



Genesis
PURE™

Rewards Plan



Genesis PURE™ Rewards Plan

The Genesis PURE Rewards Plan has been designed to offer optimal rewards by combining PURE health and nutrition with a PURE opportunity. Our Rewards Plan enables us to reward those individuals who become a part of P.U.R.E. (People United Reaching Everyone), by guaranteeing 55% payout of commissionable volume each and every week. This is accomplished with seven profitable programs:

Retail Sales □ First Order Bonus □ Revenue Sharing Pool
□ Team Earnings □ Generation Check Match □
Leadership Pools □ Luxury Car Bonus

RETAIL SALES

- ✔ Purchase Genesis PURE products at wholesale, sell them at retail and keep the profit.
- ✔ Genesis PURE offers you the opportunity to enroll your Retail Customers directly with the company.*

Retail Customers are able to contact the company directly and receive their product at home, which [relieves your stress](#) of managing the direct delivery and sale of product, as well as inventory maintenance.

As your Customers are paying the retail price, Genesis PURE will retain the Retail Profit you would have made through a direct sale and include the [profit in your next check](#).

When Customers commit to the PAR (PURE Autoship Rewards) Program, he/she will be upgraded to a Preferred Customer and will [receive a discount](#) on the retail price.

Again, the difference between the Preferred Customer price and the wholesale price will be given to you in your [Retail Earnings](#).

*Retail program is subject to change in Korea.

FIRST ORDER BONUS

- ✔ By sponsoring new Independent Business Owners (IBOs) within your organization, you can earn a [bonus](#) on the initial order of each new IBO.

As an Active* IBO, you receive a percentage of the initial order of your new IBO, with the amount dependent upon your active Personal Volume (PV):

100 PV	10 % Bonus
200 PV+ Star **	20 % Bonus

*Active is defined as having 100 PV or more (either personally purchased or accumulated from Retail and Preferred Customers) in the calendar week or the three preceding calendar weeks. (A calendar week is defined as beginning Saturday at 12:00 AM MST and running through the following Friday at 11:59 PM MST).

** Star Rank signifies one personally sponsored Active IBO on each side of the Binary Tree.

REVENUE SHARING POOL

- 🌿 Enroll with Genesis PURE with an initial purchase of 300 PV or more and you can share in **2%** of the **Total Company Commissionable Volume (TCCV)** every week. Your initial purchase will lock in your potential earnings for the remainder of your Active life with Genesis PURE.
- 🌿 Each week that you personally sponsor a new IBO who makes an initial purchase of 300 PV or more, you will receive **multiple shares** in the Revenue Sharing Pool in relation to the PV amount of your initial purchase and the initial purchase of your new IBO:

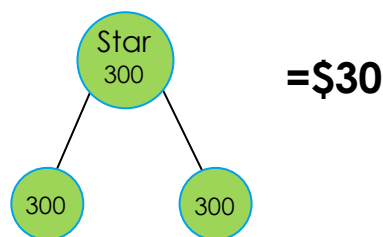
Level of Enrollment	Revenue Sharing Points
Initial Order of 300-899 PV	2
Initial Order of 900-1499 PV	3
Initial Order of 1500+ PV	5

		Your Initial Purchase Amount		
New IBO Enrollment	PV of Initial Purchase	300	900	1,500
	300	4	6	10
	900	6	9	15
	1,500	10	15	25

Shares in Revenue Sharing Pool

TEAM EARNINGS

- 🌿 Team Earnings are the foundation upon which you begin to **generate residual income** creating lasting **wealth**.
- 🌿 As you sponsor new IBOs and build your team, each new IBO is placed in one of two legs within your organization.
- 🌿 Each week you have the chance to earn **10%** of the volume in your weaker leg.*



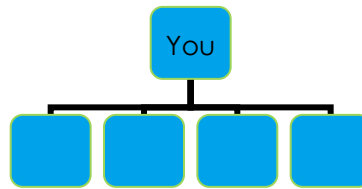
- 🌿 As you remain Active, all volume that is not included in the 10% Team Earnings payout for any given week will remain as **carry-over volume**; allowing you to be paid on it at a later time. This generous plan provides the potential to be paid on **all of the volume** in your organization.
- 🌿 You begin to earn Team Earnings as a Star 300** and continue to earn every week you maintain that rank thereafter. As long as you remain Active, the leg volume will accumulate and carry over until the rank of Star 300 is achieved.
- 🌿 You can earn up to **\$12,500 a week** from Team Earnings!

*5% of the equal amount of volume from both sides of your organization. All paid volume is removed before the next commission period. If at any time you become inactive, with less than 100 PV, all volume is removed.

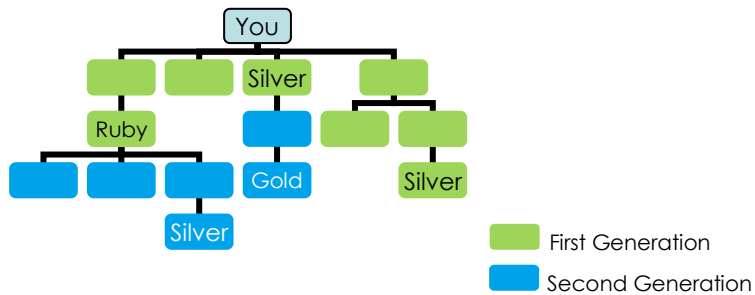
** See Rank Explanation for qualifications of a Star 300.

