APEXA

SIMPLY CONNECTED

CORPORATE PROFILE SET UP

Version: 2.0

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INTRODUCTION

WHAT IS APEXA?

APEXA is a centralized, standardized digital contracting and compliance solution connecting Canadian Advisors, MGAs, and Carriers.

APEXA brought together teams of experts from nine leading MGAs and Carriers, industry compliance professionals, and subject matter experts to form Canada's first industry-governed solution for advisor contracting and compliance.

You will receive an email from your MGA, inviting you to join APEXA. From there, you will follow a link to access APEXA online, and then you will complete your Advisor profile.
APEXA brings all of your data together in one powerful, integrated system and updates your information in real time. You're able to manage your personal information, licenses, E&O coverages and contracts.

CONTRACTING APEXA

APEXA provides Advisor support for any questions that arise related to profile set up, APEXA navigation, or any other system-related inquiries. APEXA Advisor support is man-aged through a call centre, which can be accessed in one of two ways:

1) Call 1-855-294-2541	**2) Send an email to support@apexa.ca**

The call centre is available in both English & French on business days within the following times:

8:00 AM - 8:00 PM ET for English and French support

WHAT YOU'LL NEED

Before you begin, make sure you have everything you'll need to create your Corporation profile on APEXA.

- A digital copy of your Articles of Incorporation
- Your business address history for the last 5 years
- A digital copy of your corporate E&O Coverage certificate, if different from your personal E&O
- A digital copy of your corporate provincial license(s)
- Your corporate selling codes – you may need them to complete an identity verification step
- A list of your shareholder(s), including email address(es) and ownership percentage

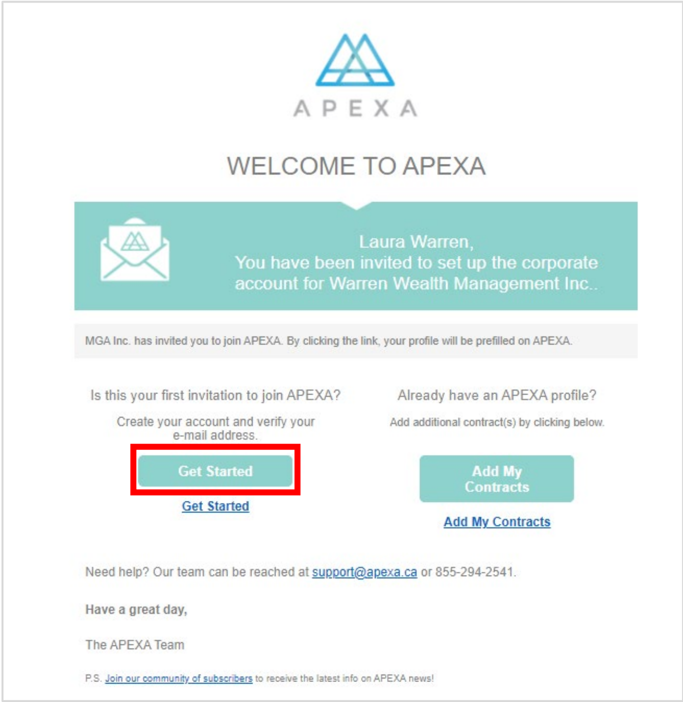
A note about digital copies:

- Acceptable file formats include: PDF, MS Word, JPG, PNG, TIFF and BMP
- For licenses, you can also use a screen capture from a provincial licensing body website

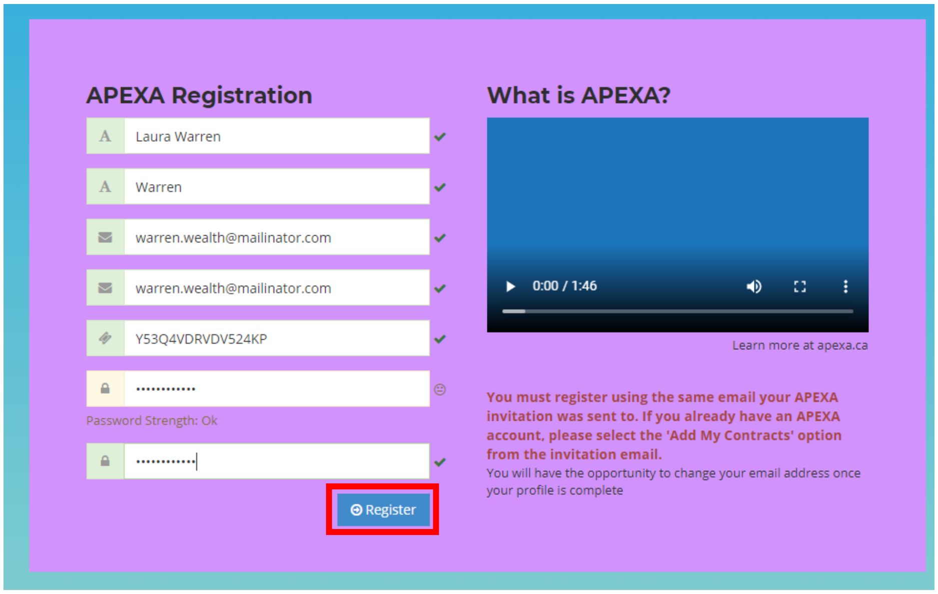
REGISTERING YOUR ACCOUNT

APEXA account creation is a two-step process:

