

THIS NAKED MIND, LLC

REBEL COACH BUNDLE PROGRAM AGREEMENT

This Rebel Coach Bundle Program Agreement (the “Agreement”) is made between This Naked Mind, LLC d/b/a This Naked Mind Institute (“This Naked Mind,” the “Company,” “we,” or “us”), and the program participant identified on the signature page (“Participant” or “You”).

This Agreement governs Your participation in the Rebel Coach Bundle (the “Program”), which consists of all three of the following components delivered together over a single twelve (12) month term: Called to Freedom, Called to Coach, and The Practice (each a “Component”). By accepting this Agreement, You acknowledge that You are committing to the full Program for the entire term, and You agree to the following:

I. PROGRAM DESCRIPTION AND TERM

A. The Program. The Rebel Coach Bundle includes all three Components described below, delivered together as a single integrated program. The deliverables are summarized below and are incorporated into this Agreement by reference. You agree that You have read, understood, and agree to this description.

B. Program Term. The official term of the Program is twelve (12) months, beginning June 22, 2026 and ending June 30, 2027 (the “Program Term”). All live events, calls, sessions, and other deliverables are scheduled within the Program Term. Your right to access the Program and its deliverables is limited to the Program Term unless the Company expressly extends it in writing.

Called to Freedom

A year-long personal growth journey to explore deeper freedom. This Component provides the knowledge and experience to be part of the ripple effect. It includes:

- Two (2) 2-Day Live and In-Person Events with Annie (virtual attendance option available)
- Two (2) 2-Day Live Virtual Events with Annie
- Eight (8) Monthly Live Virtual Immersion Events with Annie
- A 12-Month Live Curriculum
- Live Facilitated Content Calls

Bonuses: The Rebellion Community Hub; full access to the Live Naked AF Program (within The Path Year 2 Community Events & Feed space, including content, community, and calls); and The Path Program (within the Path Alumni Community and the All Path Community Events & Feed space, including full access to the content and calls). These bonuses are provided for the Program Term only, and Your access to them ends when the Program Term ends. They are not part of the core certification materials You retain, and the ending of any bonus does not entitle You to any refund or credit. If You wish to continue any of these after the Program Term, and if the applicable program still exists at that time, You may do so through a separate paid arrangement at the Company’s then-current terms and pricing.

Called to Coach

Full coaching certification, live training, and hands-on support. In addition to the Called to Freedom deliverables and bonuses, the Called to Coach Component includes:

- 1:1 Onboarding Call
- Weekly Coaching Calls
- Weekly Certification Checkpoints

- Practicum Calls
- 1:1 Mid-Program Check-In Call
- Certification Manual and Resource Library
- Certification Exam
- ALP Credentials
- TNMI Certified Badge
- Listing in the TNM Coach Directory

The Practice

Business-building support, built with you. The Practice Component includes:

- Two (2) 2-Day In-Person Mastermind Events
- Personal Brand Kit (logo, voice, style, and social templates built for your business)
- Your First Funnel (built or rebuilt for you)
- Your First Website (built or rebuilt for you)
- Calendar Scheduling System
- CRM
- Tech Support
- Weekly Office Hours
- Ten (10) Monthly Mastermind Working Sessions
- The AI Practice

C. Nature of Deliverables. You acknowledge that certain deliverables (including, without limitation, brand kits, funnels, websites, and other “done-for-you” or “done-with-you” items) are produced in collaboration with You and depend on Your timely participation, input, and cooperation. The Company’s obligation is to make these deliverables and the associated training, calls, events, and support reasonably available to You during the Program Term. The Company does not guarantee any particular business, financial, recovery, health, or personal outcome from any deliverable or from the Program as a whole.

D. Right to Modify and Substitute. The Program is delivered by a team. The Company reserves the right, in its sole discretion, to modify, reschedule, relocate, change the format of (including from in-person to virtual), or substitute any part of the Program, including any Component, deliverable, event, call, session, bonus, curriculum element, facilitator, host, instructor, coach, or other personnel, with an alternative of comparable or greater value, at any time and without refund or credit. Individual sessions or roles may be led, co-led, supported, or filled by different qualified personnel as needed, including in the event of illness, scheduling conflict, or other circumstance. The participation of any specific individual in any specific session, event, or role is not guaranteed.

II. FEES AND PAYMENT

A. Payment Authorization. You shall pay when due, and authorize the Company to charge from time to time, the payment method (credit card, debit card, or other method) on file with the Company for payment of all costs and fees for the Program.

B. Full Commitment to the Program. Once You enroll, You are responsible for full payment of the entire Program Fee, regardless of whether You actually attend, participate in, use, access, or complete any portion of the Program. If You agreed to an installment payment plan, that plan does not reduce Your total obligation; it is a method of paying the full Program Fee over time, and You remain liable for the full Program Fee through the end of the agreed payment schedule.

