



NEORA™

# COMPENSATION PLAN

AUSTRALIA

# Welcome to the Neora Family

Neora exists for a single purpose: to make people better. This means improving people's lives, and one of the ways we do this is by rewarding you with an innovative way to earn income. This document is designed to help you further understand the Neora Compensation Plan.

## Your initial goals in starting your Neora business are:

1. Earn a **Fast Start Bonus (FSB)** in your first full month and receive an extra \$200.
2. Qualify for **3UR Free**. Sponsor and maintain three Preferred Customers\* and you will receive up to \$200 of free Neora products in your next month's Auto-Delivery Order (ADO)!
3. Set yourself up for success with **Neora Edge**. As a monthly Edge subscriber, you'll have access to all of the tools, training and resources you need to help your business take flight.

You grow your Neora business by sharing and selling Neora's exclusive products and building a team of Brand Partners (BPs) who do the same. Our Compensation Plan is based upon a business model that leverages relationship marketing.

## Relationship Marketing

Whether face to face or online, relationship marketing is how business is done in today's world. People work with those they know, like and trust, which makes word-of-mouth – or relationship – marketing the most effective business model available.

Rather than investing in traditional advertising, such as TV, radio or billboards, we reward our Brand Partners for telling others about our products. It's a win-win solution that works!

## Brand Partners Earn Income in Two Ways:

1. They build a customer base and earn commissions on sales to those customers.
2. They build a team of Brand Partners and earn commissions and bonuses based on their product sales to customers and their volume.

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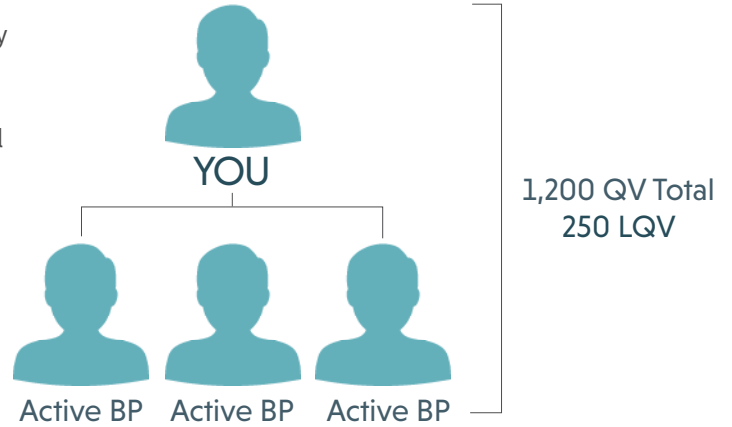
# Immediate Focuses

## Focus #1: Earn a Fast Start Bonus

Neora’s Fast Start Bonus (FSB) encourages and rewards Brand Partners for quickly building their new business. The bonus is only available through your first full month as a Neora Brand Partner. It is important that you take action immediately to start growing your business and earn this bonus! When you enrol, your “first full month” is the last day of the following calendar month.

During your first full month as a Neora Brand Partner, you must meet the following criteria in order to earn the Fast Start Bonus:

1. Maintain personal volume requirements in order to be an Elite Brand Partner.
2. Achieve the rank of Elite Brand Partner within the qualification period.



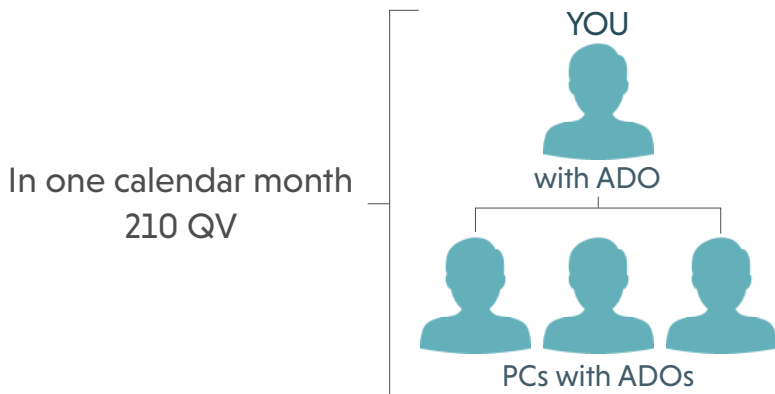
You will receive the Fast Start Bonus if, as a new Brand Partner, you meet all the requirements in your first full month. You will be paid a one-time bonus of \$200 and your upline enroller will earn \$100.