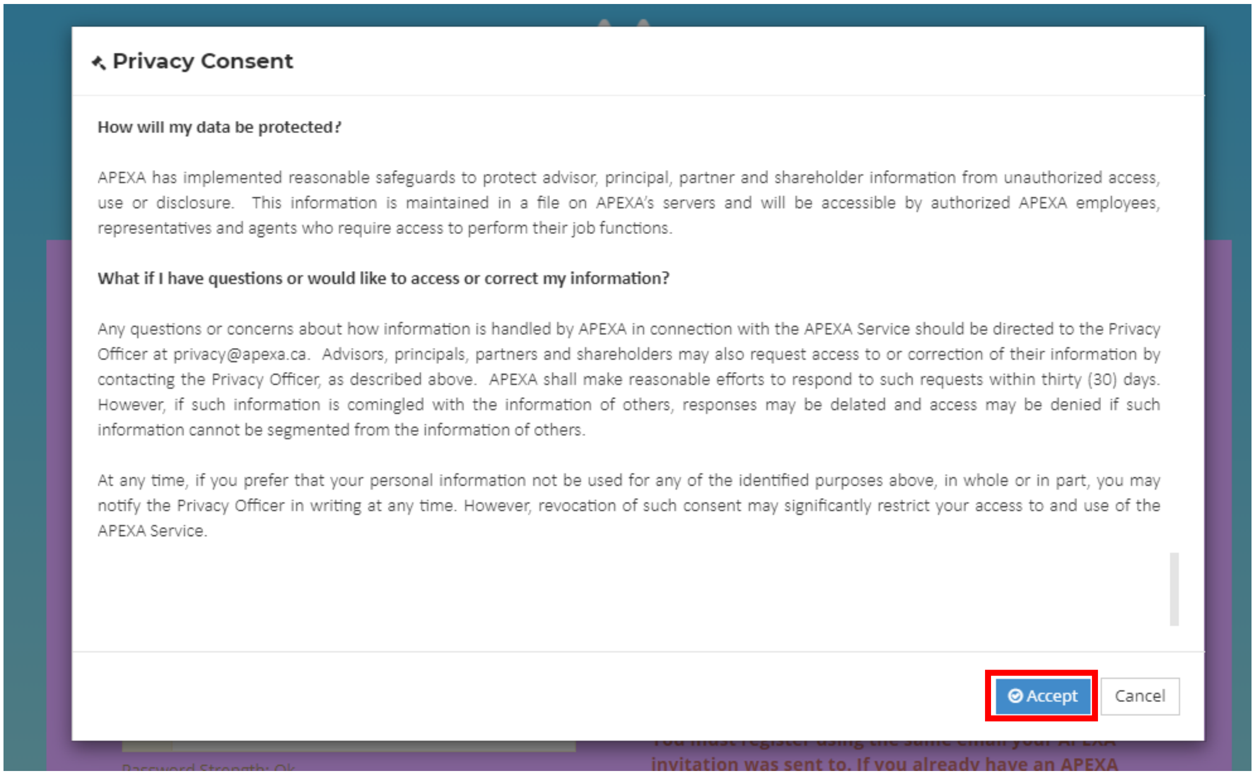
- When you receive your email invitation from your MGA, click on Get Started to begin your registration process.



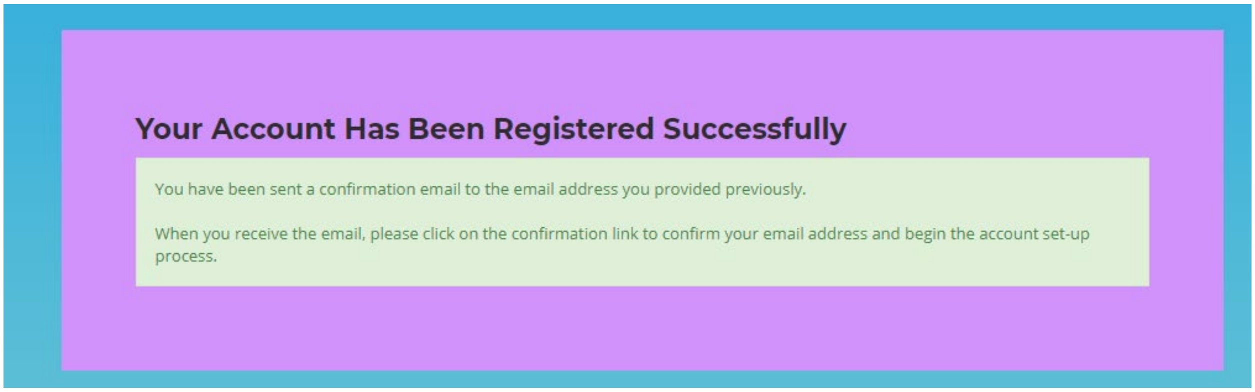
- You will then complete the registration form to create your account, including your name, email address, and a password. Click Register.



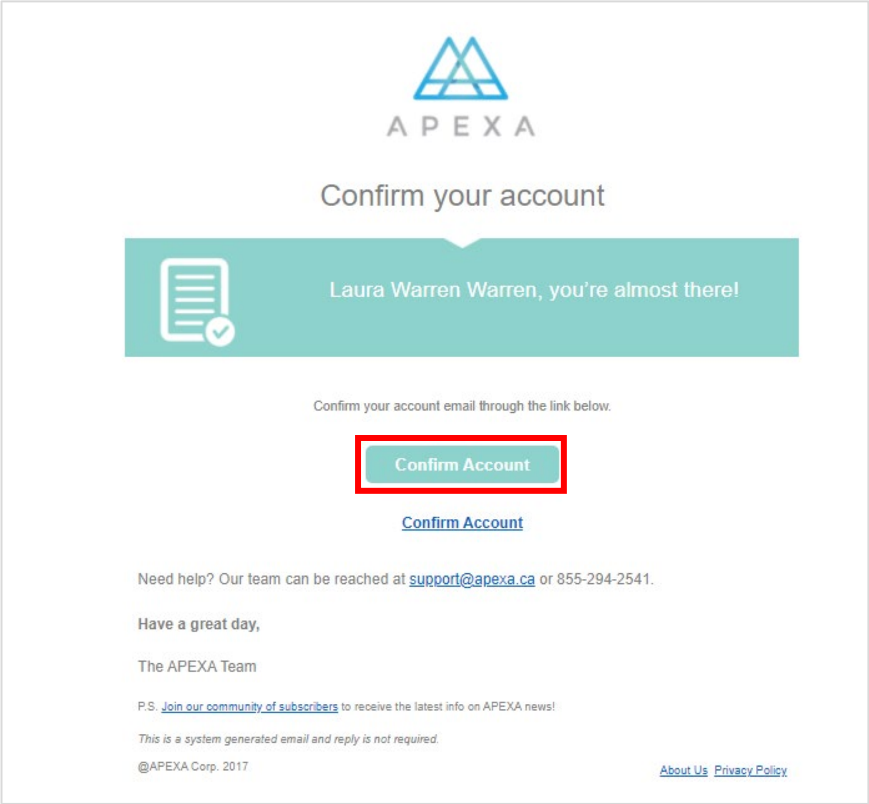
A lightbox pop-up box containing a Privacy Consent form will appear. Please read this form carefully. Once you have reviewed thoroughly, click Accept. The Accept button will become clickable once you have read (and scrolled through) the entirety of the terms.



