



Referral Incentive Program 2021-2022

The WunderLand Group's Referral Incentive Program is designed to reward eligible Consultants for identifying new business for WunderLand and referring individuals for opportunities with WunderLand's clients.

The Referral Incentive Program has two referral plans:

- **New Business Referral Incentive (NBRI)**
- **New Consultant Referral Incentive (NCRI)**

This Plan is in effect from July 29, 2021 through December 31, 2022.

All referrals that start before December 31, 2022 are eligible for the Referral Incentive Program.

The Referral Incentive Program replaces all former referral plans.



Definitions for both plans (NBRI and NCRI) in the Referral Incentive Program:

- A **Project Engagement** is the agreement between a client and WunderLand to assign WunderLand Consultants to perform work on a temporary basis. Typically, a contract or statement of work is signed between the client and WunderLand. The start of a Project Engagement is when a Consultant starts working billable hours for the client. Multiple consultants can be working on a single Project Engagement. *Example:* A consultant became aware of a Project Engagement need at a new company that WunderLand had not worked with previously. This Project Engagement could consist of a Project Manager and two UX designers and all their hours would contribute to one Project Engagement that would be eligible for one NBRI. If that same consultant referred the new business also referred two of the new consultants to work the Project Engagement they also would be eligible for two NCRI's.
 - The extension of existing engagements or an additional scope of work that is incremental to an existing engagement does *not* qualify for an NBRI. An incentive will not be approved for additional work that is reasonably expected to result from performing the initial scope of work related to a delivering a project. *Example:* If two Consultants are currently working on a Project Engagement, the order for an additional Consultant to work on the same Project Engagement is not a New Business Referral.
 - Other activities that are helpful in the sales process but which do not by definition qualify as new business opportunities and therefore do not qualify for NBRI include: qualification/interview of Consultants, assistance with scoping/sizing of project; proposal development and/or other activities that occur after a lead is generated.
- An **Active Consultant** is a Consultant who has worked on a Project Engagement with WunderLand in the last year.
- An **Inactive Consultant** is a Consultant who has not worked on a Project Engagement with WunderLand in the last year.
- A **Referral Form** is the form the referring Consultant completes when they identify an opportunity for a NBRI.
- A **Consultant Referral Form** is the form the referring Consultant completes when they identify an opportunity for a NCRI.
- **Good Standing** is the status of being eligible to be placed at a WunderLand client.



New Business Referral Incentive (NBRI)

Eligible Roles for participation in this plan:

- All Active Consultants in full-time or part-time status with WunderLand
- All Inactive Consultants that have worked with WunderLand previously and are in Good Standing

NBRI Definitions:

- A New Business Referral is defined as a lead or opportunity *initiated by an Active or Inactive Consultant* for which WunderLand or the Client Engagement Manager assigned to the project would not have already known about or readily discovered in the normal course of business, and for which the lead results in the start of a project engagement.
 - The New Business Referral must be deemed a new opportunity and unrelated to any existing engagements performed by WunderLand at the new client or existing client.
 - These determinations are made by the SVP of Sales and Marketing or the WunderLand Leadership team in their sole and absolute judgment.

Guidelines and Administration:

Once a NBRI opportunity is identified, the Consultant will submit the Referral Form for consideration. The leadership team will review it and then it will be assigned to a Client Engagement Manager for follow-up and qualification with the client or prospect.

Once the opportunity is confirmed and a binding agreement is signed by the Client, the Referral Form will be reviewed by leadership to determine whether the opportunity qualifies as a New Business Referral. If so, the Referral Form will be signed and approved by the SVP of Sales and Marketing and/or Director of Operations and submitted to Payroll for processing once the Project Engagement meets the required hours for payment.

The referring Consultant will be eligible for a NBRI if the referring opportunity turns into a Project Engagement within 12 months of the submittal.