C. Program Fee. Your total Program fee, the payment option (paid in full or installments), the installment amount and schedule, and the currency are the amounts You agreed to at the time of Your enrollment, as reflected in the Company's enrollment, checkout, and billing records for You (the "Program Fee"). Those records are incorporated into this Agreement by reference and govern the amount and timing of Your payments. You acknowledge and agree that pricing and payment terms have varied among participants, that Your Program Fee is the amount reflected in Your own enrollment record, and that the validity of this Agreement does not depend on any specific amount being written into this document. The absence of a stated dollar amount in this Agreement does not relieve You of Your obligation to pay the full Program Fee You agreed to at enrollment.

D. Timely Payment. All payments must be made on a timely basis. If the Company does not receive a payment within five (5) days of its due date, the Company reserves the right to place Program benefits on hold and to suspend Your participation in all training, access, and benefits. If a payment becomes overdue, the Company may terminate Your participation in the Program, and You will remain liable for the full balance of applicable fees and costs. You agree to pay all reasonable collection costs, including reasonable attorney fees and collection agency fees, incurred to collect any delinquent account.

III. NO REFUNDS; NO GUARANTEE; NON-ATTENDANCE

A. No Refunds. All sales are final and the full Program Fee is non-refundable. You are not entitled to any refund, credit, offset, chargeback, or return of any amount paid, and You hereby waive any right to request or pursue a refund, in whole or in part, for any reason, including dissatisfaction, change of circumstances, or non-use of the Program. You acknowledge that You enrolled in the Program prior to the date You accept this Agreement, that any cancellation or cooling-off period that may have applied at the time of Your enrollment has passed, and that no refund is or will be available.

B. No Guarantee. The Company makes no guarantee, representation, or warranty of any kind regarding any result, outcome, income, business success, certification, recovery, health improvement, or other benefit from the Program. Any examples, testimonials, or illustrations are not promises of Your results. Your results depend on factors within Your own control, including Your effort, participation, and circumstances.

C. Non-Attendance and Non-Participation. If You do not attend, log in to, participate in, or complete any event, call, session, or other component of the Program, that is Your responsibility. Missed components are forfeited. You are not entitled to any refund, credit, make-up session, extension, or substitution as a result of Your failure to attend or participate, and Your payment obligation is unchanged.

D. Access to Recordings. Where the Company makes recordings or materials available, it does so as a courtesy and is not obligated to do so, and the availability of any recording does not create any obligation to provide a refund or credit for a missed live component.

IV. PARTICIPANT RELATIONSHIP

Participant shall not represent herself, himself, or itself to be an employee, agent, or representative of This Naked Mind. Participant agrees not to bind This Naked Mind to any agreement, or to pursue, waive, or compromise any of This Naked Mind's rights (or purport to do the foregoing). This Agreement does not create an employee/employer relationship, agency, partnership, or joint venture between This Naked Mind and Participant. Participant shall not be treated as an employee of This Naked Mind for any purpose, including, without limitation, for federal, state, or local tax purposes.

V. EXPENSES

You agree that you are responsible for all costs and expenses related to the Program, including, without limitation, travel, lodging, and any third-party tools or services You elect to use. You are not authorized to incur any expenses on behalf of This Naked Mind and will be responsible for all costs and expenses incurred while performing Your coaching or any other services.

VI. CODE OF CONDUCT

Participant agrees to fully abide by the This Naked Mind Codes of Conduct attached as Exhibit A and Exhibit B, to the extent applicable to the activities in which Participant engages.

VII. TERMINATION

A. This Naked Mind may terminate Your participation in the Program if You fail to make any payment that is due and owing within fourteen (14) calendar days from the date the payment is due. If This Naked Mind terminates Your participation pursuant to this Section VII(A), You agree You are liable for the full Program Fee.

B. This Naked Mind may terminate this Agreement upon any breach of any provision of this Agreement by Participant, including any violation of Exhibit A or Exhibit B. If This Naked Mind terminates this Agreement pursuant to this Section VII(B), You agree You are liable for the full Program Fee, and You are not entitled to any refund or credit.

VIII. CONFIDENTIALITY

A. You agree, at all times during the Program and thereafter, to hold in the strictest confidence, and not to use except to the extent necessary to participate in the Program, and not to disclose to any person, firm, corporation, or other entity, any Confidential Information (as defined below) that You obtain or access from This Naked Mind. You further agree not to make copies of such Confidential Information except as authorized by This Naked Mind.

