

Futé Marketing's custom OFFER
An exclusive program for all Financial Horizons Group financial advisors #GFHELITE-20

Full Name

Company

Address

City

Postal Code

Telephone

Cell phone

E-mail

Rate: \$417 per month

Contract term: The contract offered to GFH advisors is for a period of 12 consecutive months.

Description of the service offer: Turnkey solution and 100% automated service: 28-page website with 3 adaptive versions / newsletters (sent once a month) / online chat feature / \$600 in online advertising per year.

Bilingual website adapted to you: A 28-page website that belongs to you even after the end of your contract. The website template has customizable fields adapted for each financial advisor. Responsive design for phones and tablets. Domain name and hosting provided* by Futé Marketing. * Does not include mailbox solutions or email archive transfers.

Use of the marketing algorithm on the website: The website is tailored to your clients based on an algorithm hosted on Futé Marketing's dedicated server. This algorithm recognizes personas and uses cookies to enhance the user experience. Certain pages of the website will be adapted based on different personas' needs.

Superior Automated newsletter: Template-based emails, configured and sent once a month to your clients. Unlike the other packages, the Elite package offers a newsletter that will be adapted to your clientele (we will import your client list using our import template). In compliance with Bill C-28 (anti-spam legislation).

Financial advisor's clients and personal information protection policy: Futé Marketing uses the financial advisor's client database for the sole purpose of segmenting the information provided to clients. The client list remains the property of the advisor. Futé Marketing will never provide any third party with this client information (whether given, sold or exchanged) for personal and/or commercial purposes. Futé Marketing will only grant access to client information to employees who need it to implement activities specified in the contract. Employees of Futé Marketing have signed a confidentiality and nondisclosure agreement provided by Financial Horizons Group. Cookies used to enhance the client experience on your website will be used anonymously to ensure user confidentiality and privacy, in addition to other security measures put in place to protect users against any loss or unauthorized use of their personal information. Futé Marketing uses Secure Sockets Layer (SSL) technology to ensure the secure transmission of personal information.

Online chat: In addition to the site, an online chat feature will allow the web consumer to interact with you directly through your website.

Automatic contract renewal: When the 12-month contract expires, the website belongs to you. Your monthly payment will then decrease to the preferential rate of \$250 per month. You may also contact us to exercise one of the two following options: **1.** Opt out of the offer but maintain the static version of your website with Futé Marketing (hosting and domain name) for 30\$/month; **2.** Opt out of the offer and move the static version of your website to a third party (hosting and domain name). You will be fully responsible for transferring your website within 30 days following the end of your contract with Futé Marketing while assuming 100% of the costs related to the transfer.

Special requests: Any further personalized adjustments are subject to a preferential rate of \$100/hour. We offer the following services: Google Ads / Facebook ad management / creation of new web banners / logo design.

Purchase of web services: Futé Marketing sells to the client, who buys, online advertising, marketing solutions, analysis and research, website creation and/or other web services, whose description and price, monthly or fixed price, appear on the contract. Following the signature of this contract, as well as the receipt of the first required payment, Futé Marketing will execute the contracted web services according to the agreed upon schedule.

Cancellation of contract: The present contract can be cancelled only under the following condition: In the event that the advisor leaves Horizons Financial Group, the contract will be automatically cancelled. Thus, the advisor will have to pay the amount calculated at 50% of the monthly amount for the remaining months of the contract and will be able to keep his website in a static version. Hosting fees will apply and will be the responsibility of the advisor.

Collaboration time and follow-up: Thirty minutes per month will be allocated for interaction between the consultant and our production team. If this time is exceeded, additional fees will be charged at a rate of \$100 per hour. The time is not cumulative from month to month.

Authorization to publish: The consultant authorizes Futé Marketing to create, distribute and publish information and to interact socially on his behalf on any web platform for the duration of the contract. Examples of platforms: Facebook, website, YouTube, LinkedIn and Instagram. Futé Marketing is committed to respecting the consultant's brand image to the best of its knowledge thanks to an information intake form that the team responsible for Horizons Financial Group will have filled out beforehand.

Reputation liability: Futé Marketing is not responsible for the opinions and comments that a person or persons may post on an advertisement published on your behalf.

Authorization: The advisor authorizes Futé Marketing to publish through its services and certifies that the advertising and the website do not violate any law. For this purpose, the advisor also guarantees that he holds all the necessary permits and licenses, including licenses to practice issued by a professional order or other regulatory body relating to the activities of the advisor. The advisor also guarantees that he owns all the rights allowing him to use the trademarks or trade names contained in the advertising and the website and that such use does not contravene any law, including the Trademarks Act, the Copyright Law or any other laws relating to intellectual property. In the event that an item created by Futé Marketing does not meet the above standards, the advisor must inform Futé Marketing as soon as possible.

Cooperation: Any time limit may be extended if the material necessary for the performance of the tasks is not provided by the advisor within a reasonable time. When material must be transmitted by the advisor, the latter agrees to provide it within 30 days. If the material is not provided, Futé Marketing will complete the work to be done with the available material found on the Financial Horizons Group website.

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Limited Liability of Futé Marketing and Other Suppliers: Futé Marketing is only responsible for the timeliness of the Services and is not responsible for the timeliness or duration of results. In the event of an error, omission or interruption in the posting of an advertisement or website, Futé Marketing's liability shall be limited to the lump sum amount payable under the contract for the duration of the error.

