

WITNESSETH:

NOW, THEREFORE, in consideration of such mutual benefits and the mutual covenants and agreements expressed herein, the parties covenant and agree as follows:

1. Local Employment Incentive. GO TOPEKA agrees to provide to ADVISORS EXCEL an employment incentive of up to One Million Two Hundred Ten Thousand Dollars (\$1,210,000) (the “Employment Incentive”) for new Full Time Employment Positions created by ADVISORS EXCEL over five (5) years, subject to the limitations and requirements outlined herein. A new Full Time Employment Position as defined below is eligible for an Employment Incentive of \$5,500, paid over five years (\$1,100 per year); however, the average compensation for all of the eligible new Full Time Employment Positions must equal at least \$52,000.00 annually in order for any of the new Full Time Employment Positions to qualify for the Employment Incentive.

As used in this agreement, a “Full Time Employment Position” is an employee position that includes approximately 2080 paid hours of service in Shawnee County, Kansas, during each calendar year. For purposes of determining eligibility for Employment Incentives (and the amount thereof), compensation includes salary, bonuses or other cash incentives paid by ADVISORS EXCEL to a full-time employee in a calendar year, but does not include benefits. Each position shall be eligible to receive health insurance benefits, at least part of the premiums of which are paid by ADVISORS EXCEL, and paid time off. Nothing herein shall require that a Full Time Employment Position be held by the same person, nor shall this Agreement preclude ADVISORS EXCEL from changing the title, purpose or utility of a position (as long as it meets the other requirements identified herein, including compensation). Each Full Time Employment Position must be one in which ADVISORS EXCEL withholds and pays all federal, state and local employment taxes attributable to the employee. More than one position cannot be aggregated to qualify for an Employment Incentive.

Only new Full Time Employment Positions shall be eligible for the Employment Incentive. A “new” Full Time Employment Position is an otherwise eligible Full Time

Employment Position that is in excess of and in addition to the 519 Full Time Employees employed by ADVISORS EXCEL as of December 12, 2018.

A Full Time Employment Position shall not fail to qualify for the Employment Incentive if the position is vacated (voluntarily or otherwise) and ADVISORS EXCEL is undertaking an open and active search and such position is filled within one hundred eighty (180) days after the vacancy during the calendar year. If unfilled for longer than one hundred eighty (180) days during a calendar year, the position will cease to qualify as Full Time Employment Position and will not be eligible for an Employment Incentive for that year.

Notwithstanding anything to the contrary herein, a maximum Employment Incentive available hereunder shall not exceed One Million Two Hundred Ten Thousand Dollars (\$1,210,000) in the aggregate. To qualify for the Employment Incentive, the Full Time Employment Positions must commence on or after December 12, 2018 and be hired and receiving compensation by December 31, 2023.

Installments of the Employment Incentive shall be available to be earned for up to five (5) consecutive years plus nineteen (19) days, with the first qualifying year beginning on December 12, 2018 (with the Employment Incentive installment relating to Full Time Employment Positions established in 2018 and 2019 paid in 2020), and the last qualifying year (depending when a position was added) ending on December 31, 2023 (with the first Employment Incentive installment relating thereto paid in 2024). The Employment Incentives shall not exceed Two-Hundred Forty-Two Thousand Dollars (\$242,000) in any one calendar year.

GO TOPEKA will endeavor to make incentive payments according to the following schedule:

- New Full Time Employment Positions hired between December 12, 2018 and December 31, 2019 will receive the first incentive payment installment in 2020;
- New Full Time Employment Positions hired between January 1, 2020 and December 31, 2020 will receive the first incentive payment installment in 2021;
- New Full Time Employment Positions hired between January 1, 2021 and December 31, 2021 will receive the first incentive payment installment in 2022;
- New Full Time Employment Positions hired between January 1, 2022 and December 31, 2022 will receive the first incentive payment installment in 2023;

- New Full Time Employment Positions hired between January 1, 2023 and December 31, 2023 will receive the first incentive payment installment in 2024;

provided, however, that ADVISORS EXCEL must first provide GO TOPEKA with sufficient documentation relating to such employment levels (as required elsewhere herein). GO TOPEKA shall make all reasonable efforts to complete payment of all incentive payments within sixty (60) days of the receipt of such sufficient documentation relating to employment levels.

The parties recognize there may be some turnover and fluctuations in ADVISORS EXCEL's employment levels. Therefore, subject to the termination provision, a position may qualify for an Employment Incentive in one year after failing to qualify in a prior year.

For purposes of illustration, if ADVISORS EXCEL hires throughout the period between January 1, 2020 and December 31, 2020 two hundred twenty (220) new Full Time Employment Positions receiving average compensation of at least \$52,000, it would be eligible to receive an Employment Incentive installment in the amount of \$242,000 (220 x 1,100) in 2021 upon receipt and verification of appropriate documentation.