B. “Confidential Information” means information and physical material not generally known or available outside This Naked Mind and information and physical material entrusted to This Naked Mind in confidence by third parties. Confidential Information includes, without limitation, technical data, trade secrets, know-how, research, technology, markets, product or service ideas or plans, content, strategies, business plans, marketing plans, ideas, notes, software code and designs, developments, inventions, workbooks, journals, layouts, formats, distribution methods, processes, analyses or studies, intellectual property (and all tangible and intangible embodiments thereof), business practices, formulas, techniques, designs and drawings, videos, program methods and materials, and other business information disclosed to You by This Naked Mind, whether in writing, electronically, orally, or by observation. Confidential Information includes all Program and certification methods and materials in any format.

C. Your agreements in this Section VIII are intended to be for the benefit of This Naked Mind and any third party that has entrusted information or physical material to This Naked Mind in confidence.

D. This Agreement is intended to supplement, and not to supersede, any rights This Naked Mind may have in law or equity with respect to the protection of trade secrets or confidential or proprietary information.

IX. THIS NAKED MIND’S INTELLECTUAL PROPERTY

A. This Naked Mind is and shall be the sole and exclusive owner of all rights, title, and interest in and to all This Naked Mind intellectual property and proprietary rights therein.

B. “Intellectual property” means all developments, concepts, methods, designs, ideas, know-how, improvements, inventions, trade secrets, and/or original works of authorship, whether or not patentable, copyrightable, or otherwise legally protectable. This includes, but is not limited to, all Program and certification information, documents, videos, materials, titles, images, curriculum, and logos. You agree You do not have the right to copy, modify, make derivative works of, use, sell, lease, rent, import, or otherwise distribute This Naked Mind’s intellectual property, except as expressly licensed by the Company in writing.

C. Any brand assets, funnels, websites, or other deliverables created for You under The Practice are provided for Your own coaching business use. Materials, curriculum, and methodologies owned by This Naked Mind that are incorporated into or made available alongside those deliverables remain the sole property of This Naked Mind, and Your use of them is governed by this Agreement and any separate license the Company may provide.

X. MEDICAL AND FINANCIAL DISCLAIMERS

A. You agree that This Naked Mind is not comprised of licensed medical professionals and that the information presented in the Program is for informational and educational purposes only and is not intended to diagnose, treat, cure, or prevent any disease. The information is in no way intended as medical advice, substance abuse counseling, psychological counseling, or as a substitute for medical or any other professional counseling. Consult a physician before beginning this Program as You would any medical, dietary, or fitness program. Your use of the information in the Program is at Your own risk, and This Naked Mind does not guarantee results.

B. You agree that This Naked Mind is not comprised of licensed professionals and that the information presented in the Program is for informational and educational purposes only and does not constitute legal, tax, investment, financial, or other advice. You are responsible for evaluating the merits and risks associated with the use of the information before making any decisions based on it. You are solely responsible for all decisions made and agree to assume all entrepreneurial and business risk in connection therewith. Your use of the information in the Program is at Your own risk, and This Naked Mind does not guarantee results.

XI. WARRANTY DISCLAIMER

THE PROGRAM, INCLUDING ALL PROGRAMS, CERTIFICATIONS, PRODUCTS, SERVICES, CONTENT, MATERIALS, BUSINESS SUPPLIES, DELIVERABLES, AND ANY OTHER SUBJECT MATTER OF THIS AGREEMENT, IS PROVIDED ON AN “AS IS” AND “AS AVAILABLE” BASIS. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THIS NAKED MIND HEREBY DISCLAIMS ALL WARRANTIES WITH RESPECT TO THE PROGRAM, ITS PRODUCTS, CERTIFICATION, MARKETING MATERIALS, BUSINESS SUPPLIES, DELIVERABLES, AND ANY OTHER SUBJECT MATTER OF THIS AGREEMENT, WHETHER EXPRESS, IMPLIED, OR STATUTORY, INCLUDING ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NON-INFRINGEMENT, ACCURACY OR COMPLETENESS OF CONTENT, RESULTS, LACK OF NEGLIGENCE OR LACK OF WORKMANLIKE EFFORT, AND CORRESPONDENCE TO DESCRIPTION.

XII. LIMITATION OF LIABILITY

NOTWITHSTANDING ANYTHING HEREIN TO THE CONTRARY OR ANY FAILURE OF ESSENTIAL PURPOSE, IN NO EVENT SHALL THIS NAKED MIND OR ANY OF ITS RELATED PARTIES BE LIABLE TO PARTICIPANT FOR ANY SPECIAL, INCIDENTAL, INDIRECT, PUNITIVE OR EXEMPLARY, OR CONSEQUENTIAL DAMAGES OF ANY KIND OR NATURE, INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOST PROFITS, LOST BUSINESS, AND LOST OPPORTUNITIES, HOWEVER CAUSED, ARISING OUT OF OR RELATED TO THIS AGREEMENT

OR THE SUBJECT MATTER HEREOF (INCLUDING, BUT NOT LIMITED TO, THE PROGRAMS, CERTIFICATION, MARKETING MATERIALS, DELIVERABLES, OR BUSINESS SUPPLIES), WHETHER SUCH LIABILITY IS ASSERTED ON THE BASIS OF CONTRACT, TORT, OR OTHER THEORY OF LIABILITY (INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE OR STRICT LIABILITY), OR OTHERWISE, EVEN IF THIS NAKED MIND OR ANY OF ITS RELATED PARTIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THIS NAKED MIND'S TOTAL AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT SHALL NOT EXCEED THE AMOUNT YOU ACTUALLY PAID TO THIS NAKED MIND UNDER THIS AGREEMENT.

