



PURE Compensation Plan OVERVIEW

Whether you want to work full-time, part-time, or just sometimes, the following earning structures provide the flexibility to meet your needs. These robust opportunities are designed to PAY YOU WELL for bringing on new customers and for keeping those customers. The plan is designed to benefit you every step of the way on your journey to success.

1 Retail Commission

Paid **weekly**, Retail commission awards IBOs 25% of every sale made to customers paying full retail prices. This means when you sell to a retail customer at full retail price, you pocket a **25% commission** of the total amount earned.



2 Sponsor Bonus

Paid **weekly**, the Sponsor Bonus gives you the opportunity to earn **20% of PV¹** on the first order submitted by your new, personally sponsored customer; if you're an Active² IBO, you can also earn from new, personally sponsored IBOs, earning up to a \$400 bonus on each new customer and new IBO.

FIRST-TIME ORDERS

Retail Customer



28 PV
GoYin

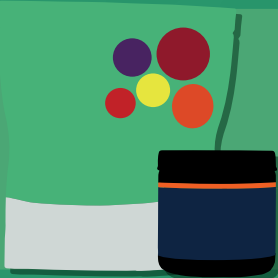


Order: 28 PV
× 20%

\$5.60
Payout

Note: When doing business with retail customers, the Retail Commission and Sponsor Bonus on first orders can be combined.

Preferred Customer



40 PV
ENERGY
(Variety Bag)

+ 20 PV
GPS Hydrate
(Tub)



Order: 60 PV
× 20%

\$12
Payout

IBO



100 PV
CORE4



Order: 100 PV
× 20%

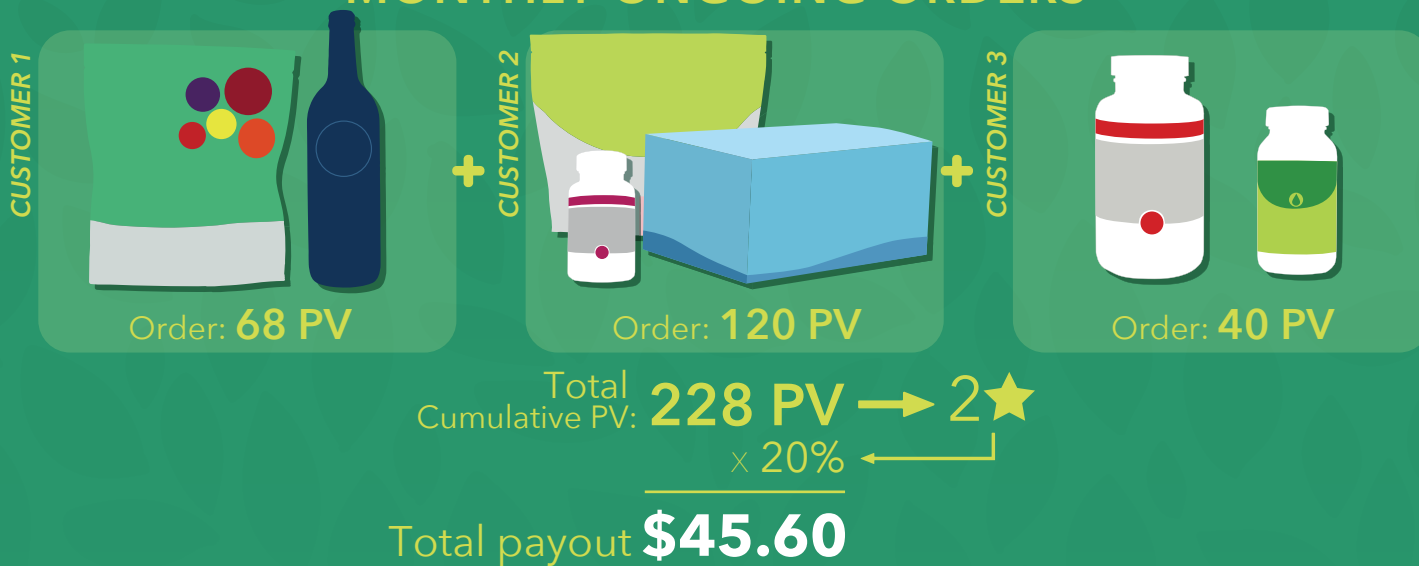
\$20
Payout

3 Customer Retention Bonus

Paid **monthly**, this Bonus opportunity yields rewards for building a loyal customer base. This Bonus also incorporates a new **Star Ranking System** (see right) linking to the specific percentage payouts. For every order after the initial customer order (including Autoships³), you will earn **at least a 5% bonus***. As your customer base grows and reorders multiply, you will continue to earn more.

Star Rank	Monthly Cumulative PV	Bonus %
1★	1-100 PV	5%
2★	101-499 PV	20%
3★	500-999 PV	30%
4★	1,000-1,999 PV	40%
5★	2,000+ PV	50%

MONTHLY ONGOING ORDERS



1 Product Volume (PV) is the amount of volume assigned to each product.

2 Active IBO status is defined as having 100 PV or more (either personal product purchases or product sales to Preferred and Retail Customers or any combination thereof) every 28 days.

3 Autoship is offered for convenience and allows Customers and IBOs to select their favorite products to be shipped to them automatically based on a customized delivery schedule. The products and/or delivery schedule can be changed to fit individual needs.

* Customer Retention Bonus is capped at \$20,000 per month.

Customize your IBO experience with multiple ways to earn

Retail Commission, Sponsor Bonus & Customer Retention Bonus

• Team Bonus

To be eligible for a Team Bonus each week you must meet the **qualifications of an Active Bronze Director**. This bonus involves building two selling teams. Each week, you have the opportunity to earn **10% of the total PV⁴ of IBOs on the team that sells the least**. You are eligible to earn up to \$12,500 weekly.

• Generation Bonus

As an **Active Gold Director or above**, you may qualify for a weekly Generation Bonus. This bonus is calculated as **7% of the total Team Bonuses paid to IBOs in your Sponsor Tree**. Your rank determines how many Generations deep you are paid.

• Leadership Bonus

Each week **3% of the Total Company Volume (TCV)** is placed in a global pool to be **shared among the six highest PURE Leadership ranks**. An individual leader earns shares of the global pool in accordance with the Rank at which they are paid for each week.

• Leadership Growth Bonus

Consistently maintaining your Leadership Rank has its own reward. This **monthly bonus** is earned when an **IBO achieves their rank for two weeks or more in a month**. You are not eligible to receive this bonus in any month you receive a Leadership Bonus for two or more weeks.

4 Personal Volume (PV) consists of personal product purchases made by an IBO and/or product sales to Preferred and Retail Customers an IBO has personally sponsored

The figures within this document are not guarantees or projections of your actual earnings, profits, or success. PURE makes no guarantee of financial success. Because of the countless variables that may affect an IBO's ability to succeed in this field, it is impossible to accurately state what an IBO may or may not expect to achieve. Consequently, PURE does not and will not make any guarantee of success of income, whether explicit or implied, and past IBO testimonials as well as the information included in PURE's updated Income Disclosure Statement are only examples of what can be obtained as an IBO with PURE. Past results do not represent any indication of future success or earnings. For additional information, please visit <http://livepure.com/IDS>.

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