



national planning corporation
NPC of America[®] in Florida and New York
Member FINRA, SIPC

Investment Advisory Program Premier Sponsor Program and Marketing Support Payments Disclosure

National Planning Corporation[®] (referred to as Firm, our, or we) is providing you with this important notice regarding marketing support payments we receive from certain Third Party Asset Managers (TPAMs) to assist you in evaluating investment management options made available to you through our investment advisor representatives (Advisors). These payments are provided to us by a select group of TPAMs from their general revenues, which may consist of a portion of the management fees payable to them from your account. We will update this notice on a periodic basis if any changes occur to the arrangements described below, and the most recent version will be posted on the Firm's website, www.natplan.com, under "Investors," then "Disclosures," then "NPC's Investment Advisory Program: Premier Sponsor Program and Marketing Support Payments Disclosure."

Premier Sponsor Program: We offer a range of investment-related services (each service being referred to as a Program), including Programs under which our Advisors recommend TPAMs to manage your investment portfolio. TPAMs generally provide investment management, reporting and custodial services on a single platform under an investment advisory relationship. The Firm conducts due diligence to ensure that TPAMs we select meet certain requirements. If a TPAM meets these requirements, we enter into an agreement with the TPAM that enables your Advisor to offer the TPAM's investment services. If you select a TPAM to manage your account, the Firm and the Advisor receive a portion of the overall investment advisory fees you pay to participate in the Program. We refer to these payments as "Standard Compensation" and such fees are typically detailed in your investment advisory agreements and the Form ADV, Part 2A disclosure brochure (Brochure), provided to you for the Firm and TPAM upon retaining a TPAM. A portion of the Standard Compensation payable to your Advisor is retained by the Firm according to your Advisor's payout grid, which is generally weighted to pay higher percentages of the Standard Compensation to Advisors who generate more revenue for the Firm.

In addition to Standard Compensation, the Firm also has arrangements with certain TPAMs under which the Firm receives marketing support payments. We refer to these TPAMs as "Premier Sponsors" and this additional marketing support compensation as "Marketing Support Payments." The Marketing Support Payments we receive vary among the Premier Sponsors and are an annual flat dollar amount payable to the Firm to assist with its promotion of their Programs. As noted above, Marketing Support Payments are paid from revenue that the Premier Sponsors or their affiliates receive, and are not specific deductions from your account.

We use the Marketing Support Payments to offset costs associated with distribution and marketing of the TPAMs, including, but not limited to, conducting due diligence, operational and personnel costs, hosting certain conferences, presentations, meetings and events, and other costs associated with supporting these Programs. Given the number of TPAMs in the marketplace, Marketing Support Payments also assist the Firm and your Advisor in evaluating the services of reputable TPAMs and new opportunities that may benefit you.

Premier Sponsors may also pay costs associated with our Advisors and employees attending certain conferences, presentations, meetings and events designed to educate them about the Premier Sponsor or other business matters. Our TPAM Premier Sponsors are:

AssetMark
Brinker
Investnet
FTJ Fundchoice
SEI.

Marketing Support Payments: Since Marketing Support Payments create a conflict of interest, this notice is intended to provide you with information on the Premier Sponsor Program, the Premier Sponsors who participate in the Program, and related information about which you should be aware.

In exchange for Marketing Support Payments received by the Firm, the Premier Sponsors receive enhanced access to your Advisors. Such access includes (i) the opportunity to speak about their services at Firm conferences, presentations, meetings or events at which your Advisor may be in attendance; (ii) increased prominence on the Firm's website; and (iii) other opportunities to interact directly or indirectly with your Advisor, beyond what other sponsors may enjoy. This access to your Advisor provides Premier Sponsors increased opportunities for marketing, educating and training Advisors about their services, which, in turn, may increase our Advisors' knowledge and familiarity of

Premier Sponsors' services versus other TPAMs' services. In the case of AssetMark and SEI, the level of access and engagement with the Firm and our Advisors is further enhanced and reflective of increased Marketing Support Payments received by the Firm from these Premier Sponsors versus others. TPAMs that are not Premier Sponsors do not participate in these select Firm conferences, presentations, meetings or events and do not receive the same level of access to our Advisors. This may influence your Advisor when making recommendations to you and other clients.

Form ADV — Disclosure Brochure: As noted above, you will be provided with a Brochure for the Firm and TPAM you select that provides additional details regarding Marketing Support Payments and other conflicts that may exist, together with policies and procedures we adopt in an attempt to mitigate these conflicts. We encourage you to review the Brochure and to address any questions you may have with your Advisor or the Firm.

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