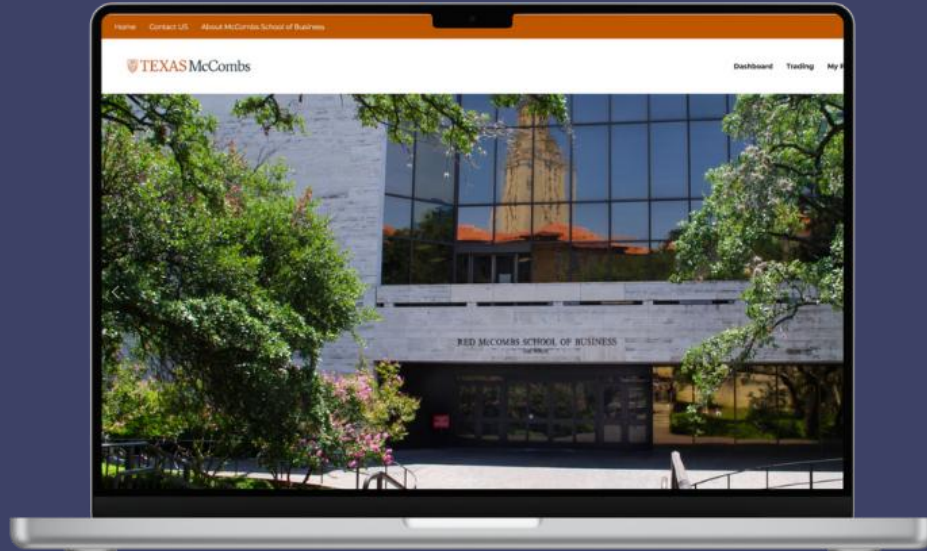




# WHITE LABEL FINANCIAL EDUCATION SOLUTIONS



- ✓ Fully Branded Site
- ✓ Turnkey Solution
- ✓ Includes Customer Support

The Stock-Trak family of sites serves over 1 million learners every year.



# ABOUT STOCK-TRAK INC.

- Since 1990, we have been the leading provider of realistic financial simulations for:
  - Financial Services Companies
  - Brokerages
  - Global Stock Exchanges
  - K12 & University Classes
- Our simulations can include a Budget Game, a Stock Market Game, curriculum and certifications.
- Can be easily white-labeled with corporate branding for employee education, customer acquisition and school sponsorships.

## WHO WE SERVE



**1 MILLION+**  
ONLINE LEARNERS ANNUALLY



**1,000+ UNIVERSITIES**  
WITH 2,000 ACTIVE CLASSES



**20,000+**  
HIGH SCHOOLS



**100+ CORPORATE**  
CLIENTS

# BENEFITS OF A BRANDED SITE

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## Engage with Your Customers

Provide a high quality and valuable experience to your ideal customers that reinforces your **brand identity** and **values**.

## Raise the Financial Health of Your Community

Our **experiential** and **gamified** simulations provide valuable **life skills** that are so desperately needed for both adults and students.

## Your Program, Your Rules

You have complete control over the user experience. More **flexibility** and **freedom** to cater to your target market.

\*Adding our financial education simulations to your marketing mix can help your CRA Rating.

# WHAT'S INCLUDED

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## Sponsor a School on PersonalFinanceLab®

- Stock Game
- Budget Game
- Curriculum
- Teacher Reports
- Pricing per Student
- Your 2-inch logo on Certain Pages



## Branded White Label Site

- Stock Game
- Budget Game
- Curriculum
- Teacher Reports
- Pricing per 1,000 users
- Unique Brand Identity & URL
- Customizable Home Page
- Custom Messaging
- Additional Content Pages
- Placement of Social Media/Messaging
- Custom Transaction Emails
- Custom Registration Page
- 30 Custom Assignments\*
- 12 Audited Challenges per Year \*
- Custom Certificates\*

\*Additional Set-up Costs

# YOUR BRANDING & MESSAGING

## UNIQUE HOME PAGE



Your logo, colors, images, text and links and all internal pages carry the same theming.

## DEDICATED MESSAGING



Announcements on the dashboard, overlays, hello bars and custom registration emails.