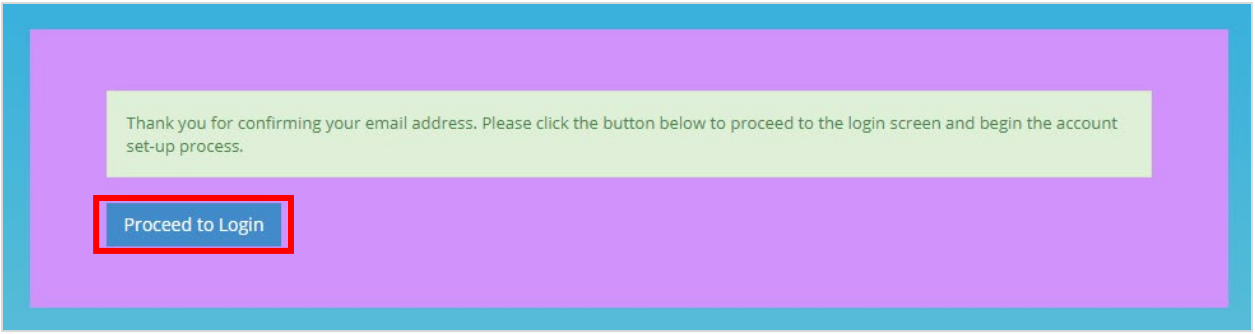
- Once you click Accept, a message will display stating Your Account Has Been Registered Successfully. Please navigate to the email inbox you used to register the profile.



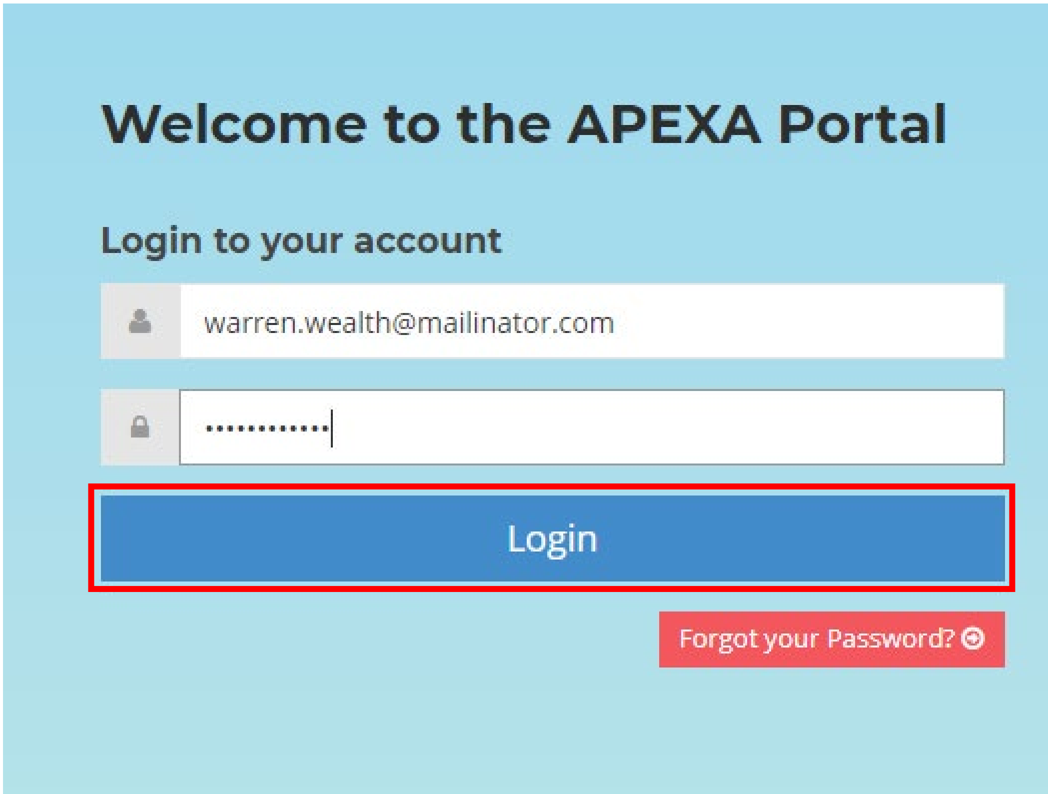
- You will be sent a confirmation email to verify your email address; click Confirm Account to validate your email address and begin the account setup process.