XIII. INDEMNIFICATION

Participant agrees to indemnify, defend, and hold harmless This Naked Mind (together with its agents, other participants, stockholders, members, employees, directors, officers, and attorneys, collectively, "Indemnified Parties") from and against any and all losses or liabilities (including attorneys' fees) they may suffer or incur as a result of Participant's breach or alleged breach of this Agreement. Without limitation of the foregoing, Participant shall specifically indemnify the Indemnified Parties against any losses or liabilities they may suffer or incur as a result of Participant being deemed an employee, agent, or holding any status other than a Participant, and Participant's tax liabilities.

XIV. APPLICABLE LAW

This Agreement shall be governed by the internal substantive laws of the State of Colorado, without respect to its conflict of laws principles. By accessing the Program, the parties consent to the jurisdiction of the State of Colorado.

PLEASE READ THE FOLLOWING SECTION CAREFULLY. IT CONTAINS PROVISIONS THAT GOVERN HOW CLAIMS WE AND YOU HAVE AGAINST EACH OTHER ARE RESOLVED. SECTION XV CONTAINS A BINDING ARBITRATION CLAUSE AND CLASS ACTION WAIVER THAT REQUIRES YOU TO SUBMIT CLAIMS YOU HAVE AGAINST US TO BINDING AND FINAL ARBITRATION AND LIMITS YOUR RIGHT TO SEEK RELIEF BY JURY TRIAL OR CLASS ACTION.

XV. AGREEMENT TO ARBITRATE

This section applies to any dispute EXCEPT IT DOES NOT INCLUDE A DISPUTE RELATING TO CLAIMS FOR INJUNCTIVE OR EQUITABLE RELIEF REGARDING THE ENFORCEMENT OR VALIDITY OF YOUR OR THIS NAKED MIND'S INTELLECTUAL PROPERTY RIGHTS. The term "dispute" means any dispute, action, or other controversy between You and This Naked Mind concerning this Agreement, whether in contract, warranty, tort, statute, regulation, ordinance, or any other legal or equitable basis. "Dispute" will be given the broadest possible meaning allowable under law.

A. Notice of Dispute. In the event of a dispute, You or This Naked Mind must give the other a Notice of Dispute, which is a written statement that sets forth the name, address, and contact information of the party giving it, the facts giving rise to the dispute, and the relief requested. You must send any Notice of Dispute via email to: legal@thisnakedmind.com. This Naked Mind will send any Notice of Dispute to You by U.S. Mail to Your address if we have it, or otherwise to Your email address. You and This Naked Mind will attempt to resolve any dispute through informal negotiation within sixty (60) days from the date the Notice of Dispute is sent. After sixty (60) days, You or This Naked Mind may commence arbitration.

B. Binding Arbitration. If You and This Naked Mind do not resolve any dispute by informal negotiation, any other effort to resolve the dispute will be conducted exclusively by binding arbitration as described in this section. You are giving up the right to litigate (or participate in as a party or class member) all disputes in court before a judge or jury. The dispute shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. The arbitration will be conducted in Denver, Colorado, and judgment on the arbitration award may be entered in any court of competent jurisdiction. The award of the arbitrator will be final and binding upon the parties without appeal or review except as permitted by Colorado law. Either party may seek any interim or preliminary injunctive relief from any court of competent jurisdiction, as necessary to protect the party's rights or property pending the completion of arbitration. Any and all legal, accounting, and other costs, fees, and expenses incurred by the prevailing party shall be borne by the non-prevailing party.

C. Prohibition of Class and Representative Actions. You and This Naked Mind agree that either may bring claims against the other only on an individual basis and not as part of any purported class or representative action or proceeding unless both You and This Naked Mind agree otherwise. The arbitrator may not consolidate or join more than one person's or party's claims and may not preside over any form of a consolidated, representative, or class proceeding. The arbitrator may award relief (including monetary, injunctive, and declaratory relief) only in favor of the individual party seeking relief and only to the extent necessary to provide relief necessitated by that party's claim(s). Any relief awarded cannot affect other This Naked Mind users.