GENERATION CHECK MATCH

- 🌿 Generation Check Match generates wealth from your **entire organization** in relation to your sponsorship activity.
- 🌿 As an Active Silver Director* or above, you qualify to participate in the Generation Check Match in which the company **matches Team Earnings** generated by your Sponsor Tree.
- 🌿 The **Sponsor Tree** details the sponsoring activity of yourself and everyone you have sponsored, throughout multiple Generations. A Sponsor Tree can have multiple legs.
- 🌿 Ex: If you have personally sponsored four IBOs, you will have four legs in your Sponsor Tree.



- 🌿 A **Generation** includes all of the IBOs in the Sponsor Tree from yourself down to, **and including**, the next Silver Director or above in each leg.



- 🌿 As you qualify for one Generation of matching, you **earn a matched percentage**** of all Team Earnings for the week. The same continues with each subsequent qualified Generation. The Generation payouts for each rank are as follows:

Leadership Rank	# of Generations
Silver Director	1
Gold Director	2
Platinum Director	3
Sapphire Executive	4
Ruby Executive	5
Emerald Executive	6
Diamond	7
Blue Diamond	8
Presidential	Unlimited
Chairman	Unlimited
Ambassador	Unlimited

* Please refer to the Rank Explanation for qualification requirements.

** The percentage of payout for the Generation Check Match will fluctuate in accordance with the other commission payouts. Generation Check Match always ensures the 55% payout.

LEADERSHIP POOL

- 3% of the Total Company Commissionable Volume (TCCV) from each week of sales is placed into a **Global Pool** which is shared among the highest leaders of Genesis PURE.
- The pool is paid* weekly according to the shares you have earned at your rank:

Leadership Rank	Shares of Pool
Blue Diamond	1
Presidential	2
Chairman	4
Ambassador	8

* An IBO must maintain the rank of Blue Diamond for any three weeks out of a rolling six week period in order to be eligible. The Boardroom ranks must be maintained for any four out of a rolling ten week period in order to be eligible.
 * Payout timeframe subject to change.

LUXURY CAR BONUS

- Genesis PURE will pay for the **Luxury Car** of your choice once you have achieved the rank of Presidential!* This gift will announce to the world that you have found success with Genesis PURE.
- Upon reaching this **milestone achievement**, you will receive this bonus every month to pay for the purchase or lease of your new Luxury Car.**

Leadership Rank	Car Bonus
Presidential	\$750
Chairman	\$1,500

* Presidential rank must be achieved four out of ten weeks to qualify for the Luxury Car Bonus.
 **Upon qualifying for the Luxury Car Bonus, you will be guaranteed the allotted amount for the duration of 12 months which allows you to purchase or lease your vehicle. At the end of the 12 months, your account will be reevaluated and the Luxury Car Bonus amount for the subsequent 12 months will be determined in relation to the rank activity of the previous 52 weeks.

EARNING POTENTIAL

- With the Genesis PURE Rewards Plan, you have the potential to earn a significant income on a **WEEKLY basis!**
- Weekly maximum earning potential is determined by your rank:

Rank	WEEKLY Earning Potential
Genesis Ranks	\$1000
Director Ranks	\$1000-3000
Executive Ranks	\$4000-8,000
Diamond Ranks	\$12,500- 25,000
Boardroom Ranks	Unlimited Potential

*See the Genesis PURE Rewards Plan "Appendix A- Earning Potential" for the specific sub-ranks earning potential.

GENESIS PURE LEADERSHIP RANKS

🌿 In the Genesis PURE Rewards Plan there are five major rank categories:

Genesis □ Director □ Executive Diamond □ Boardroom

🌿 Within each of those categories there are ranks, each with progressively developing leadership requirements aimed to maximize your profitability and growth.

Genesis Ranks:

Star - personally sponsor one Active IBO on each side of your team
Star 300 - 300 LLV*
Star 900 - 900 LLV

Director Ranks:

Silver Director – 1,500 LLV and 1 Star 300 STL*◇
Gold Director – 3,000 LLV and 2 Star 300 STL
Platinum Director – 5,000 LLV and 3 Star 300 STL

Executive Ranks:**

Sapphire Executive - 7,500 LLV and 4 Star 300 STL
Ruby Executive – 10,000 LLV and 5 Star 300 STL
Emerald Executive – 15,000 LLV and 6 Star 300 STL

Diamond Ranks:**

Diamond– 20,000 LLV and 7 Star 300 STL
Blue Diamond – 30,000 LLV and 8 Star 300 STL

Boardroom Ranks:**

Presidential – 75,000 STV*
Chairman - 150,000 STV
Ambassador - 300,000 STV

*Definitions:

LLV- Group Volume of the Lesser Leg from the placement (binary) tree for the Weekly Commission Period.
STL- Sponsor Tree Leg
STV- Sponsor Tree Volume (no more than 1/3 from any one leg)

** Increased Leadership Ranks require rolling week qualifications. Executive Ranks require maintaining the qualifications for two out of a rolling four week period.¹ Diamond Ranks require maintaining the qualifications for any three weeks out of a rolling six week period.² Boardroom Ranks require maintaining the qualifications for any four out of a rolling ten week period.³ After each rank has been achieved, only two consecutive weeks of maintained qualifications are required to re-qualify at said rank.

□ Due to the current promotion, rolling week requirements will not be necessary to achieve a rank.

◇ A Star 300 STL is defined as a Sponsor Tree Leg containing a qualified Star 300.

Note: In addition to volume and other qualifications listed above, Star requirements must be maintained in order to achieve all ranks within the Genesis PURE Rewards Plan.