## Focus #2: Qualify for 3UR Free

Neora provides an innovative opportunity for you to receive your monthly product for free through our 3UR Free\* program. All Brand Partners can participate in the 3UR Free program and qualify to receive monthly product for free. In order to participate, the following qualifications must be met:

1. Have an Active ADO order of at least 80 QV.\*\*
2. Have at least three Preferred Customers, each with fully paid ADOs, and a total of 210 QV from all your customers each calendar month.

3UR Free product credits† are calculated by adding the subtotal net of taxes and shipping from all the Brand Partner’s PC orders, then dividing by three. The earned credit will apply toward the next month’s ADO order. The maximum 3UR Free credit applied will not exceed \$200.



**3UR** → Free

Get your next month’s product FREE!

All commissions and bonuses defined in this document are paid in Australian dollars (AUD)

\*Brand Partner pays shipping and applicable taxes

\*\*3UR Free credit and other discounts will reduce the amount of QV/CV given on an order, proportionate to the amount of credit used. †An order paid for with 3UR Free credit will still enable a Brand Partner to be active.

ADO = Auto-Delivery Order | QV = Qualifying Volume | LQV = Leadership Qualifying Volume

## Focus #3: Start Using Edge

Neora offers an incredible collection of personal growth, leadership development and business-building tools in a monthly subscription package called Edge. By subscribing to Edge, you gain access to a library of online training resources covering specific business strategies; advanced reporting and team communication tools found in your Back Office; special leadership development calls; and perks at Neora's events like the annual Get Real Conference. Your Edge subscription also gives you access to our prospecting tool GoProspect and our product sampling system.

# Rewards for Selling

To be eligible to earn income in the Neora Compensation Plan, you simply need to remain Active each calendar month.

You can remain Active by:

- Maintaining 120-400 in PQV (varies depending on rank) in product sales to personal customers
- OR
- Maintaining 80-150 PQV (varies depending on rank) in personal product ADV

Personal Qualifying Volume (PQV) includes sales to Preferred Customers and Retail Customers and purchases made for your personal use and sales inventory needs. Auto-Delivery Volume (ADV) is volume generated by the sale of product through the Auto-Delivery Order program.

## 1. Retail Sales

As a Brand Partner, you can sell Neora products through your personalised Neora website and in person to earn a retail profit. If someone makes a retail order on your website, you will earn the difference between the price paid by the customer and the Brand Partner one-time price. For example, if a retail order equals \$290 and the Brand Partner price is \$200, then a retail profit of \$90 will be earned.\*

You can also sell Neora products at retail value from your personal inventory. You will earn the difference between the price you paid and the suggested retail price. No further commissions are paid out on the sales you make from your personal inventory.

## 2. Personal Sales Commissions (PSC)

|  |     |
|--|-----|
| Personal Sales Commissions \$350 – 1,849   | 5%  |
| Personal Sales Commissions \$1,850 – 3,649 | 10% |
| Personal Sales Commissions \$3,650+        | 15% |

Personal Sales Commissions are paid in addition to retail commissions and are based on all purchases made by your personal customers or their customers in a calendar month. When your customer sales exceed \$300\* in a calendar month, you earn 5–15% commission on the total sales amount. This bonus is paid in the Monthly Bonus Period.

Retail customer sales, Preferred Customer (PC) enrolment orders, PC one-time orders and PC Auto-Delivery Orders count toward your Personal Sales Volume.

Personal Sales Commissions are based on the price paid\* on your customers' orders. You are not paid PSC on your own personal orders. If you achieve at least \$350 Personal Sales Volume, Neora will pay on the entirety of the volume including the first \$350 Personal Sales Volume.

For example, if you sell \$2,000 in product to your customers:  $\$2,000 \times 10\% = \$200$  Personal Sales Commissions.