Duration and variable investment of monthly advertising: The regular duration of a monthly advertisement is of one month. However, there is no guarantee as to the actual set period for the publication of the ads as the length of time will be variable. We could, for example, invest the budget for a three weeks period and thus, no more advertising will take place during the last week of the month. Advertising budgets pre-authorized by the consultant for a monthly period must be respected by Futé Marketing with a margin of error of plus or minus 10%.

Payment and Delay: The monthly amounts will be debited directly by Financial Horizons Group from your "Financial Horizons Group account". If the Horizons Financial Group is in default of payment, Futé Marketing may partially or totally stop the services without notice or any liability to you.

Advisor clients and personal information protection policy: Futé Marketing will use the advisor's client base for the sole purpose of segmenting the information that will be conveyed to clients. Clients remain the property of the advisor. Futé Marketing will not sell, give or trade the advisor's client base to third parties for personal and/or business purposes. Futé marketing will only allow employees who must necessarily use the list and derived files to access it to perform contracted activities. Futé Marketing employees have signed a confidentiality and non-disclosure agreement for information received through Horizons Financial Group. In addition, any "cookies" used on your website to enhance the user experience will be done anonymously to respect the confidentiality and privacy of visitors. The protection of your personal information is supported by security measures taken to protect users against loss or unauthorized use of their personal information. Futé marketing uses Secure Socket Layer (SSL) technology, which makes the transmission of information completely secure.

Confidentiality agreement on personal information and non-solicitation: Futé Marketing Inc, a legally constituted legal entity with a place of business at 204 Boul. Curé-Labelle, suite 200, Sainte-Thérèse, Québec, J7E 2X7; hereinafter referred to as "FM". WHEREAS FM is a firm working in the field of web marketing; WHEREAS the advisor signing this contract retains the services of FM through a program unique to the advisors partners of the Financial Horizons Group; WHEREAS FM will provide web services such as: newsletters, website, remarketing advertising, LinkedIn (if required), all in accordance with the agreement provided for this purpose and all other subsequent agreements between the parties; WHEREAS FM will have access to confidential information regarding the Signatory's clients, which will be provided to it by the Signatory, either through a client list; WHEREAS confidential information is defined as being the first names, surnames, civic addresses, IP addresses, email addresses, telephone numbers and date of birth of the clients on the list that the Signatory will provide to FM, being the information allowing to identify a natural person; WHEREAS FM recognizes that the success of the Signatory is linked to a large extent to the non-disclosure and non-use of its clients' confidential information for purposes other than those of this Agreement and that such non-disclosure or non-use authorized defined confidential information would prejudice the signatory; WHEREAS through the newsletters and advertisements produced by FM, the signatory's customers will be called upon to visit the signatory's website; WHEREAS a cookie is programmed so that certain socio-demographic information of people visiting the Signatory's website is kept in memory in a dedicated data file being the property of FM, all for the purposes of a personalized content display strategy; THE PARTIES AGREE AS FOLLOWS: **1.** FM may not, at any time, use confidential information given to it through the signatory's lists; **2.** The signatory agrees to provide a list of clients who can be contacted, in particular by email and newsletter, which list will meet the criteria set out in the Canadian anti-spam law, namely Bill C – 28; **3.** Confidential customer information of the signatory given to FM will remain the property of the signatory; **4.** The signatory undertakes to update the list of clients provided in order to always comply with the laws to this effect; **5.** FM is committed to maintaining in the strictest confidentiality the personal and confidential information of which it will have knowledge during the term of its mandate, and to this end, undertakes to submit to all the standards and procedures for the protection of confidential information adopted under the laws and regulations to which the signatory must comply; **6.** FM undertakes to have all its employees and / or subcontractors having access to the personal and confidential information given by the signatory about its clients, sign a valid and compliant confidentiality and non-solicitation agreement; **7.** Following the termination of this contract, FM undertakes not to disclose and / or use, for its own benefit or that of a third party, the confidential information that the signatory has disclosed to it relating to its customers. This obligation has no time limit; **8.** At the end of FM's mandate, FM must hand over the customer lists as well as all usable confidential information given by the latter and instantly destroy any copy of such information; **9.** FM undertakes not to solicit the signatory's customers and, in any case, disclose the information, under any legal penalty; **10.** In addition, the signatory acknowledges and consents that the information relating to the socio-demographic information of the people who have visited the website and / or any other link created by FM is saved in a dedicated server and that said information will be the property of FM. It is understood that this information fully respects confidentiality, within the meaning of the Act respecting the protection of personal information in the private sector (P39.1), since socio-demographic information in no way allows a person to be identified and all confidential information are encrypted and usable in any way to determine the identity of a person; **11.** The Signatory understands that it is solely responsible for the compliance of the list of customers provided and its updates and vouches for its compliance with FM's total exemption; **12.** FM acknowledges that its failure to respect the confidentiality of the information would cause serious prejudice to the Signatory. In the event of an incident, FM has a duty to inform the Signatory as soon as possible and to propose solutions to remedy the situation; **13.** The Signatory may resort to proceedings for injunction, damages or any other remedy relating to the violation or threat of violation of this undertaking by FM.

Laws: This Agreement shall be governed by the applicable laws of Canada and the Canadian province in which it is entered into.

I, the undersigned, have read and approved the Agreement and initialled the pages of this Agreement;

Full name in print

Signature of authorized person

Date

This contract comes into force on the date of signature by both parties;

Full name in print

Signature of Futé Marketing representative

Date