



April 29, 2024

**Re: Holland Enterprises, LLC, AE of Secure Your Retirement 401(k) Plan**

A major change is coming for your retirement plan. The Standard has been selected as your new retirement plan provider. Among the services that The Standard will provide are a broad selection of investment options, quarterly account statements and 24-hour access to account information on the web or by phone.

Although the transition of plan services is already underway, there are a few important items and dates to consider.

**What you need to do now**

1. *Review the enclosed Transition Plan and prepare for the No Transaction period.* The Transition Plan provides additional information about this change, including key dates and important things to consider (and possibly act on) before the transition begins.
2. *Review the enclosed plan information.* To get the most out of your retirement plan, it's important to make informed decisions about the available investment options and how fees affect investment earnings. The Department of Labor requires service providers to disclose certain plan fee and investment information to plan participants and beneficiaries. This information is intended to help retirement plan investors make more informed decisions when choosing among available investment options in their retirement plan and help them manage costs. Fees cover expenses related to investments as well as the services from your retirement plan providers, such as enrollment and educational materials, quarterly account statements and web and phone support. The Standard has always supported fee transparency and remains committed to this practice.
3. *Watch for more information.* More detailed information about The Standard's services and the plan's new investment options will be available in the coming weeks. You will also receive information about your retirement plan, including information about online and telephone access to your account.

We look forward to working with you. If you have questions about the changes in your plan or the enrollment process, please call a customer service representative at 800.858.5420 or email [savings@standard.com](mailto:savings@standard.com). Representatives are available 5 a.m. to 5 p.m. Pacific time (8 a.m. to 8 p.m. Eastern time) Monday through Friday.

# Important Notice about the Transition of Holland Enterprises, LLC, AE of Secure Your Retirement 401(k) Plan to a new service provider

Great care is being taken to ensure a smooth transition of your retirement plan account from your former service provider to Standard Retirement Services, Inc. Current plan assets will continue to be invested with the former provider until they are transferred to The Standard.

As the transfer of assets occurs, a brief No Transaction period will be necessary to complete a final account reconciliation and to accurately transfer funds from the prior service provider. During this period you will not be able to change investment directives, transfer assets among investment options, initiate a loan or request a distribution of your existing account balance.

**We encourage you to carefully consider how this No Transaction period may affect your retirement planning. Since you will not be able to access your account during the No Transaction period, make sure you are comfortable with the status of your account before that period begins.**

The Transition Calendar on this page identifies important dates in the transition, including deadlines by which certain activities must be completed in order to implement transactions prior to the start of the No Transaction period. We suggest that you consider the following issues carefully and take action, if necessary:

- *Will I need a distribution, loan or hardship withdrawal during the No Transaction period?* If you are planning such a transaction you need to submit your request to your plan's previous service provider prior to the No Transaction date.
- Once The Standard receives the plan assets and records from the prior service provider, we will rebalance your account according to your investment directives. If you do not have current investment directives on file, your balance will be placed in the plan's default investment(s).

When the reconciliation of plan records and No Transaction period are completed, you will be able to transfer plan assets, change investment directives and request other transactions directly with The Standard. You can access your retirement account information through Personal Savings Center by logging in at [www.standard.com/retirement](http://www.standard.com/retirement). If you are a first-time visitor, you will need to create an online account by following the on-screen instructions. If you need assistance or prefer to manage your account by telephone, call a customer service representative at 800.858.5420.

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## Transition Calendar

No Transaction period for	Begins	Ends
Loans	June 7, 2024	Week of July 19, 2024
Hardship withdrawals	June 7, 2024	Week of July 19, 2024
Distributions	June 7, 2024	Week of July 19, 2024
Fund transfers	June 7, 2024	Week of July 19, 2024
Investment directives	June 7, 2024	Week of July 19, 2024

To determine whether the No Transaction period has ended for a particular service, call 800.858.5420 during the specified week to speak with a customer service representative at The Standard.