XVI. FORCE MAJEURE

In the event This Naked Mind is unable to provide the Program or perform its obligations under the terms of this Agreement because of acts of God (including, but not limited to, severe acts of nature or weather events including floods, fires, earthquakes, hurricanes, or explosions), strikes or labor disputes, war, riots, acts of terrorism, epidemics, pandemics, acts of governmental authorities (including, but not limited to, government directives, expropriation, condemnation, and changes in laws and regulations), interruptions, loss, or malfunctions of utilities, communications, or computer (software and hardware) services, or other causes reasonably beyond This Naked Mind's control, This Naked Mind shall not be liable for any costs or damages resulting from This Naked Mind's failure to perform its obligations, provide the Program, or otherwise, from such causes. The Company may, in its discretion, fulfill affected obligations through substitute, virtual, or rescheduled means consistent with Section I(D), and no refund or credit shall be due as a result.

XVII. CERTIFICATION, MATERIALS, AND CONTINUATION AFTER THE PROGRAM TERM

A. Certification and Annual Recertification. Once You have earned Your This Naked Mind certification, there is no ongoing fee to maintain the certification itself. To keep Your certification in active status, however, You must complete the Company's recertification requirement each year, which includes passing an annual recertification assessment. If You do not complete the annual recertification requirement, Your certification may move to inactive status, and the Company may suspend the benefits associated with active certification (such as directory listing or use of the certified designation) until You return to active status. The Company may reasonably set and update the recertification requirements and process from time to time.

B. Core Certification Materials. You will retain access to the core certification materials for the lifetime of the Program, subject to this Agreement, including the confidentiality and intellectual property provisions in Sections VIII and IX. Retaining access to these materials does not transfer ownership to You, and Your use of them remains governed by this Agreement. "Core certification materials" does not include live events, calls, coaching, support, software, services, or other time-limited or third-party elements of the Program.

C. Software and Services Are Included Only During the Program Term. Certain software, tools, platforms, and services made available as part of the Program (which may include, without limitation, a CRM, funnel, website, scheduling system, artificial intelligence tools, and related technical support) are provided to You only during the Program Term. These items carry an ongoing cost in future years. If You wish to continue using any of them after the Program Term ends, You will need to enter into a separate arrangement, which may be with the Company or directly with the applicable third-party provider, and You will be responsible for the associated costs. The Company is under no obligation to continue providing any such software or service after the Program Term, and the ending or interruption of any such software or service after the Program Term does not entitle You to any refund or credit.

D. Future Pricing and Continuing Participants. Any continuation of the Program, membership, software, services, or other offerings after the Program Term will be subject to the Company's then-current terms and pricing, which the Company may set and change in its sole discretion. The Company intends, but does not guarantee, to offer continuing Participants the opportunity to maintain a preferred or "founding" rate at or near the rate at which they joined, for so long as they remain continuously active. Eligibility for any preferred rate, and any exceptions to it, are determined by the Company in its sole discretion. Nothing in this Section obligates the Company to offer, continue, or honor any particular rate, and nothing in this Section guarantees the availability of any continuation option.

XVIII. MISCELLANEOUS PROVISIONS

A. Amendments and Waivers. Any term of this Agreement may be amended or waived only with the written consent of This Naked Mind.

B. Sole Agreement. This Agreement constitutes the sole agreement of the parties and supersedes all oral negotiations and prior writings with respect to the subject matter hereof.

C. Notices. Any notice required or permitted by this Agreement shall be in writing and shall be deemed sufficient upon delivery, when delivered personally or by overnight courier or sent by email (upon customary confirmation of receipt), or forty-eight (48) hours after being deposited in the U.S. mail as certified or registered mail with postage prepaid, addressed to the party to be notified at such party's address as set forth on the signature page or as subsequently modified by written notice.

D. Choice of Law. The validity, interpretation, construction, and performance of this Agreement shall be governed by the laws of the State of Colorado, without giving effect to the principles of conflict of laws.

E. Severability. If any provision of this Agreement is deemed invalid by a court of competent jurisdiction, the invalidity of such provision shall not affect the validity of the remaining provisions, which shall remain in full force and effect. No waiver of any term shall be deemed a further or continuing waiver of such term or any other term, and This Naked Mind's failure to assert any right or provision shall not constitute a waiver of such right or provision.

F. Counterparts and Electronic Signatures. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together will constitute one and the same instrument. This Agreement may be accepted and signed electronically, including by typed name or by submission of the Company's onboarding form as described in the acceptance section below, and an electronic signature or acceptance shall have the same force and effect as a handwritten signature.

G. Advice of Counsel. EACH PARTY ACKNOWLEDGES THAT, IN EXECUTING THIS AGREEMENT, SUCH PARTY HAS HAD THE OPPORTUNITY TO SEEK THE ADVICE OF INDEPENDENT LEGAL COUNSEL, AND HAS READ AND UNDERSTOOD ALL OF THE TERMS

AND PROVISIONS OF THIS AGREEMENT. THIS AGREEMENT SHALL NOT BE CONSTRUED AGAINST ANY PARTY BY REASON OF THE DRAFTING OR PREPARATION HEREOF.