All commissions and bonuses defined in this document are paid in Australian dollars (AUD)

\*Price before tax and shipping

### 3. PC First Order Bonus (FOB)

For each new personally enrolled Preferred Customer who purchases product on their enrolment order, you will earn a First Order Bonus based on the subtotal of that initial order.\* The enroller must be Active in order to qualify for this bonus, which is paid weekly. Enrolment orders that pay out a First Order Bonus also carry CV.

|  |
|--|
| Enroller Must Be Active (Paid Weekly)    |
| 20% of Price (Net of Taxes and Shipping) |

### 4. Personal PC Bonus (PPC Bonus)

In addition to earning free product with our 3UR Free program, you also earn bonuses for building and maintaining a customer base.

Enrol or maintain 6 Preferred Customers with a minimum of 55 QV each and a total of at least 500 PQV from all of your personal customers' orders and earn an additional bonus of \$65 OR increase your customer base to 9 Preferred Customers with 55 QV each and a total of at least 800 PQV from all of your personal customers' orders and you will earn \$200.

|                | Personally Enrolled PCs | PC PQV | Total Reward (not incremental)                            |
|----------------|-------------------------|--------|---|
| 3UR Free       | 3                       | 210    | Subtotal* of PC Orders/3 (up to \$200 in 3UR Free credit) |
| PPC Bonus      | 6 (at least 55 QV each) | 500    | \$65 (up to \$200 in 3UR Free Credit)                     |
| PPC Plus Bonus | 9 (at least 55 QV each) | 800    | \$200 (up to \$200 in 3UR Free Credit)                    |

|  |  |  |
|--|--|--|
| <p>3UR Free</p> <p>Up to \$200 3UR Free<br/>YOU + 3PCs</p> | <p>PPC Bonus</p> <p>\$65 + \$200 3UR Free<br/>YOU + 6PCs</p> | <p>PPC Plus Bonus</p> <p>\$200 + \$200 3UR Free<br/>YOU + 9PCs</p> |
|--|--|--|