- The amount of the NBRI will equate to:
 - \$500 for a Project Engagement lasting 520 hours (or approximately 3 months if it is one person working full time) within one year from the Project Engagement start date
 - An additional \$500 will be rewarded for the Project Engagement exceeding 1040 hours (or approximately 6 months if it is one person working full time) within one year from the Project Engagement start date
 - A total of \$1000 is the maximum NBRI that can be received per Project Engagement



NBRI will be paid to the referring Consultant in the month following the completion of the hours worked set forth above within a year of the start of the Project Engagement. If, at the time of payment, the referring Consultant is an Active Consultant, the incentive payment will be added to their payroll as a bonus and subject to all applicable withholdings. If the referring Consultant is an Inactive Consultant, the incentive will be paid via accounts payable with a Form 1099 issued to the Consultant and the Consultant shall be solely responsible for all income tax due with respect to the award payment.

The referring Consultant must be in Good Standing with WunderLand and not in violation of the code of conduct to be eligible for NBRI.



New Consultant Referral Incentive (NCRI)

Eligible Roles for participation in this plan:

- All Active Consultants in full-time or part-time status with WunderLand
- All Inactive Consultant who have worked with WunderLand and are in Good Standing

NCRI Definitions:

- A **Direct Hire Placement** is an agreement between the client and WunderLand to find a candidate to be considered for hire as an employee of the client.
- A **Candidate** is the person that the Consultant is referring to be a Consultant of WunderLand or a WunderLand client.
 - If the Candidate is currently assigned to a Recruiter within our CRM system, and has had contact with WunderLand within the previous 12 months, a NCRI may not be granted as this would not qualify as a new referral.

Guidelines and Administration:

Once a new Candidate is identified, the Consultant will submit the Referral Form and candidate resume for consideration. A Recruiting team member will be assigned and follow-up with the Candidate being referred.

The referring consultant will be eligible for a NCRI if the Candidate is hired on a Project Engagement with a WunderLand client, or as a Direct Hire Placement with a WunderLand client within 12 months after the submittal and works the hours required for incentive payment.

If the referred Candidate accepts the employment offer from WunderLand or WunderLand's client, as applicable, and is employed as a Direct Hire Placement with the WunderLand client or is employed by WunderLand on a Project Engagement with WunderLand's client, the Referral Form will be signed and approved by the Director of Operations and/or VP of Delivery and submitted to Payroll for processing once the hours requirement (described below) is met.

- The amount of the referral incentive is calculated as follows:
 - \$750.00* for any Candidate who completes 520 hours on a Project Engagement with a WunderLand client within one year from their start date.
 - \$750.00* for any Candidate referred who is placed at a WunderLand client in a Direct Hire Placement once the guarantee period (amount of time agreed to with the client and WunderLand that the Candidate must work in order to bill the client) is met and WunderLand has received payment from



the client. At the start of the Direct Hire Placement, WunderLand will let the Consultant who referred the Candidate know what the guarantee period is, so the Consultant is aware how long the Candidate must stay employed to receive payment.

- If the referred Candidate's employment ends for any reason prior to the completion of the hours requirement (520 for Project Engagement or the guarantee period for Direct Hire Placement), or if payment for a Direct Hire Candidate is not received from the client, no NCRI will be earned.
- **Local offices may choose to award an amount higher than \$750, based on the role, market conditions and overall business needs. Awards in excess of \$750 are at the sole discretion of WunderLand.*

NCRI will be paid to the referring Consultant in the month following the referred Candidate's completion of the hours required for a Project Engagement or the guarantee period is met for the Direct Hire Placement. If, at the time of payment, the referring Consultant is an Active Consultant, the incentive will be added to their payroll as a bonus and subject to all applicable withholdings. If the referring Consultant is an Inactive Consultant, the incentive will be paid via accounts payable with a Form 1099 issued to the Consultant and the Consultant shall be solely responsible for all income tax due with respect to the reward payment.

The referring Consultant must be in Good Standing with WunderLand and not in violation of the code of conduct to be eligible for NCRI.

WunderLand Group's Executive Leadership reserves the right to change, modify or discontinue the Referral Incentive Plan in whole or in part at any time for any reason, with or without advance notice. Executive Leadership may, at its discretion, make adjustments deemed advisable in order to give consideration to including but not limited to: changes in accounting rules, principles or methods, or extraordinary events, and to make adjustments to financial performance measures in recognition of such occurrence.