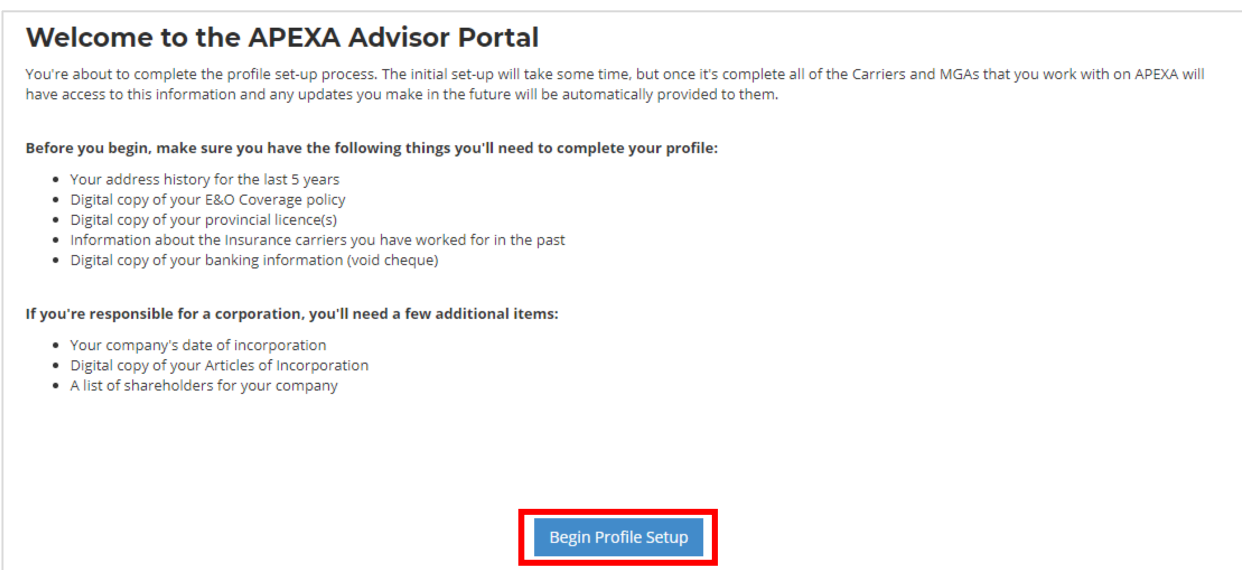
- Once you click Confirm Account, you will be directed back to APEXA. Click Proceed to Login:



- You can now proceed to log in to APEXA to set up your profile. Enter the credentials you used to create your APEXA account and click Login.

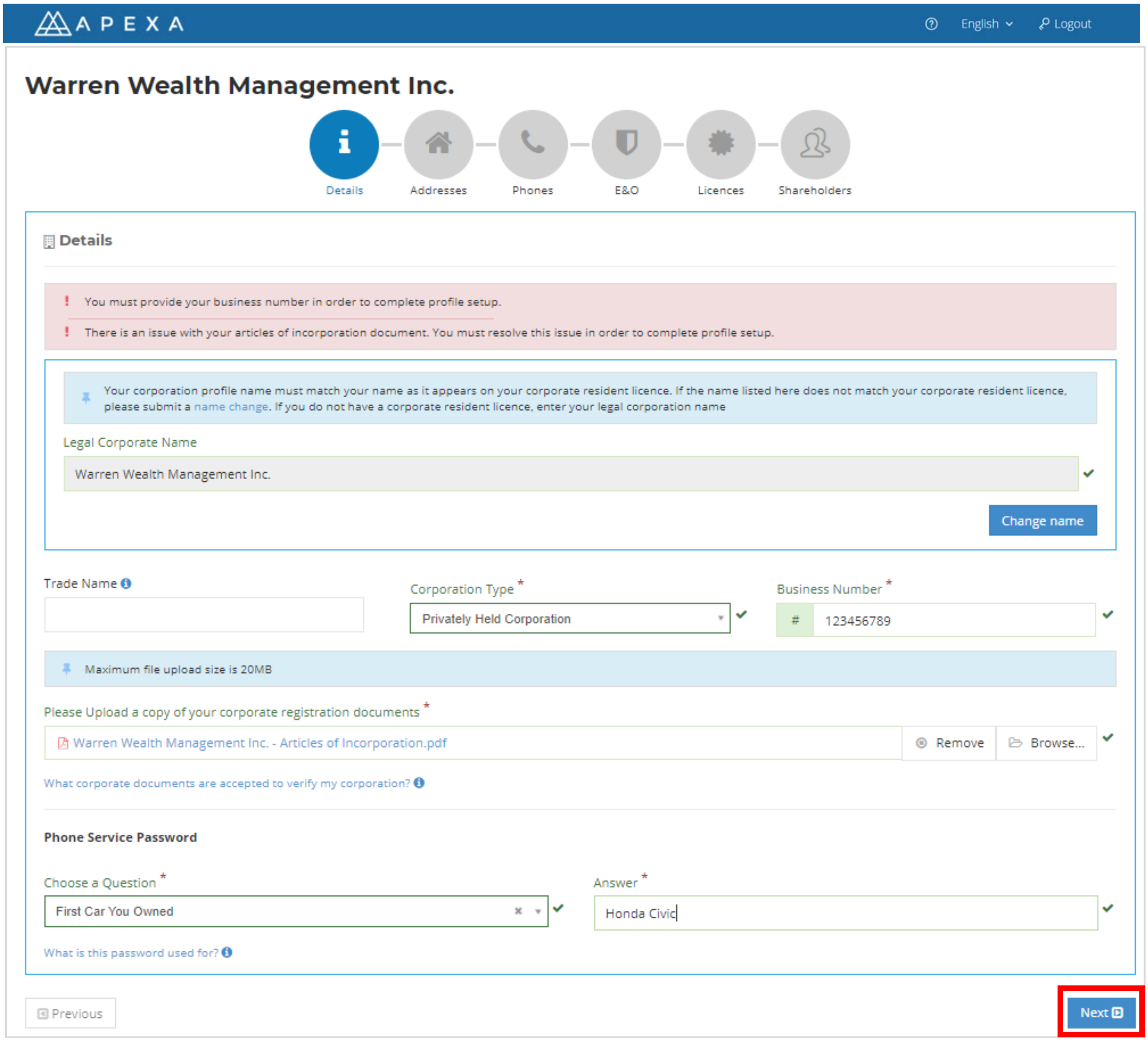


- Once you successfully login, Welcome to the APEXA Advisor Portal will display. Click Begin Profile Setup to get started.