### 5. Team PC Bonus

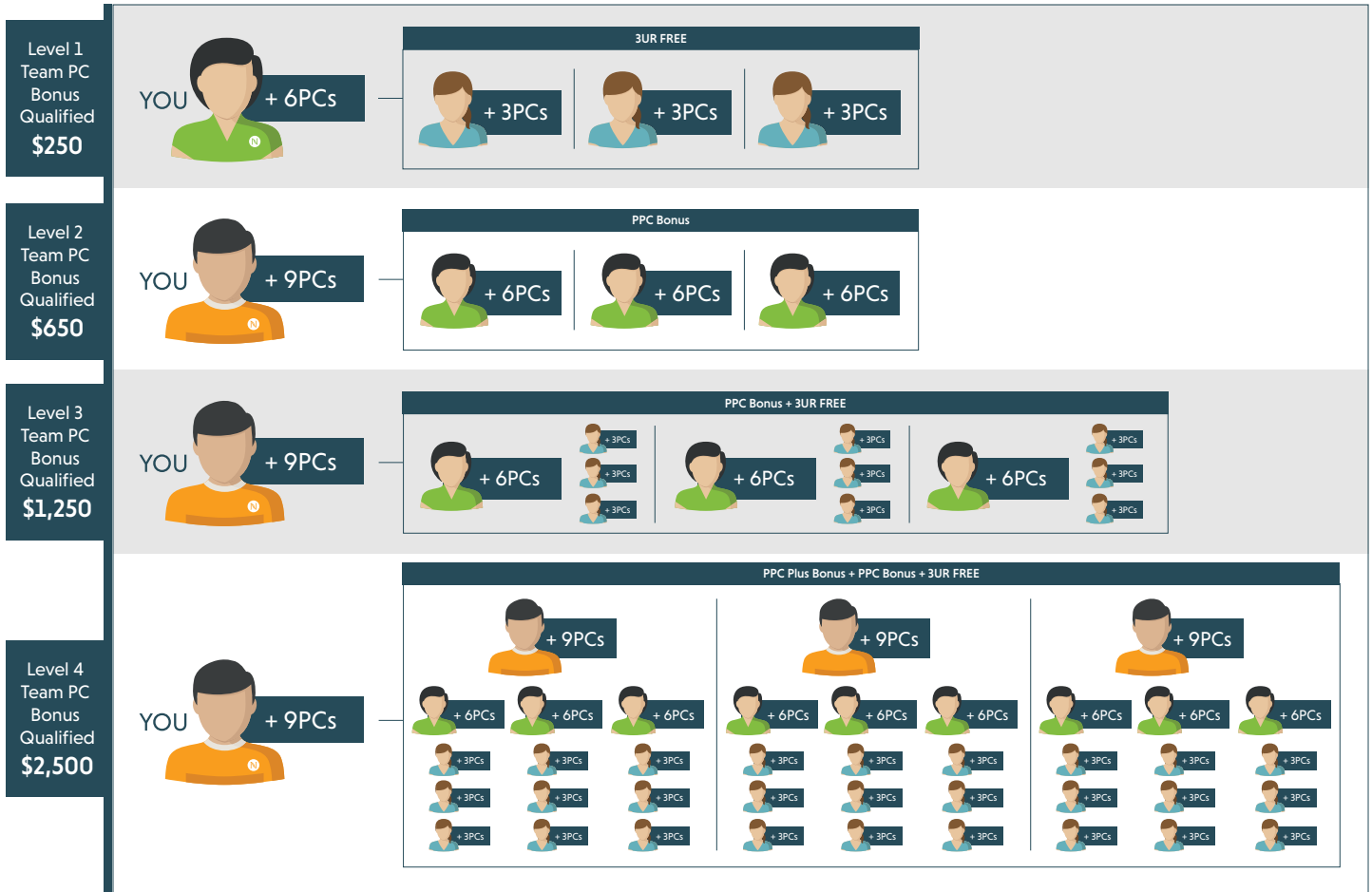
The Team PC Bonus offers incrementally greater rewards as you teach others on your team how to build a Preferred Customer base.

| Team Bonus Level | Personal Qualification    | Personally Enrolled Team Qualifications          | Total Reward (not including Personal PC Bonus) |
|------------------|---------------------------|--|--|
| Level 1 Bonus    | PPC Bonus earner (6)      | 3 BPs who are each 3UR Free qualified            | \$250  |
| Level 2 Bonus    | PPC Plus Bonus earner (9) | 3 BPs who are each PPC Bonus earners             | \$650  |
| Level 3 Bonus    | PPC Plus Bonus earner (9) | 3 BPs who are each Level 1 Team PC Bonus earners | \$1,250  |
| Level 4 Bonus    | PPC Plus Bonus earner (9) | 3 BPs who are each Level 3 Team PC Bonus earners | \$2,500  |

All commissions and bonuses defined in this document are paid in Australian dollars (AUD)  
 \*Subtotal is before taxes and shipping.  
 CV= Commissionable Volume | QV= Qualifying Volume | PQV= Personal Qualifying Volume

In addition to earning a PPC Bonus, you can also earn an additional Team PC Bonus. When you have at least 3 personally enrolled Brand Partners that become 3UR Free qualified in a monthly period, you will earn a \$250 bonus. Once those Brand Partners become PPC Bonus earners and you become a PPC Plus earner, you will earn a \$650 bonus. As you and your personally enrolled Brand Partners build your customer base, you have the potential to earn up to \$2,500 in a monthly period from the Team PC Bonus in addition to the PC bonuses.

This is a monthly bonus that is paid out based on the Team Bonus Level that you achieve each month.\*



# Product Rewards

## Qualify for 3UR Free

Neora provides an innovative opportunity for you to receive your monthly product for free through the 3UR Free program!\*\* See Page 4 for information on how to qualify.



\*Neora retains the option to enforce a cap of bonus payouts for PPC and Team PC Bonus to 5% of gross sales.

\*\*Brand Partner will only pay cost of shipping and handling.

## Neora Gives Back (NGB)

Earn free product samples from Neora by acquiring loyal Brand Partners and Preferred Customers.

