



**FINANCE of AMERICA™**

## **ANNUAL MEETING OF STOCKHOLDERS**

**May 13, 2024**

### **RULES OF CONDUCT AND PROCEDURES**

Welcome to the Annual Meeting of Stockholders (the “Annual Meeting”) of Finance of America Companies Inc. It is our desire to conduct a fair and informative Annual Meeting. Kindly observe the following Rules of Conduct and Procedures.

1. Our Company’s bylaws describe requirements for meetings of our stockholders and the Chair of the Annual Meeting will conduct the meeting consistent with those requirements.
2. Because this is a meeting of our stockholders, only our stockholders are permitted to ask questions during the Annual Meeting. You must have held stock as of the close of business on the record date of March 18, 2024 to vote or submit questions while participating in the virtual Annual Meeting. To vote or submit questions, please login as a Stockholder by entering the control number you received with your proxy materials. If you have voted your shares prior to the start of the Annual Meeting, your vote has been received by the Company’s inspector of elections and there is no need to vote those shares during the Annual Meeting, unless you wish to revoke or change your vote.
3. We will strictly follow the Agenda as we conduct the meeting.
4. If a stockholder has a question about one of the matters in the Agenda to be voted on by the stockholders, such question may be submitted in the field provided in the meeting web portal during the Annual Meeting. We will answer questions on any matters in the Agenda to be voted on by the stockholders at the Annual Meeting after the business of the meeting is concluded.
5. Following any questions, the meeting will be adjourned.
6. The Company will permit 10 minutes for questions and answers. We will limit each stockholder to one question. It will help us if questions are succinct and cover only one topic per question. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
7. Stockholder questions are welcome, but conducting the business set out in the Agenda for the benefit of all stockholders will be paramount. The Company does not intend to address any questions that are, among other things:
  - not relevant to the business of the Company or to the business of the Annual Meeting;

- related to material non-public information of the Company;
  - related to particular grievances;
  - derogatory references to individuals or that are otherwise in bad taste;
  - questions or statements already made in another stockholder's question;
  - in furtherance of the stockholder's personal or business interests; or
  - out of order or not otherwise determined to be suitable for the conduct of the Annual Meeting as determined by the Chair or Corporate Secretary in their reasonable judgment.
8. If there are any matters of individual concern to a stockholder and not of general concern to all stockholders, or if a question posed was not otherwise answered, such matters may be raised separately after the Annual Meeting by contacting Investor Relations at [ir@financeofamerica.com](mailto:ir@financeofamerica.com).
9. Recording of the Annual Meeting is prohibited. A webcast playback will be available at [www.virtualshareholdermeeting.com/FOA2024](http://www.virtualshareholdermeeting.com/FOA2024) 24 hours after the completion of the meeting.

Thank you for your cooperation and for joining the Company at the Annual Meeting.