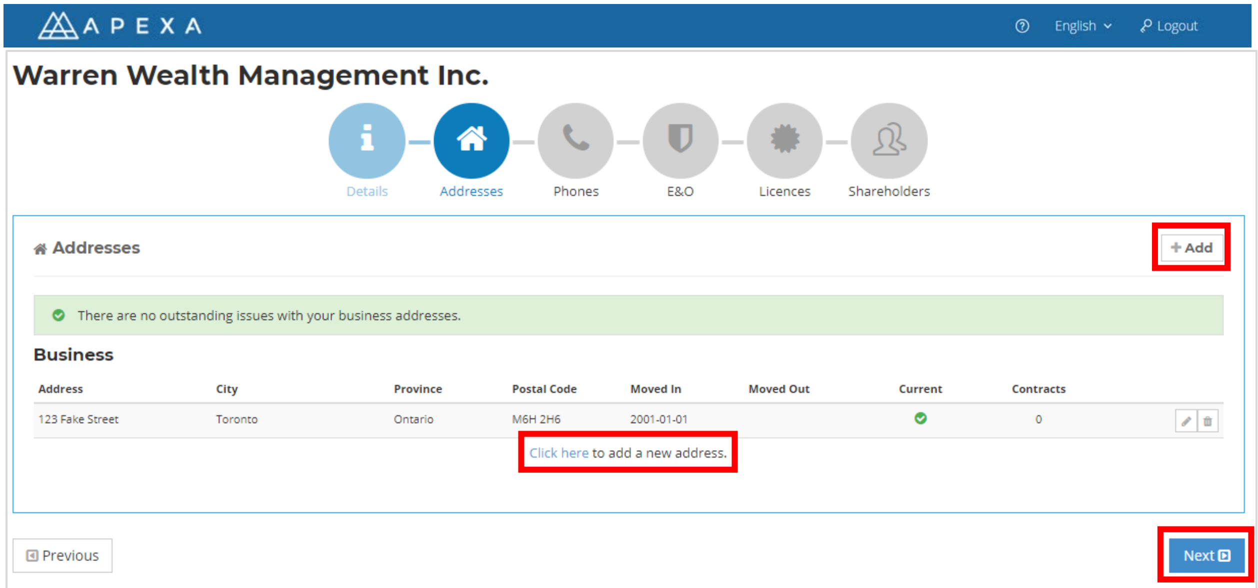
CORPORATION INFORMATION

1. Complete all mandatory fields on this page: **Corporation Type, Business Number and Phone Service Password and Answer** (if you call our Help Desk, we'll use this password to confirm your identity). You'll also be required to upload a scanned copy of your corporate registration documents.