1. Enrol a new Preferred Customer or Brand Partner with an Auto-Delivery Order.
2. Earn NGB Sampler Rewards Points for each qualifying enrolled Preferred Customer or Brand Partner. Points are generated when a second consecutive monthly ADO processes for a newly enrolled Brand Partner or new Preferred Customer.
3. Redeem all or some of your points at your discretion. You decide when you want to use your rewards.



Note: NGB Rewards Points expire 180 days from date of earnings. Refer to the NGB Rewards area in your Back Office.

To qualify for the Neora Gives Back program, new Brand Partners must maintain personal volume requirements in order to be Active and generate 500 PQV within their first full month, or Brand Partners can qualify by being Paid As a Director or higher. Purchasing an optional Starter Pack automatically meets this qualification.

# Rewards for Team Building

## 1. BP First Order Bonus (FOB)

For each new Brand Partner who purchases a qualifying 500 QV or more enrolment pack, you will earn a First Order Bonus based on the subtotal of that enrolment order. The enroller must be Active in order to qualify for this bonus, which is paid weekly. The First Order Upline Bonus is paid monthly to the first upline enroller, if they meet the rank requirements. If the enroller is paid as a National Marketing Director or higher, the full 30% is paid to them, with no first upline payout. This bonus is paid to the enroller and their upline in the Enrolment Tree.

| Enroller Must Be Active (Paid Weekly) | First Upline Enroller - Active in Enrolment Month or be Senior Brand Partner + |
|---------------------------------------|--|
| 20%                                   | 10%  |

## 2. Director Bonus

Get additional rewards as you lead your team to success. This one-time bonus is paid for advancing to the rank of Director within your first three full months. Depending on the speed of rank advancement, you may earn either a \$250 or \$100 one-time bonus. The Director Bonus is paid monthly and you must remain active and qualify as Director or higher in the monthly period to qualify.

| Time Period           | Activity                 | One-Time Bonus |
|-----------------------|--------------------------|----------------|
| 1st or 2nd Full Month | Rank advance to Director | \$250          |
| 3rd Full Month        | Rank advance to Director | \$100          |

## 3. Power-5 Bonus

This bonus is paid to the personal enroller on each completed set of 5 of their new Brand Partners' first orders. All five enrolments do not need to occur in the same time period but must be within a rolling 12 months. These are paid based on the sale of packs with 500 QV or 750 QV. You are able to earn this bonus multiple times.



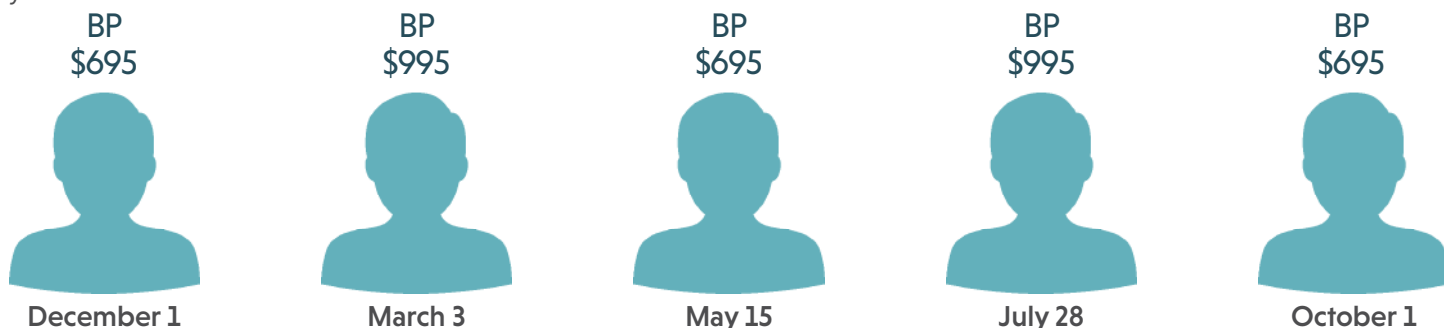
Enrol 5 BPs with a 500 QV or Higher First Order\*

5% of total price of the packs

**Bonus Rules**

All 5 enrolments do not need to occur in the same time period but must be within a rolling 12 months. The bonus is paid on each completed set of 5 personal BP enrolments. You can earn between \$157 and \$226 each time you earn this bonus.

