

ICON Program Overview

eXp Dubai

eXp Dubai celebrates all of our agents while also highlighting those who achieve exceptional production levels and exemplify our core values. Agents can achieve ICON status by meeting or exceeding the Program's Production Requirements during their Capping Period. Once involved in the ICON Program, there are additional opportunities for ICONs to earn more awards by "giving back" time, talents, and knowledge to eXp's agent population and also by attending specific eXp-approved events.

ICON agents are an integral part of eXp's culture. ICONs serve as role models, culture keepers, and a source of inspiration to other agents at eXp. To embody the ICON agent status, we ask that all ICONs familiarize themselves with the Program and participate to the fullest extent possible.

Please refer to the glossary of terms defined in the [ICON Program Terms/Glossary](#) (the "ICON Glossary") for an extensive list of program-related definitions and terms; defined terms that are used but not otherwise defined in this ICON Program Overview or the Glossary shall be as defined in the eXp Realty Employment Agreement or the eXp Policies and Procedures ("eXp P&Ps"). To the extent there may be any conflict between the terms or definitions contained within this ICON Program Overview or the ICON Glossary, on the one hand, and the Employment Agreement or eXp P&Ps, on the other hand, the terms contained within the Employment Agreement and eXp P&Ps shall be controlling.

Disclaimer: This ICON Program Overview is effective as of **March 1st, 2025**. The new policies contained in this document will apply to all ICON agents moving forward. ICONs who have already begun their ICON Cultural Benefit Year will be transitioned to the new points system, and will be awarded points for validated efforts.

ICON Benefits

- Receive **up to 100,000 AED** in ICON Stock Awards
 - ★ **75,000 AED** by meeting the ICON Production Award Requirements.
 - ★ **25,000 AED** by meeting the ICON Cultural Commitment Award Requirement.
- ICON badge in eXp.World
- Exclusive access to the customizable ICON Brand Kit
- Company-wide recognition via an article on life.exprealty.com, an announcement posted in Workplace, and during Friday Leadership Meeting

ICON PRODUCTION STOCK AWARD REQUIREMENTS:

Any agent that has paid the full Company Commission Cap and has met the additional requirement(s) will achieve ICON status in the month following the qualifying Settled Transaction. All Transactions must be completely settled and properly documented.

Each Capping Period, the agent must meet the following Production Requirements:

- Paid company cap of **100,000 AED**, and
- Paid additional capped status transaction fees of **150,000 AED**, and
- Minimum of **15** closed transactions

ICON Production Awards are subject to three years of continuous service and are in good standing with eXp from the award date. Upon satisfaction of the vesting period, the underlying shares will be issued.

ICON PRODUCTION STOCK AWARD ISSUANCE

Upon review and approval of Production Requirement achievement, the ICON agent will be granted **75,000 AED** in restricted stock units of publicly traded eXp World Holdings, Inc. common stock (NASDAQ: EXPI), which vest after three years. These shares of EXPI common stock will be issued and vest so long as the ICON agent remains in good standing and licensed exclusively and continuously with eXp **Dubai** at the three-year vesting mark.

Stock awards earned under the Program will be granted at the end of the calendar month in which the ICON agent is recognized (the month following the qualifying Settled Transaction) with the fair market value, as determined by the closing market price of EXPI's common stock on the trading day that is the 15th day of the month. If the 15th day of the month falls on the weekend or a market holiday, the stock award grant price will be based on the fair market value of the most recent trading day. For the avoidance of doubt, restricted stock unit awards are subject to vesting and are not deemed issued until vested.

***Example:** If an agent qualifies for ICON status with a closing on August 5th, they will be recognized as a September ICON and their shares will be granted with a date of September 15th (or the previous Friday if the 15th is on a weekend). Stock will reflect in Shareworks at the end of their achievement month. Their ICON Cultural Benefit Year will run from September to September.*

ICON CULTURAL COMMITMENT REQUIREMENT

Community is one of our core values. Successful agents giving back to our agent population feed into the proverbial "rising tides lift all boats" philosophy. While an ICON is in an active ICON Cultural Benefit Year they can earn an additional **25,000 AED** in EXPI common stock by giving back to eXp and/or eXp's agent population and thereby satisfying the Cultural Commitment requirements.

This Cultural Commitment tracking begins after the agent has achieved ICON status and has

been recognized, launching the ICON Cultural Benefit Year. The ICON's objective to earn their stock award is to earn a total of 20 Cultural Commitment points before the end of the ICON Cultural Benefit Year by participating in various "give back" opportunities.

Please see [Dubai ICON Cultural Points Guide](#) for more details on ways to earn points.

During the ICON Cultural Benefit Year, the agent must complete ONE of the following options:

Option 1 - Earn 20 points from opportunities in the **Dubai** ICON Cultural Points Guide

OR

Option 2 - Earn 10 points from opportunities in the **Dubai** ICON Cultural Points Guide and attend one eXp Realty/Global Qualifying Event

ICON CULTURAL COMMITMENT STOCK AWARD ISSUANCE PLAN

In the month following completion of the Cultural Requirements during the ICON Cultural Benefit Year, a final audit will be completed to verify if the ICON agent has met the Cultural Commitment points requirements to earn the additional stock award.

The Cultural Stock Award will be posted in the ICON agent's Shareworks account the month following the completion of the Cultural Requirements. This stock award has a one-year vesting period. Stock will be issued and vest as long as the ICON agent remains licensed exclusively with eXp for the duration of the one-year vesting period.

If Cultural Commitment Option 2 is completed 50% of the ICON Cultural Commitment Award vests immediately while the other 50% is subject to one year of continuous service and in Good Standing with eXp from the award date.

GENERAL PROGRAM FAQs

How do I sign up to become an ICON Agent?

The ICON Program recognizes agents who meet specific Production Requirements. There is no sign up or opt-in; as long as you meet these requirements you will be contacted by the ICON Team.

When will I be notified that I have achieved the Production Requirement for ICON status?

Agents will be notified by email at their eXp address before the 25th of the month following the achievement of the Production Requirements. Example: If you achieve the Production Requirement in February, you will be considered and recognized as a March ICON. You will be notified of your achievement before the 25th of March.

When will I be recognized publicly as an ICON?

ICON agents will be recognized in an article on life.exprealty.com, eXp's website for agent news, towards the end of the month after achieving ICON status. In addition, they will be highlighted at the Friday Leadership Meeting and on Workplace.

Can I apply production at my former brokerage to eXp Realty to help me achieve ICON status?

No. Our ICON Agent Award is a production award that must be earned here at eXp Realty. Production completed at a former company does not apply to the requirements for the award.

When do I satisfy the Cultural Commitment requirement of “Giving Back”?

While an ICON is in an active ICON Cultural Benefit Year, they can earn an additional 25,000 AED in EXPI common stock by giving back to eXp’s agent population, thereby satisfying the Cultural Commitment requirements.

What fees are included for ICON purposes?

In the ICON Program, we examine company commission and post-company commission transaction fees. Any VAT paid in connection with those fees will not count towards the requirements to earn the ICON Agent Award.