2. Employment Incentive Calculation Documentation. When and as reasonably requested by GO TOPEKA, ADVISORS EXCEL shall provide GO TOPEKA with state and federal employment tax returns and/or other information reasonably necessary to establish employment levels in Shawnee County, Kansas, for purposes of calculating Employment Incentives and monitoring ADVISORS EXCEL's performance hereunder. GO TOPEKA is granted the right to audit payroll and human resources records at any time during the term of this Agreement. GO TOPEKA is granted the right to reduce payments made to ADVISORS EXCEL by amounts found to be improper, unauthorized or unsubstantiated. GO TOPEKA shall have sole authority in this regard and shall base its decision upon information submitted, including absence of documents to substantiate expenditure.

3. Employee Training Incentive. GO TOPEKA agrees to provide to ADVISORS EXCEL an Employee Training Incentive for up to five (5) years and nineteen (19) days totaling up to, but not to exceed Two Hundred Twenty Thousand Dollars (\$220,000.00) (the "Employee Training Incentive"). GO TOPEKA shall reimburse ADVISORS EXCEL in the amount of One Thousand Dollars (\$1,000.00) per trained Full Time Employment Position for verifiable training costs including, but not limited to, tuition, computer software for in-house training and other direct training costs incurred from December 12, 2018 to December 31, 2023. GO TOPEKA

shall not reimburse ADVISORS EXCEL for incidental costs associated with training such as travel expenses, meals, and lodging. The Employee Training Incentive payment(s) shall be made to ADVISORS EXCEL beginning in the first quarter of 2020 for training costs incurred in 2018 and 2019 upon proof of approved training expenses in the form of paid invoices, or other verifiable records confirming payment for approved training expenses. Subsequent payments for training expenses incurred shall be available on a quarterly basis thereafter. Payment for expenses incurred in a particular quarter shall be made the following quarter assuming all necessary documentation has been submitted and approved. Training for any employee at ADVISORS EXCEL who holds a Full Time Employment Position is eligible for the Employee Training Incentive as described in this agreement.

4. Real Estate Investment Incentive. For each One Million Dollars (\$1,000,000.00) in expenditure for the purchase of real estate, including associated transaction costs, and the improvement thereof made by ADVISORS EXCEL in Topeka, Shawnee County, Kansas up to but not to exceed a total capital investment of Seven Million Dollars (\$7,000,000.00) GO TOPEKA shall pay an incentive to ADVISORS EXCEL of Eight Thousand Dollars (\$8,000.00) (The “Real Estate Investment Incentive”). The aggregate of said real estate investment incentive payments shall not exceed Fifty-Six Thousand Dollars (\$56,000.00.). The real estate investment incentive payments shall be made to ADVISORS EXCEL upon GO TOPEKA’s receipt of closing documents showing the purchase of the real estate along with any and all appropriate documentary evidence showing further capital investment in the real estate for the construction or rehabilitation of improvements thereon.

5. Equipment Investment Incentive. For each One Million Dollars (\$1,000,000.00) in equipment investment made by ADVISORS EXCEL in or related to equipment housed in its purchased and rehabilitated real estate located in Topeka, Shawnee County, Kansas up to, but not to exceed a total equipment capital investment of Two Million Dollars (\$2,000,000.00) GO TOPEKA shall pay an equipment investment incentive to ADVISORS EXCEL of Two Thousand Dollars (\$2,000.00) (the “Equipment Investment Incentive”). The aggregate of said equipment investment incentive payments shall not exceed Four Thousand Dollars (\$4,000.00). The equipment investment incentive payment(s) shall be made to ADVISORS EXCEL upon proof of purchase of said equipment in the form of paid invoices or other verifiable records confirming the payment for said equipment.

6. **Use of Funds.** The funds received by ADVISORS EXCEL pursuant hereto shall be used for the purpose of employment and training of persons to be employed in Shawnee County, Kansas.

7. **Termination.** If ADVISORS EXCEL fails to maintain at least a minimum of Four Hundred (400) Full Time Employment Positions in Shawnee County, Kansas, in any calendar year, between December 12, 2018 and December 31, 2023, (which is the last year in which to qualify for an Employment Incentive), this Agreement shall be deemed terminated and GO TOPEKA shall not be required to make any further Employment, Training or Real Estate Incentive Payments to ADVISORS EXCEL under this Agreement.

8. **Notices.** Any notices required or permitted to be given pursuant to this Agreement may be delivered in person or mailed, certified mail, return receipt requested, to the addresses identified above.