## EMBEDDED SOCIAL MEDIA / MESSAGING

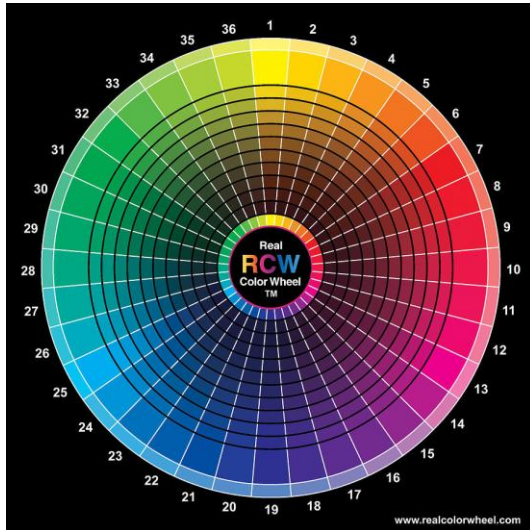


Embedded with the other features and widgets for a seamless experience!

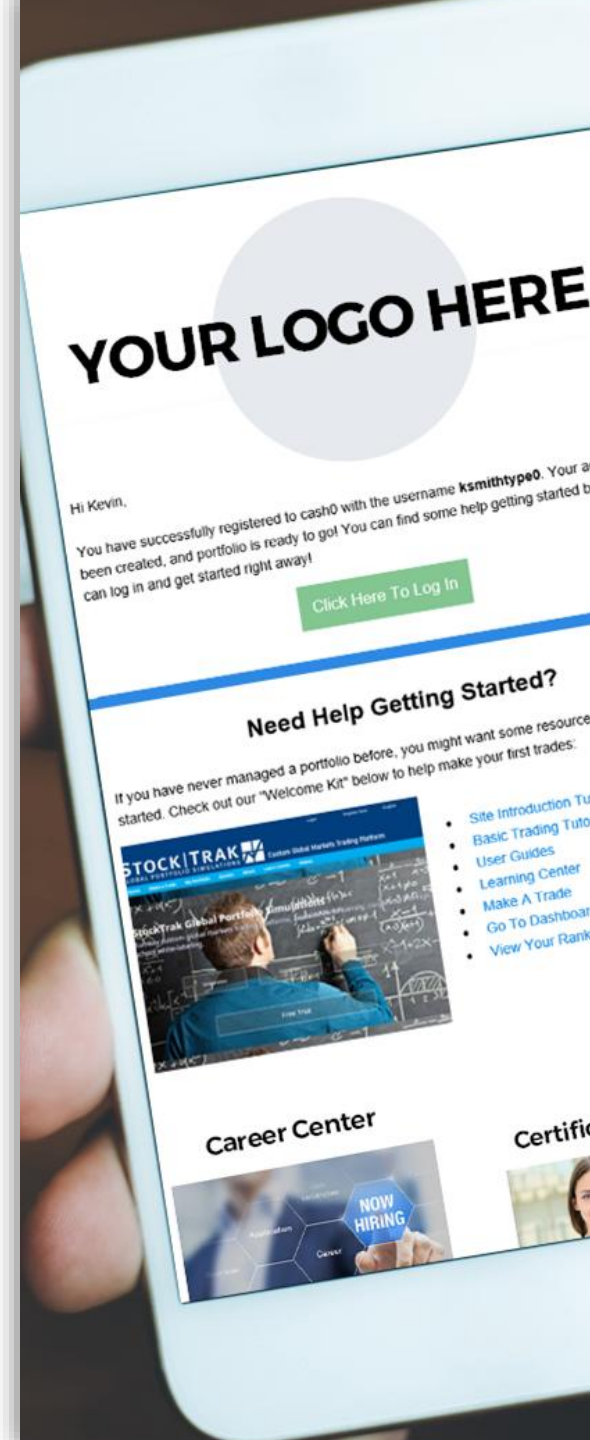
## ONBOARDING AND ORIENTATION



Your dedicated account manager will walk you and your team through every step of the way.