PARTICIPANT ACKNOWLEDGMENT AND SIGNATURE

By signing below, You acknowledge and agree that: (i) You are participating in the full Rebel Coach Bundle, consisting of all three Components (Called to Freedom, Called to Coach, and The Practice), for the twelve (12) month Program Term beginning June 22, 2026 and ending June 30, 2027; (ii) You are committing to the full Program and the full Program Fee You agreed to at enrollment, all sales are final, and no refunds or credits will be issued for any reason; (iii) no result or outcome is guaranteed; (iv) the Company may modify or substitute any Component or element of the Program with an item of comparable or greater value in its sole discretion, as described in Section I(D); and (v) Your failure to attend or participate does not entitle You to any refund, credit, or extension.

Your Program Fee, payment option, and installment schedule (if any) are the amounts and terms You agreed to at enrollment, as reflected in the Company's enrollment, checkout, and billing records for You, per Section II(C) above.

Method of Acceptance. You may accept this Agreement in either of two ways, each of which is equally binding: (1) by submitting the Company's onboarding form and typing Your name where indicated, in which case You adopt that typed name as Your electronic signature, and the Company's records of Your submission (including Your name, email address, and the date and time of submission) evidence Your acceptance of this Agreement; or (2) by completing and signing the signature block below. If You accept through the onboarding form, the signature lines below need not be completed. In all cases, You confirm that You have read, understand, and agree to be bound by this Agreement, including Exhibit A and B, and You consent to the use of electronic signatures and records under applicable law.

By typing or signing my name below, I confirm that I have read, understand, and agree to be bound by this Agreement, including Exhibit A and B, and I intend my typed or written name to serve as my signature.

PARTICIPANT:

Name (typed or signed)

Email Address

Date

THE COMPANY:

THIS NAKED MIND, LLC

By (Signature)

Name: Annie Grace

Title: Founder

EXHIBIT A

THIS NAKED MIND PROGRAM PARTICIPATION CODE OF CONDUCT

I. Introduction

This Program Participation Code of Conduct (“Exhibit A”) governs the conduct of all Participants during the Program Term, including conduct in all Program activities, community spaces, calls, events, and interactions with This Naked Mind staff, coaches, and other Participants. All Participants are required to abide by this Exhibit A as a condition of continued participation in the Program. Violations of this Exhibit A may result in removal from the Program pursuant to Section VII(B) of this Agreement.

II. Community Standards

This Naked Mind is committed to maintaining a safe, supportive, and respectful environment for all Participants throughout the Program. The standards below apply to all Program activities, including live events, virtual calls, community platforms, and any other space in which Participants engage with This Naked Mind, its staff, its coaches, or other Participants. This Naked Mind takes violations of these standards seriously. Reported violations will be reviewed and may result in suspension or removal from the Program. To report a concern, contact us at coach@thisnakedmind.com.

III. Coaching Conduct Standards

The following standards apply to Participants who engage in any coaching activities during the Program Term, including practice coaching, practicum sessions, and any client-facing work conducted as part of the Program:

1. A Coach recognizes the client is whole, resourceful, and responsible for their own life.
2. A Coach delivers and facilitates This Naked Mind content to the client, guiding the client to go deeper, face their internal beliefs, and find their own path to freedom and control.
3. A Coach abides by the H.R.T.™ (Hope, Relationship, Tactics) Coaching Model. Hope: a coach provides hope through examples and others’ stories of success. Relationship: a coach fosters relationship by aligning with the client, sharing their own story with vulnerability, and discovering what the client ultimately wants to achieve. Tactics: a coach provides carefully chosen and scientifically backed Tactics from the This Naked Mind Institute Tactics Library that support the client’s self-discovery, personal responsibility, accountability, and ultimate success.

Participants engaged in coaching activities during the Program must not:

- A Coach does not provide clinical treatment, therapy, or counseling.
- A Coach does not create a need or dependence on themselves for their client.
- A Coach does not focus on pain from previous experiences that are causing current upset.
- A Coach does not clinically evaluate or assess a client, providing a definition or diagnosis of a problem or pathology, unless legally licensed to do so.

IV. General Conduct Requirements

A. Respectful Participation. All Participants are expected to engage with This Naked Mind staff, coaches, and fellow Participants with courtesy and respect. Disruptive, hostile, or demeaning conduct in any Program space, including live events, virtual calls, and online community platforms, is prohibited and may result in removal from the Program.

B. Confidentiality of Community Content. Participants may share personal information during the Program, including in community spaces and on calls. All Participants agree to treat the personal disclosures of other Participants as confidential and not to share, publish, or reference another

Participant's personal information or story outside of the Program without that Participant's explicit permission.