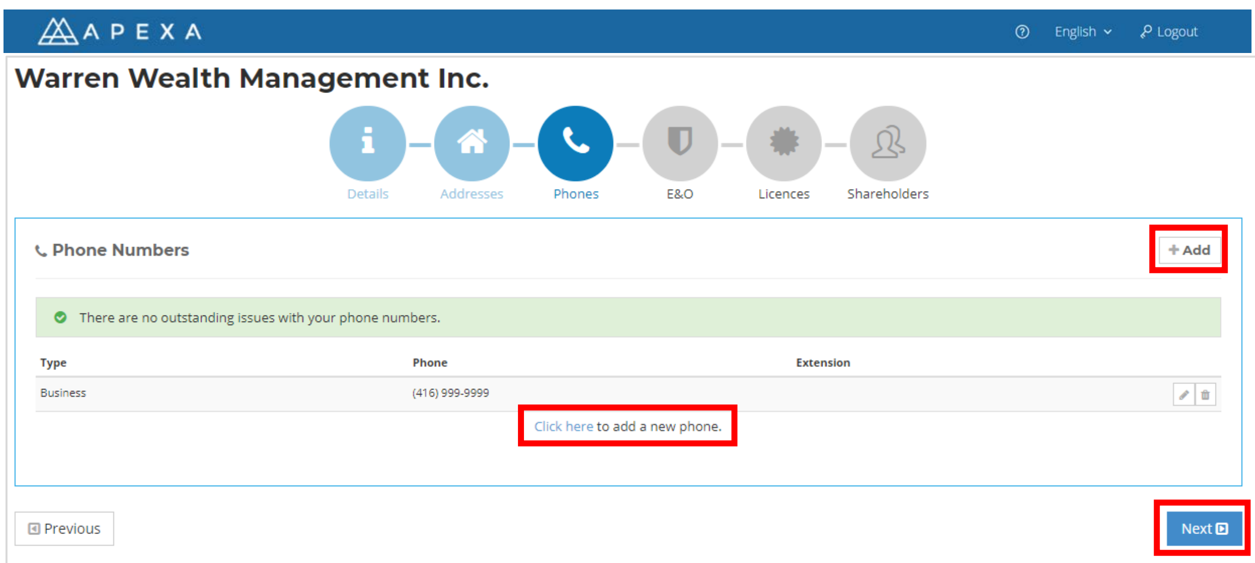


ADDRESSES AND PHONE NUMBERS

2. Provide your corporate addresses for the last five years, including move in and move out dates.



3. Provide at least one phone number.

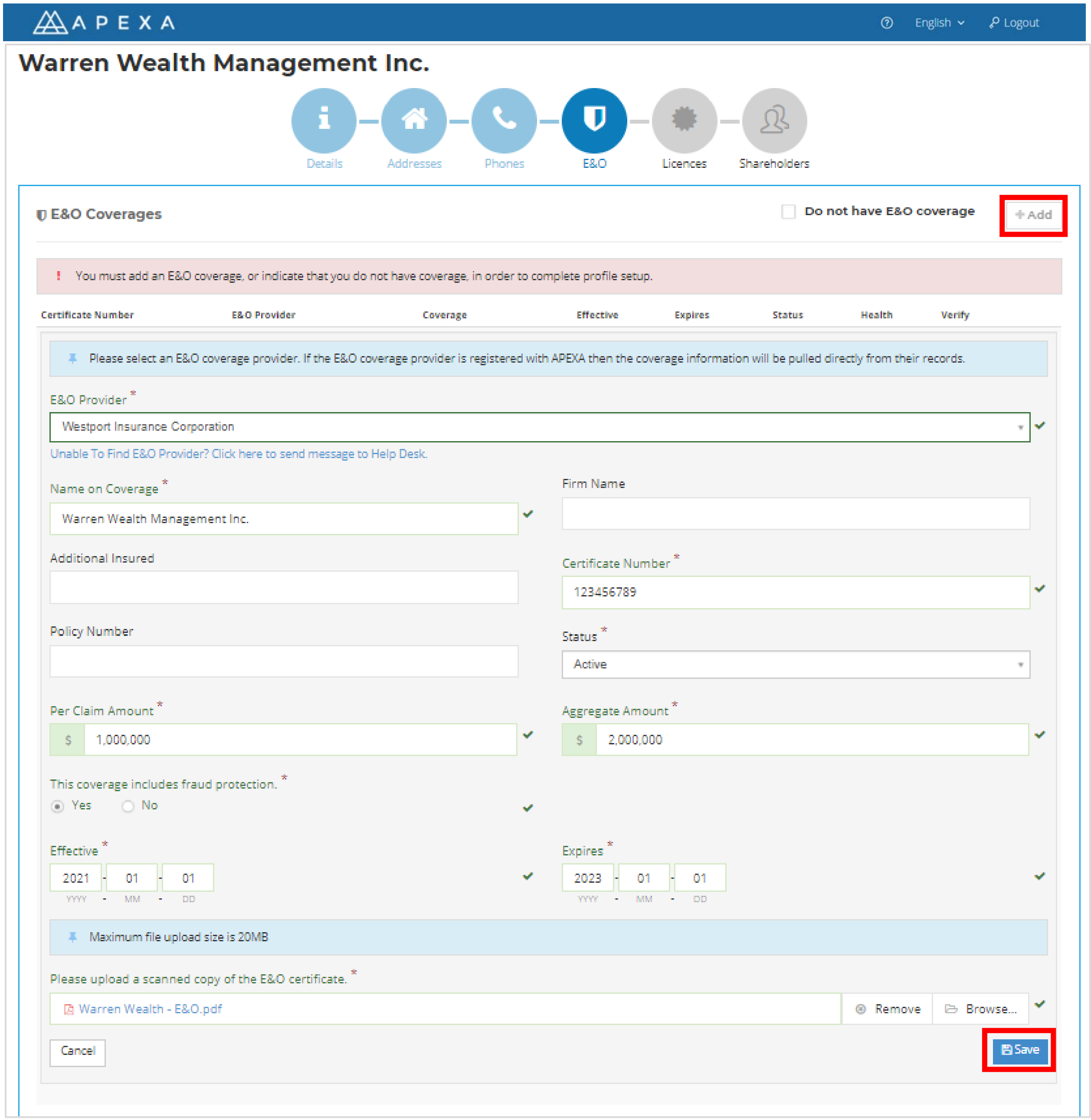


E&O COVERAGES & LICENSES

4. The E&O coverages section is mandatory to complete your corporate profile set up. Use the dropdown menu to select your E&O coverage provider. If your E&O provider cannot be found, contact APEXA to have it added.

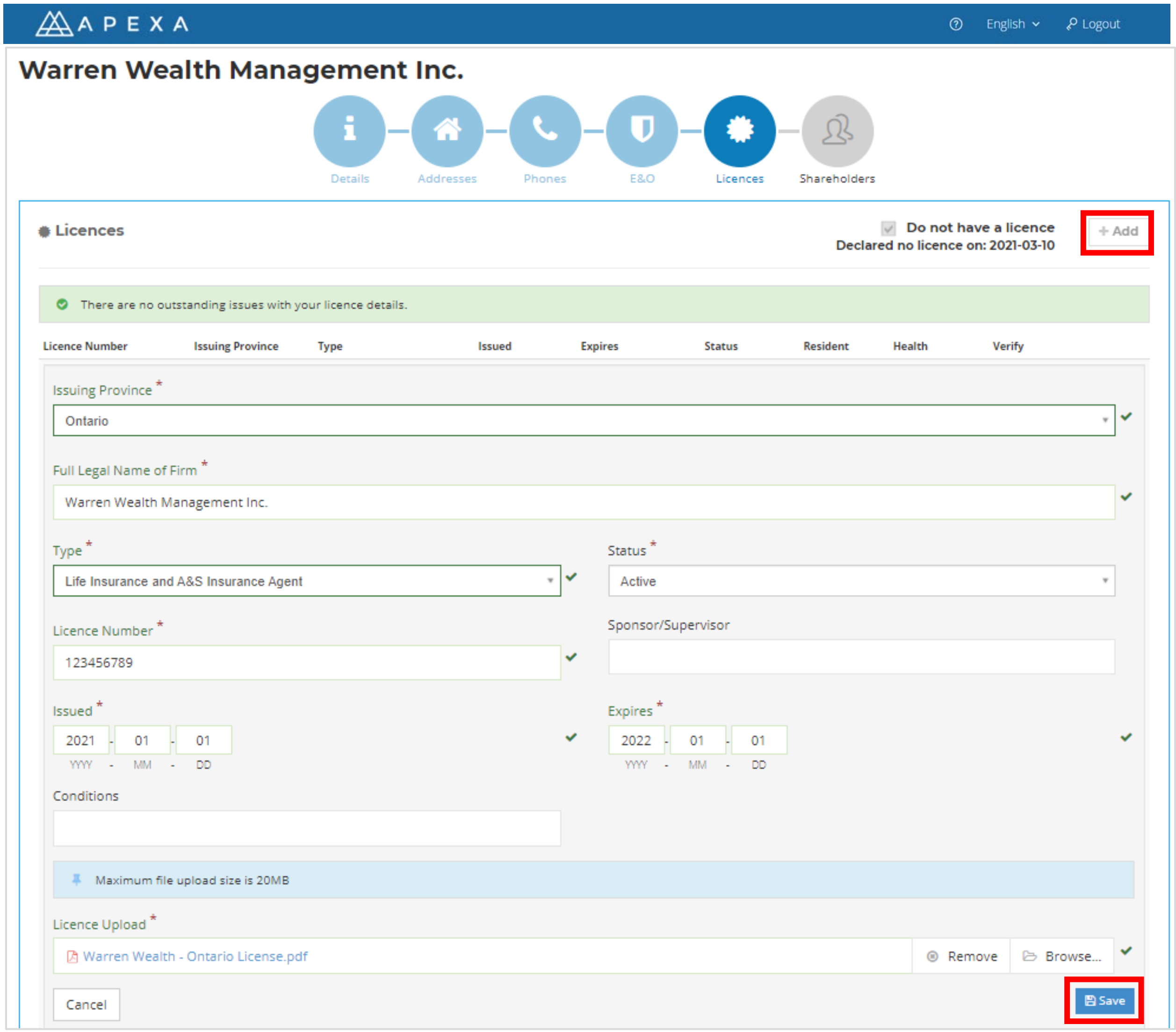
    i. Complete all mandatory fields (marked with an asterisk and in red text). All information can be found on your E&O certificate.

