

## Targeted LifeCents Incentive Offer Terms and Conditions

**Offer Description:** The California Kids Investment and Development Savings Program (“CalKIDS” or “Program”) is a statewide child development account program, and the ScholarShare 529 College Savings Plan (“ScholarShare 529”) is a 529 college savings plan managed by TIAA-CREF Tuition Financing, Inc. (“TFI”). Both CalKIDS and ScholarShare 529 are administered by the ScholarShare Investment Board (“SIB”), an instrumentality of the state of California.

CalKIDS is partnering with LifeCents, a financial wellness platform, to offer a \$25 financial incentive (“Offer”) for CalKIDS Beneficiaries. To receive the \$25 Offer, eligible individuals must do the following: (i) **claim or have previously claimed their CalKIDS Account on the Program’s online portal at [www.CalKIDS.org](http://www.CalKIDS.org)**; (ii) **through your CalKIDS account, access LifeCents and sign-up and create an account on the LifeCents platform at [www.LifeCents.com](http://www.LifeCents.com)**; and (iii) **complete the following two (2) online modules: (1) “About Me: Scholarshare 529” and (2) “ScholarShare 529 Pre-Assessment” on the LifeCents platform at [www.LifeCents.com](http://www.LifeCents.com) between September 1, 2025 at 12:01 AM Pacific Time (PT) and September 30, 2025 at 11:59 PM PT (the “Promotion Period”).** The Offer will be applied to eligible CalKIDS accounts no later than December 31, 2025.

Limitations of Offer: (i) One (1) Offer per eligible CalKIDS account per unique participant/beneficiary combination; (ii) CalKIDS account must be claimed **before** completion of the two (2) online modules; (iii) LifeCents platform/account must be accessed through your CalKIDS portal; (iv) Offer excludes CalKIDS participants/beneficiaries who have exhausted their CalKIDS funds prior to the start of the Offer or at any time through the closing of the Promotional Period; (v) Offer not available to CalKIDS participants who have previously completed one or both online modules prior to the start of the Offer; (vi) opening or linking a CalKIDS account to a ScholarShare 529 account is not required to participate in the Offer; (vii) to receive the Offer, the CalKIDS account must have a dollar balance greater than zero on the day the Offer is made.

The Sponsor(s) will determine, in their sole discretion, the CalKIDS accounts awarded an Offer.

**Sponsor reserves the right at any time, at their sole discretion, to disqualify, modify, suspend, or terminate this promotion/offer for any or all accountholders/participants. Sponsor shall rescind any Offer they deem to have been awarded to an ineligible account holder under the Terms and Conditions of this promotion. Sponsor will terminate this offer/promotion should any technical failure, unauthorized human intervention, gaming of the promotion, or other causes beyond Sponsor’s reasonable control, corrupt or adversely affect the security, administration, or proper and intended conduct of this offer/promotion. Sponsor may disqualify any individual or group who tampers with or otherwise abuses the offer/promotion process.**

**Eligibility:** Offer open to all CalKIDS participants/beneficiaries whose CalKIDS accounts have a dollar balance greater than zero at the start of the Offer and through the day the Offer is made and excludes the following: (a) members, officers, and employees of SIB; TFI and its parent, subsidiaries, affiliates, owners, members, directors, managers, officers, employees, trustees, agents; and their respective immediate family members (spouse, domestic partner, parents, legal guardians, grandparents, grandchildren, siblings, children and “step” of each) and those individuals living in their same household; and (b) FINRA affiliated customers. All taxes and other costs associated with this promotion are solely the responsibility of the recipient and/or beneficiary.

**Miscellaneous:** SIB (the “Sponsor”) is not responsible for errors, omissions, interruptions, deletions, defects, or delays in operation or transmission of information, in each case whether arising by way of technical or other failures or malfunctions or computer hardware or software, communications devices, data corruption, theft, unauthorized access to or alteration of offer materials, or otherwise.

\*NOTE: This promotion is offered on a first come first served basis for a limited time, and the Sponsor has the right to

withdraw and otherwise terminate the Offer at any time during the Promotion Period.

The California Kids Investment and Development Savings Program (CalKIDS) is a child development account program, administered by the ScholarShare Investment Board, an agency of the State of California. CalKIDS accounts are established for children born to California families and eligible low-income public school students (as identified and reported to SIB by the California Department of Education), and include seed deposits and other potential incentives, as applicable, wherein any accumulated funds within a CalKIDS account can be used to pay for higher education expenses. To learn more about CalKIDS, confirm eligibility and to claim your CalKIDS account please visit [www.CalKIDS.org](http://www.CalKIDS.org).

CalKIDS participants may also establish individual 529 college savings accounts with the ScholarShare College Savings Plan at [www.ScholarShare529.com](http://www.ScholarShare529.com), but is not an eligibility requirement to participate in this Offer.

To learn more about California's ScholarShare 529, its investment objectives, risks, charges and expenses please see the Plan Description at [www.ScholarShare529.com](http://www.ScholarShare529.com). Read it carefully. Check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. Consult your legal or tax professional for tax advice. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. Any investment earnings can grow tax-deferred and qualified withdrawals are tax free. If the funds aren't used for qualified higher education expenses, a federal 10% penalty tax on earnings (as well as federal and state income taxes) may apply. Non-qualified withdrawals may also be subject to an additional 2.5% California tax on earnings.

TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for California's ScholarShare 529.