SIMPLIFY ASSET MANAGEMENT, INC. ANNUAL MEETING OF STOCKHOLDERS

August 12, 2026

RULES OF CONDUCT AND PROCEDURES

Welcome to the Annual Meeting of Stockholders (the "Annual Meeting") of Simplify Asset Management, Inc. (the "Company"). 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 or make statements during the Annual Meeting. You need to have held stock as of the close of business on the record date of July 22, 2026 to vote or submit questions or make a statement while participating in the virtual Annual Meeting. To vote or request time to ask a question or make a statement, you must follow the directions provided at the Annual Meeting. 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 described by the Chairman at the beginning of the meeting.

4. Stockholder questions and statements are welcome during the Annual Meeting, but conducting the business set out in the agenda for the benefit of all stockholders will be paramount. There will be time prior to the conclusion of the meeting for stockholders to ask questions or make statements. Information on how a stockholder can speak at the meeting will be provided during the Annual Meeting.

   The Company does not intend to address any questions that are, among other things:

   - irrelevant 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 personal grievances;
   - derogatory references to individuals or that are otherwise in bad taste;
   - repetitious statements already made by another stockholder;
   - in furtherance of the stockholder's personal or business interests; or
   - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chairman or Secretary of the Annual Meeting in their reasonable judgment.

The Company will address questions that comply with the above requirements during the Q&A session.

5. 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 an officer of the Company.

6. Recording of the Annual Meeting is prohibited.

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