    ii. Upload a copy of the E&O certificate and click Save.



5. Entering your corporation's resident license is mandatory for APEXA Corporate profile set up.

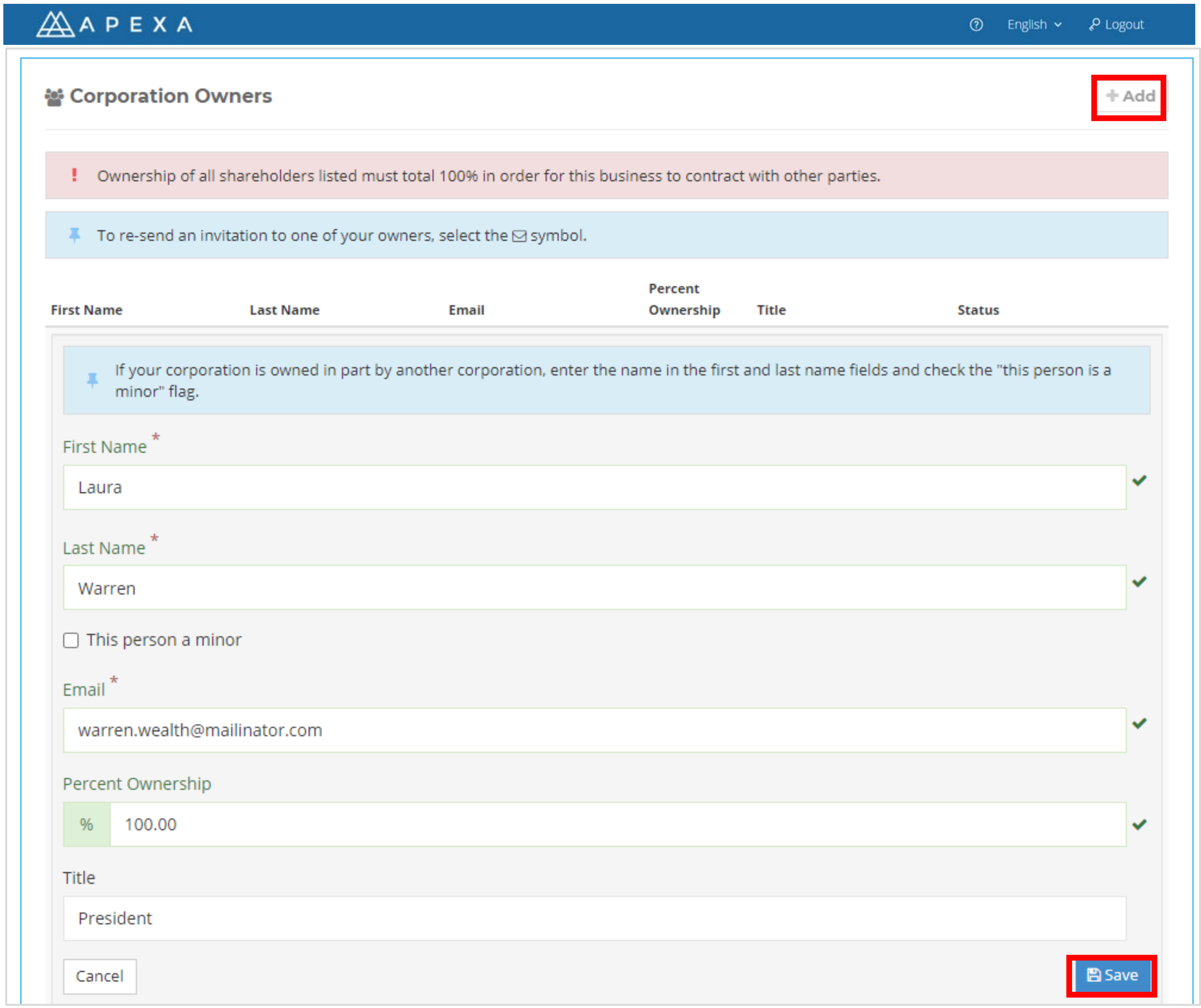
    i. Complete all mandatory fields on this screen.
    ii. Upload a scanned copy of our license and click **Save**.
    iii. Follow the above steps for any non-resident corporate licenses held.