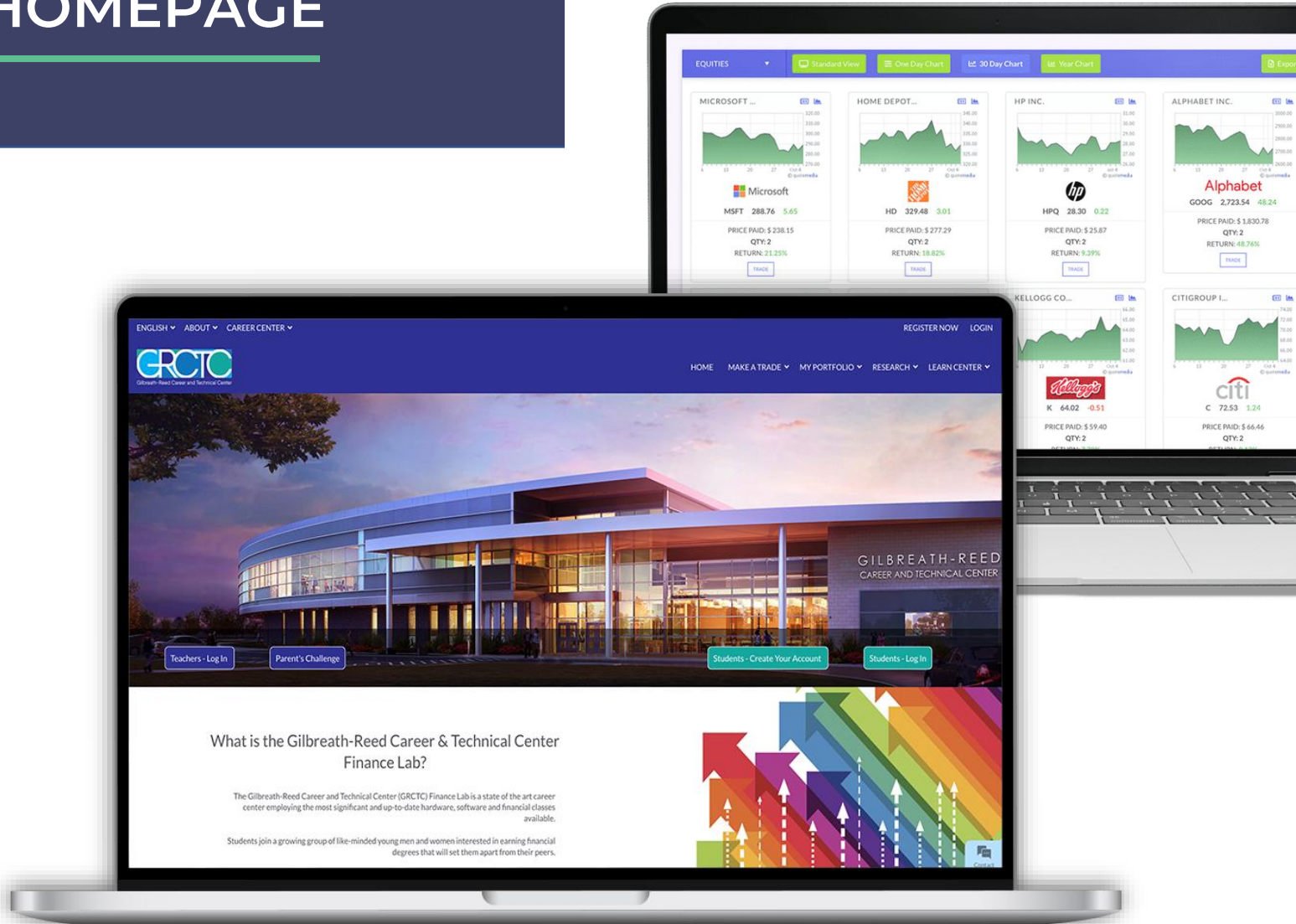


Source: [www.realcolorwheel.com](http://www.realcolorwheel.com)