9. **Miscellaneous.** The following miscellaneous provisions shall apply to this Agreement:

a. ADVISORS EXCEL agrees to make every reasonable effort to use, if qualified, Shawnee County residents to fill the new Full Time Employment Positions in Shawnee County, Kansas.

b. ADVISORS EXCEL shall provide prompt advance notice to GO TOPEKA of any material change in ADVISORS EXCEL's ownership, control or management, including issues of insolvency or bankruptcy, or other material changes that could reasonably result in a default by ADVISORS EXCEL under any agreement to which it is a party related to the matters set forth herein, or a change in the Full Time Employment Positions maintained in Shawnee County, Kansas.

c. ADVISORS EXCEL agrees to participate in a public event with GO TOPEKA in Shawnee County, Kansas, celebrating the employment expansion contemplated by this Agreement. Such event would include general recognition of JEDO's and GO TOPEKA's involvement in the project.

d. This writing contains the entire agreement reached between the parties hereto with respect to the subject matter hereof, and may be amended only in writing, duly executed by all parties concerned.

e. This Agreement shall be interpreted under the laws of the State of Kansas, with venue being solely in the state District Court of Shawnee County, Kansas. In the event any provision is found to be unenforceable or unconstitutional, all other provisions shall remain in full force and effect.

f. Time is of the essence of this Agreement.

g. By signing this Agreement, the parties affirm that they have the authority of their respective corporations to enter into this Agreement and bind their respective entities.

h. This Agreement shall bind and inure to the benefit of the parties to this Agreement, their heirs, legal representatives, assignees, transferors and successors.

i. No failure by a party to insist on prompt performance by the other party of its obligations hereunder shall constitute a waiver of rights under the Agreement. Similarly, the waiver by a party of any breach of any provision of this Agreement shall not operate or be construed as a waiver of any subsequent breach of that same or any other provision.

j. This Agreement may be executed in counterparts, each counterpart shall be deemed an original, and, when taken together with other signed counterparts, shall constitute one agreement, which shall be binding upon and effective as to all parties.

k. The parties acknowledge and agree that ADVISORS EXCEL shall not assign, transfer, hypothecate or otherwise encumber this Agreement and its rights hereunder, without the prior written approval of GO TOPEKA.

l. Sarbanes-Oxley and similar legislation may have application to, or affect the accounting for, this Agreement by ADVISORS EXCEL.

m. GO TOPEKA makes no representation as to the taxability or tax effect of this Agreement and the incentive payments hereunder.

n. GO TOPEKA's obligations hereunder are contingent upon approval hereof by the Joint Economic Development Organization ("JEDO") and the continued funding of GO TOPEKA at adequate levels through a portion of the Shawnee County retailer's sales tax and/or by JEDO. GO TOPEKA may unilaterally reduce or eliminate any payments hereunder in the event that sufficient funds are not available (taking into account GO TOPEKA's other obligations). GO TOPEKA will endeavor to give ADVISORS EXCEL advance notice of any reduction of funds when practical. ADVISORS EXCEL agrees and understands that if there are not sufficient funds appropriated or available to GO TOPEKA to continue to make any payments

hereunder (taking into account GO TOPEKA's other obligations), GO TOPEKA may terminate this Agreement with written notice of termination to ADVISORS EXCEL. The reduction or elimination of any payments, and/or termination of this Agreement pursuant to this paragraph, shall not cause any penalty or damages to be charged to GO TOPEKA and ADVISORS EXCEL waives and releases any rights, causes of action or claims it may have should such insufficiency of funds occur.

o. In carrying out the terms and provisions of this agreement, ADVISORS EXCEL shall not unlawfully discriminate against any employee, applicant for employment, recipient of service or applicant to receive or provide services because of race, color, religion, sex, age, disability, national origin or any other status protected by applicable federal or state law or local ordinance.

p. ADVISORS EXCEL agrees to make a good faith effort to provide relocating information to existing employees, and/or new employees with information/relocation materials regarding Topeka and Shawnee County, that support and promote residency within the Topeka/Shawnee County limits. Annual reporting of these efforts shall be provided to GO TOPEKA during the incentivized period defined in this Agreement.

q. Every duty, right, or obligation contained in this Agreement imposes an obligation of good faith in its performance or enforcement. For the purposes of the Agreement, "good faith" dealing means honesty in fact in the conduct or the transaction concerned.

r. Nothing herein contained shall be construed or held to make any party a partner, joint venture or associate of another party in the conduct of its business, nor shall either party be deemed the agent of the other, it being expressly understood and agreed that the relationship between the Parties hereto is and shall at all times remain contractual as provided by the terms and conditions of this Agreement.

s. The parties agree to execute and deliver such other documents, agreements or instruments as may be necessary or convenient to effect the purposes of this Agreement and to comply with any of the terms hereof.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first above written.

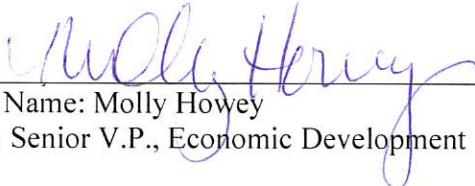
“ADVISORS EXCEL”

ADVISORS EXCEL, LLC

By: 
Print Name: Amy Klötz
Title: Chief Financial Officer

“GO TOPEKA”

GROWTH ORGANIZATION OF TOPEKA/SHAWNEE COUNTY, INC.

By: 
Print Name: Molly Howey
Title: Senior V.P., Economic Development