Michael Dayton, BCF™

Michael Dayton is a Senior Pension & ERISA Governance Specialist at The Dayton Company, a registered investment advisory firm. Mike has over 22 years experience in the financial services industry primarily focused in servicing retirement plans. He is the co-founder of Ekstra401k which is a national 401(k) MEP provider and is the co-founder of PLANALYTiQ, a 401(k) analytics and benchmarking firm.

Prior to joining The Dayton Company, he was with ADP as a payroll, HR and employee benefit consultant. Along with almost a decade of corporate finance and private lending experience, Mike was recruited by his father to direct the pension division at The Dayton Company and was named president of the firm a few years later.

Mike quickly realized plan sponsor clients needed more help with plan administration and compliance so he launched the firm's governance services division. He also expanded the firms capabilities as an early adopter of financial wellness programs, health savings accounts and online benefit management services. His vision was instrumental to the firm's rapid growth.

He holds a Board Certified Fiduciary™(BCF™) designation, a Certificate in Fiduciary Leadership and Certificate in Applied Fiduciary Practices with special emphasis in Defined Contribution Plans from the Wake Forest University School of Professional Studies. He is a peer acknowledged member of the Center for Board Certified Fiduciaries™ (CBCF™) and current member of the CBCF™ board of directors.

Mike has been a member of the National Association of Insurance and Financial Advisors® (NAIFA®) in various leadership and committee roles and a past chapter president.

In addition to managing the advisory firm, he maintains an insurance license and consults with firms of all sizes on their employee benefits program.

EDUCATION

Bachelor Degree in Psychology, University of Washington

PROFESSIONAL CERTIFICATIONS

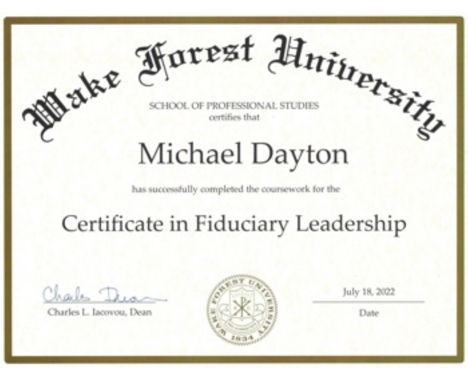
Registered Investment Advisor

Board Certified Fiduciary™, Center for Board Certified Fiduciaries™

Certificate in Fiduciary Leadership, Wake Forest University (WFU) School of Professional Studies

Certificate in Applied Fiduciary Practices, Emphasis in Defined Contribution Plans, WFU School of Professional Studies

Licensed Insurance Agent, State of Washington



Wake Forest University

SCHOOL OF PROFESSIONAL STUDIES

certifies that

Michael Dayton

has successfully completed the coursework for the

Certificate in Fiduciary Leadership

Charles L. Iacovou, Dean

July 18, 2022

Date

THIS IS TO CERTIFY THAT

Michael Dayton

has been formally evaluated by a board of fiduciary experts for skills, best practices, and knowledge in the following fiduciary field of specialization:

Qualified DC Plans

Furthermore, the professional has successfully completed Neuro-fiduciary training and has demonstrated an understanding of how certain leadership and stewardship behaviors impact the quality of a fiduciary's decision-making process.

In recognition of these accomplishments, this certificant is entitled to use the professional mark, BCF™

BOARD CERTIFIED FIDUCIARY™

Scott Reed, BCF
Chairman of the Board

Donald B Trone, BCF
Chief Executive Officer

BCF NUMBER: 00031
GRANT DATE: October 9, 2022

Wake Forest University

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certifies that

Michael Dayton

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Certificate in Applied Fiduciary Practices

Charles L. Iacovou, Dean

July 18, 2022

Date