# UNIQUE HOMEPAGE

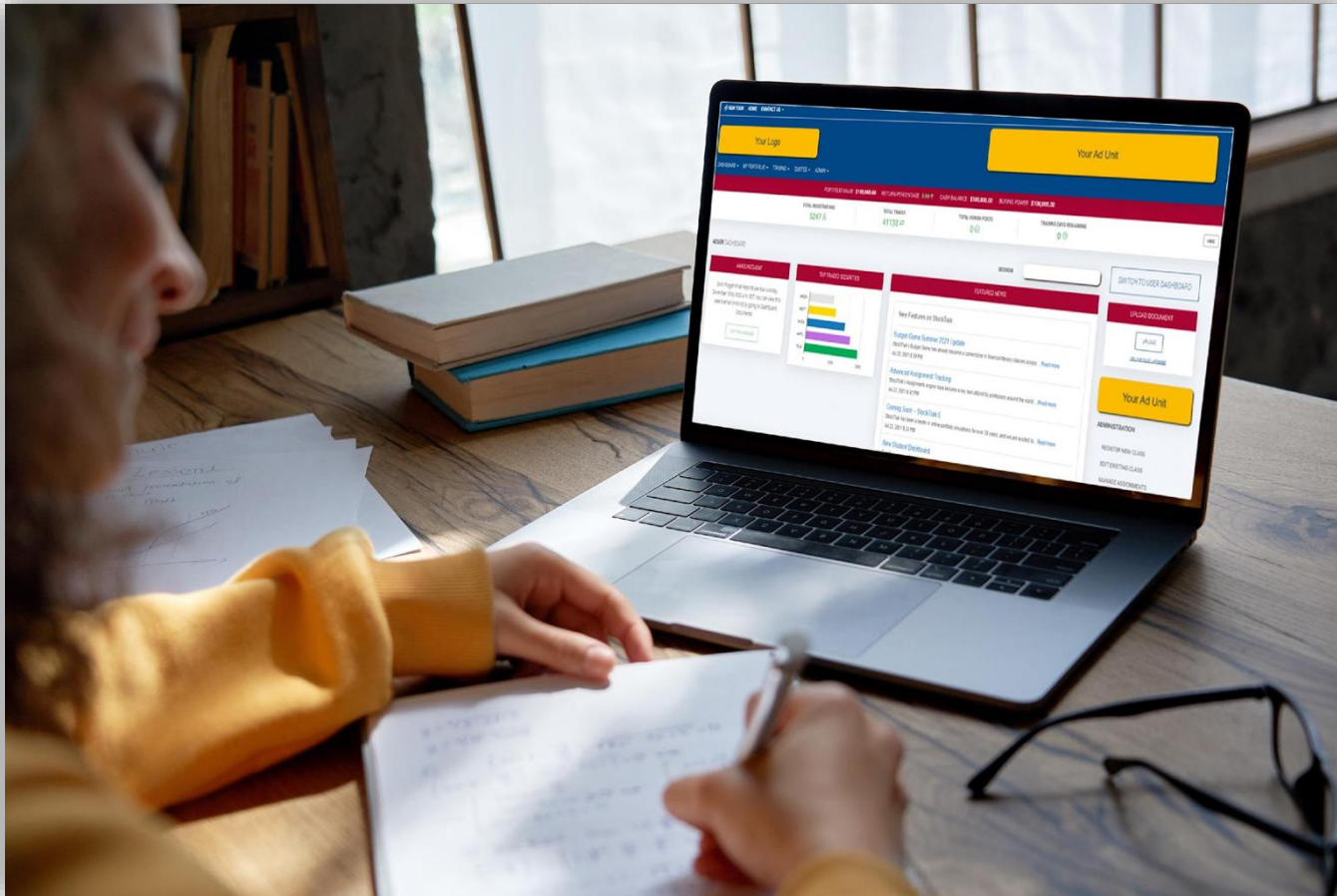


With your own **white label site**, you can customize the homepage, about us page, contact us page, and if applicable add rules or prizes pages.

You will also have your own **dedicated registration page**, capturing the information you require on your target audience.

# DEDICATED MESSAGING

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The **announcements box** can show images or text and have different content per challenge.