C. Program Coaching Activities. Participants who engage in any coaching activities during the Program Term, including practice coaching or practicum sessions, must do so in accordance with the coaching conduct standards described in Section III of this Exhibit A. Participants may not represent themselves as This Naked Mind Certified Coaches prior to earning their certification.

D. Compliance with Program Policies. Participants agree to comply with all policies and guidelines issued by This Naked Mind in connection with the Program, including any platform-specific community guidelines, recording and screenshot policies, and any policies incorporated by reference into this Agreement.

E. General Conduct and Legal Requirements.

- You agree to comply with all laws and regulations.
- You agree you will not engage in harassing, discriminatory, defamatory, disruptive, or demeaning conduct.
- You agree you will not misrepresent or otherwise willingly misuse This Naked Mind content, material, methodology, or philosophy.
- You agree to conduct business honestly and will not participate in dishonest practices or fraud.
- This Naked Mind prohibits harassment and discrimination based on race, color, religion, national origin, sex, age, pregnancy, genetic information, military and veteran status, marital status, personal appearance, gender identity or expression, sexual orientation, disability or perceived disability (physical or mental), family responsibilities, political affiliation, or any other legally protected characteristic.

Examples of prohibited conduct include, without limitation: sexist, racist, homophobic, or other discriminatory jokes, slurs, insults, or comments; unwelcome sexual advances, whether verbal or physical; display of sexualized images; stalking, whether in person or online; threatening or intimidating language or physical conduct; and inappropriate photography or recording.

You agree violations of this Exhibit A will be determined by This Naked Mind in its sole discretion and may result in removal from the Program pursuant to Section VII(B) of this Agreement.

EXHIBIT B

THIS NAKED MIND CERTIFIED COACH CODE OF CONDUCT

Disclaimer

The TNMI Code of Conduct is designed and provided to empower TNMI Certified Coaches on sound conduct in coaching. TNMI does not intervene in resolving coach or client complaints nor does it prescribe specific courses of action for conduct concerns.

For all matters concerning the protection of their businesses and coaching practices, TNMI encourages TNMI Certified Coaches to seek out and establish insurance and legal support from qualified professionals if deemed necessary or desired.

TNMI hereby disclaims any and all liability for damages, losses, or injuries of any kind arising from the misuse or misrepresentation of the TNMI Code of Conduct. Additionally, any communication or response received regarding an inquiry directed to TNMI shall not, under any circumstance, constitute legal advice or a legal opinion on the part of TNMI.

Introduction & Purpose of the TNMI Code of Conduct

As the overseeing authority for all TNMI Certified Coaches and TNMI Coaches in Training, This Naked Mind Institute is dedicated to upholding and advancing exemplary standards of principled conduct within the realm of coaching. All TNMI Certified Coaches, as a requisite for their certification, commit to abiding by the tenets and values outlined in this Code of Conduct.

The TNMI Code of Conduct delineates the principles and standards of behavior expected from all TNMI Certified Coaches. The Code serves as a guiding document rather than one that exhaustively delineates what a member can or cannot do. It establishes the standard for best practices in coaching, fostering the cultivation of professional excellence. It functions to safeguard the integrity of TNMI and the broader coaching profession worldwide by:

- Establishing conduct standards in line with TNMI Core Values and principles.
- Encouraging intentional contemplation and integrious decision-making processes.
- Forming the framework for transformative training within TNMI training programs.

The TNMI Code of Conduct is applicable whenever TNMI Certified Coaches present themselves as such in any coaching-related context, irrespective of the existence of a formal coaching relationship.

Navigating appropriate conduct is an inherent aspect of coaching. The purpose of this Code of Conduct is to aid coaches bound by its provisions by guiding them with core values and universal principles of existence that underpin sound conduct. TNMI Certified Coaches embrace the Code of Conduct and endeavor to uphold high standards, even when confronted with tough decisions or requiring acts of courage.

Code of Conduct for TNMI Certified Coaches

Operate and Practice According to the TNMI Coach Core Values:

- BE Deep: A Deep Well

Coaches continuously deepen their knowledge, refine their skills, and broaden their understanding. They should have a growing comprehension of human behavior, organizational dynamics, and coaching methodology, and should be dedicated to ongoing learning. This deep well of understanding allows them to serve their clients effectively.

- BE Clear: A Clear Space

Coaches create a safe, open, and non-judgmental space where clients feel heard and supported. This clear space allows clients to explore their thoughts and feelings authentically, supporting their growth and transformation.

- BE Differentiated: A Non-anxious Presence

Coaches manage their own emotions, providing a calm and stable presence. By remaining grounded, they create a supportive atmosphere where clients can explore challenges and envision possibilities.

- BE Willing: To be of Service

Coaches are ready to serve their clients, prioritizing their needs, goals, and aspirations. This willingness inspires growth, self-discovery, and meaningful change.