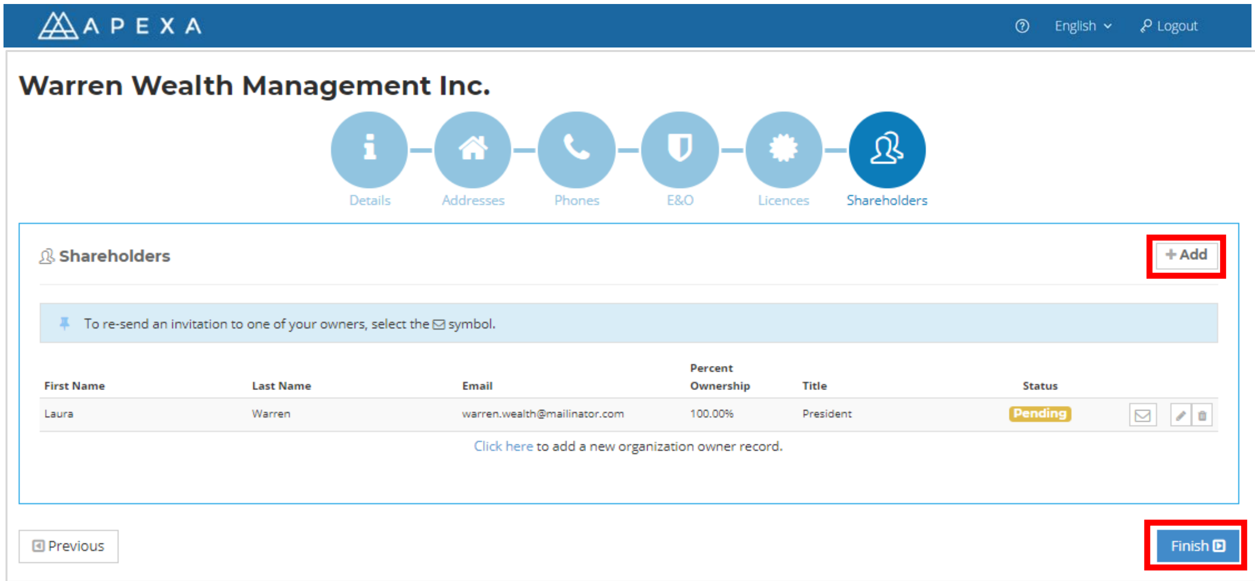


SHAREHOLDERS

6. Documenting shareholders of your corporation is mandatory for APEXA Corporate profile set up. Ownership of all shareholders listed must total 100%. Note that shareholders who own 20% or more of a corporation must complete an APEXA Advisor profile; an invite will automatically be sent to any Shareholders who are required to complete an APEXA profile once the Corporation profile setup is complete.

    i. Complete all mandatory fields on this screen and click Save.
    ii. Once all owners are documented, press Finish.





7. Congratulations! You have completed your APEXA corporation profile set up and the MGA that initiated the invitation will be notified. After you click Ok, you will be redirected to the APEXA Dashboard.

GLOSSARY OF TERMS

Accepting Entity	In a contract transfer situation, this is the party to whom the Advisor is transferring (the party accepting the transfer).
Advisor	Individual who is licensed to sell insurance (Agent, Contractor, Broker, Producer).
Agreement	This is the (once physical) signable document that passes between parties to create the contract.
APEXA ID	This is the unique (to APEXA) identifier for a Corporation or an Advisor.
APEXA Portal	The term used to describe the APEXA system, less the In-Trust database.
Application ID	This is the unique (to APEXA) identifier for a contract.
Attestation	Attestation Annual process whereby an Advisor is required to verify and update their APEXA profile. Each Advisor has their own annual period during which they must perform attestation. This process creates a snapshot of the Advisor's profile, which must be signed by the Advisor.
Background Check	A criminal record check performed by a third-party vendor, SterlingBackcheck.
Carrier	Insurance Company
CIPR	Canadian Insurance Participant Registry
Contract	This is the relationship between parties within APEXA.
Contract Codes	The unifying term for all codes (of any type) applied to a contract.
Corporation	A non-billable business formed by or employing one or more Advisors.
Credit Check	A credit check performed by third party vendor, Equifax Canada.
Disciplinary Action	Records of proceedings or decisions made by Provincial regulators, MFDA or IIROC related to Advisor conduct.
Direct Contract	A contractual relationship between the Advisor and Carrier, without any intermediaries in the contracting chain.
Document	A read-only file included in a package to be downloaded, read and accepted by parties within the contract.
E&O Coverage	E&O Coverage Errors and Omissions Insurance Coverage

FundServ Code	FundServ Code Fundserv is the code registrar for the Canadian mutual find industry. Codes are used to identify your company through the life of a transaction, whether placed on Fundserv or manually outside of the network.
Industry Debt	Commission-related debt which has been accumulated by an Advisor and is owed to their MGA or Carrier Partner, and where recovery attempts have already been made.
MGA	Managing General Agency; holds at least one direct brokerage contract with a Carrier.
Monitoring	"Monitoring" is an on-going process to be carried out by MGAs and Carriers for managing identified risks and identifying additional risks in Advisors.
Onboarding	Process whereby Advisors create their account and populate their initial profile
Package	A set made up of agreements, documents and/or requirements passed between parties in the system to establish contracts, gather additional information, or facilitate contract transfers.
Partner Organization	A billable Corporation that has partnered with APEXA and is granted additional functionality.
Primary Party	This refers to the owner of a contract – the top party in the contracting chain.
Relinquishing Entity	In a contract transfer situation, this is the party from whom the Advisor is transferring (the party relinquishing the transfer).
Selling Code	Unique Code associated with each contract. It is typically recorded on each insurance application by the contractor.
Token	APEXA- generated artifact for attributing ownership of legacy contracts to an Advisor.