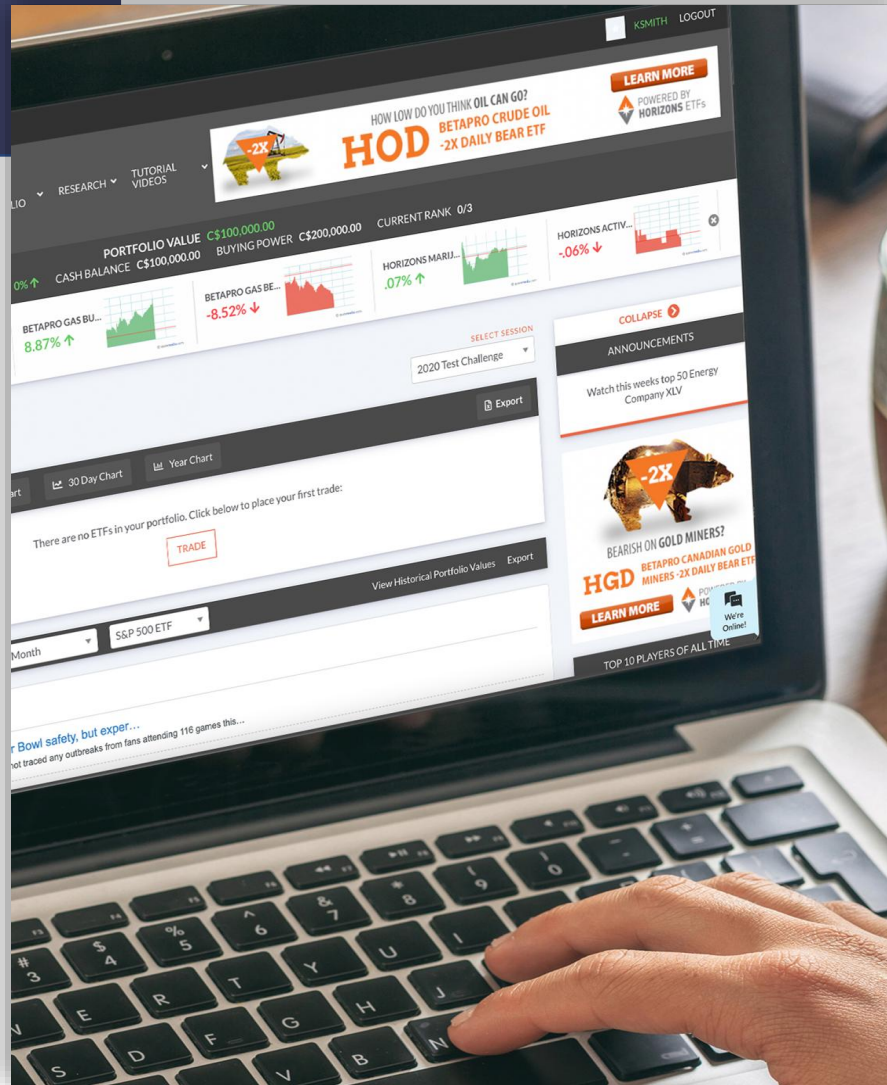
**Pop-up overlays** can link to either internal or external landing pages. These can also be tailored to your brand identity.

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The **hello bar** is another feature available from the homepage to capture the attention of new and returning visitors.

# EMBEDDED SOCIAL MEDIA / MESSAGING

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With several locations on the main menu, ride side panel and among the widgets of the dashboard, you can **display messages** for your own programs, feature sponsors or key donors, or advertise special events and promotions.

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You can also integrate your own **social media channels** that rotate with your latest posts.



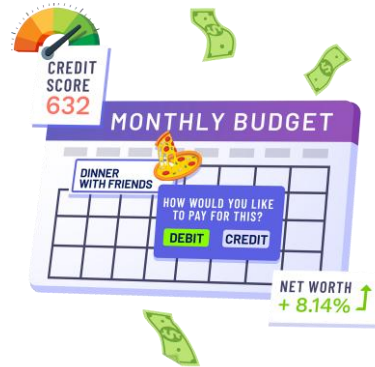
# WHITE LABEL PRICING

## Branded Stock Game Site & Lessons



Starts at \$8K  
per year

## Branded Budget Game Site & Lessons



Starts at \$8K  
per year

## Branded Budget & Stock Game Site & Lessons



Starts at \$12K  
per year

Special Pricing is available for Non-Profits. Pricing depends on the degree of customization, the number of users, and the number of events or tournaments. Please contact us with your specific requirements to discuss pricing.



Students **learn from their mistakes** and develop **smart money habits**.



Teachers get **support** bringing financial literacy concepts to life.



Schools and School Districts can **monitor the effectiveness** of their programs.

# SPONSOR A SCHOOL

Sponsor a School on  
PersonalFinanceLab<sup>®</sup>



**Starts at \$1,500  
per year**

Adding our financial education simulations to your marketing mix can help your CRA Rating.



# HOW TO GET IN TOUCH?

## Email

[sales@StockTrak.com](mailto:sales@StockTrak.com)

## Phone

1-800-786-8725 ext. 2

1-514-871-2222 ext. 2

## Websites

[www.StockTrak.com](http://www.StockTrak.com)

[www.PersonalFinanceLab.com](http://www.PersonalFinanceLab.com)

[www.HowTheMarketWorks.com](http://www.HowTheMarketWorks.com)

[www.WallStreetSurvivor.com](http://www.WallStreetSurvivor.com)