Operate and Practice According to the Universal Principles of Existence:

1. Integrity

- A. **Honesty, Transparency, and Consistency:** Coaches are truthful and open in all interactions, ensuring that their communication and actions build and maintain trust with clients and colleagues. Coaches demonstrate reliability and consistency in their professional behavior, upholding the principles and standards expected of the coaching profession. This includes:

1. *Keeping Your Word:* Fulfill commitments made to clients, such as meeting at scheduled times, maintaining confidentiality, and delivering on specific tasks.

2. *Respecting Your Word:* Understand the importance of the commitments made to clients, regardless of their size.

3. *Restoring Your Word:* Acknowledge and rectify situations where a commitment has not been met.

- B. **Principled Engagement:** Coaches maintain clear definitions and managed expectations in the coach-client relationship. This includes clarity on matters like meeting frequency, the role

of a coach, and the parameters of the relationship. Coaches set clear and valid expectations that are:

1. *Conscious*: All expectations are known.
2. *Communicated*: Clearly articulate expectations to ensure understanding.
3. *Agreed Upon*: Expectations must be mutually agreed upon.
4. *Realistic*: Expectations must be achievable, given the client's circumstances and the nature of the coaching process.

C. **Confidentiality**: Coaches have a professional duty to protect the privacy of their clients. This includes:

1. *Privacy*: Do not share personal information about clients without their explicit permission.
2. *Informed Consent*: Clearly explain your confidentiality policy to your clients.
3. *Record Keeping*: Keep client notes and records secure and ensure they're only accessible to you.
4. *Professional Boundaries*: Do not discuss client details in social settings or with family and friends.

D. **Professional Boundaries**: Coaches maintain clear boundaries in the coaching relationship. This includes:

1. *Role Clarity*: Ensure that both you and your client understand the coach's role.
2. *Time Management*: Set clear expectations regarding the timing of sessions.
3. *Communication*: Define how and when communication will occur outside of sessions.
4. *Professionalism*: Maintain a professional relationship with your client.
- e. *Respect*: Treat your client with respect.

E. **Diversity, Equity, and Inclusion (DEI)**: Coaches strive to create an inclusive environment that acknowledges and values diverse perspectives. This includes:

1. *Diversity*: Recognize and appreciate individual differences.
2. *Equity*: Ensure fair treatment, access, opportunity, and advancement for all clients.
3. *Inclusion*: Promote the full and successful integration of diverse people.

- F. **Statement of Integrity with Substance or Habit:** Coaches demonstrate high personal integrity in relation to the specific habit they're coaching on. Coaches write a personal integrity statement that clarifies their position and actions on the specific habit they're coaching. This statement is to be posted on the coach's website.
- G. **Non-Politicization:** Coaches approach topics with open-mindedness, respect, and understanding, without politicizing them.

2. Responsibility

- A. **Commitment to Ownership:** Coaches are dedicated to taking full responsibility for their actions, decisions, and the resulting impact on clients, colleagues, and the coaching profession.
- B. **Accountability:** Coaches acknowledge their role in fostering a healthy coaching environment and actively engage in practices that promote the well-being of all involved parties. Coaches willingly account for their actions, from being responsible.

3. Grace

- A. **Compassion and Understanding:** Coaches approach each interaction with grace for their humanity and the humanity of their clients, seeking to understand and honor the experiences and perspectives of every individual.
- B. **Humility:** Coaches recognize their own fallibility and are open to feedback, acknowledging the inherent worth and dignity of each person they engage with.

4. Emergence

- A. **Embracing Uncertainty:** Coaches remain open to the complexities and uncertainties inherent in the coaching process, fostering a flexible and adaptive mindset.
- B. **Encouraging Innovation:** Coaches create an environment that supports creative problem-solving, encouraging clients to explore new perspectives and solutions.
- C. **Continuous Self-Reflection:** Coaches regularly engage in introspection to identify personal biases, limitations, and areas for professional growth.
- D. **Commitment to Growth:** Coaches actively seek opportunities for learning and development to enhance their coaching practice and better serve their clients.
- E. **Prioritizing Well-Being:** Coaches place the well-being of their clients at the forefront of their practice, ensuring that all actions and decisions support the client's best interests.
- F. **Respecting Autonomy:** Coaches honor the values, goals, and perspectives of their clients, fostering an empowering environment that supports client independence and self-determination.

Pledge of Conduct of TNMI Certified Coaches

As a TNMI Certified Coach, I affirm my commitment to upholding the standards outlined in the TNMI Code of Conduct. I acknowledge and accept my responsibilities towards my coaching clients, colleagues, and the broader public.

Should I violate any aspect of the TNMI Code of Conduct, I understand that TNMI reserves the right to hold me accountable for my actions. I also acknowledge that TNMI may impose consequences for

any breaches, which could include requirements for additional coach training or education, or even the revocation of my TNMI Certification.

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