**Example:** If you enrolled 5 BPs in a 12-month period, and their total enrolment pack price equaled \$4,075, you would earn \$185 for your Power-5 Bonus.



## 4. Team Commissions

Team Commissions are based on the Commissionable Volume (CV) generated from product sales made by your team. Your focus as a Brand Partner is to create a strong retail and Preferred Customer base and to build a team of Brand Partners who create a strong retail and Preferred Customer base. Team Commissions start at the Elite Brand Partner position. As your team builds, your Team Commission earnings will increase.

- The higher the rank you achieve, the more generations from which you can earn commissions.
- Commissions are “compressed” to allow you to earn commissions on sales originating deeper within your Senior Brand Partner or higher legs. Only Active Senior Brand Partners or higher count as a generation in the Team Commissions calculation. Brand Partners’ Commissionable Volume is therefore added to the next qualified generation.
- Any Customer or Brand Partner volume that is not generated from an Active Senior Brand Partner or higher will “compress” and be counted in the volume of the generation.
- This bonus follows the Placement Tree and is paid in the Monthly Bonus Period.

|                                    |   | Elite Brand Partner | Premier Brand Partner | Director | Elite Director | Team Director | Premier Director | Area Marketing Director | Regional Marketing Director | National Marketing Director | Silver National Marketing Director | Gold National Marketing Director |
|------------------------------------|---|---------------------|-----------------------|----------|----------------|---------------|------------------|-------------------------|-----------------------------|-----------------------------|------------------------------------|----------------------------------|
| Momentum Bonus on Team Commissions |   | + 3%                | + 3%                  | + 3%     | + 3%           | + 3%          | + 3%             | + 3%                    | + 3%                        | + 3%                        | + 3%                               | + 3%                             |
| Senior Brand Partner Generations   | 1 | 5%                  | 5%                    | 5%       | 5%             | 5%            | 5%               | 5%                      | 5%                          | 5%                          | 5%                                 | 5%                               |
|                                    | 2 | 4%                  | 5%                    | 5%       | 5%             | 5%            | 5%               | 5%                      | 5%                          | 5%                          | 5%                                 | 5%                               |
|                                    | 3 |                     | 2%                    | 3%       | 4%             | 4%            | 4%               | 4%                      | 4%                          | 4%                          | 4%                                 | 4%                               |
|                                    | 4 |                     |                       | 2%       | 3%             | 4%            | 4%               | 4%                      | 4%                          | 4%                          | 4%                                 | 4%                               |
|                                    | 5 |                     |                       |          | 3%             | 4%            | 4%               | 4%                      | 4%                          | 4%                          | 4%                                 | 4%                               |
|                                    | 6 |                     |                       |          | 3%             | 4%            | 4%               | 5%                      | 5%                          | 5%                          | 5%                                 | 5%                               |
|                                    | 7 |                     |                       |          |                | 3%            | 3%               | 3%                      | 4%                          | 4%                          | 4%                                 | 5%                               |
|                                    | 8 |                     |                       |          |                |               |                  |                         |                             |                             |                                    | 4%                               |

\*\$395 Pack (250 QV) will not apply

## 5. Momentum Bonus

First 3 Full Months after Rank Advancement

3% of CV

The Momentum Bonus is an additional 3% bonus in addition to Team Commissions, starting at Elite Brand Partner, that you earn in the first three full months after you advance in rank. It is paid in addition to the Team Commissions.

For Example, as a new Premier Director you would earn an additional 3% bonus on each level of your Team Commissions. You would earn 11% on your first generation, 11% on your second generation, 10% on your third generation and so forth. The additional 3% is added to all 7 generations that you earn as a Premier Director.

## 6. Lifestyle Bonus

Achieve the ranks below each month and you will be paid a Lifestyle Bonus with your monthly commissions.

|                 | Premier Director | Area Marketing Director | Regional Marketing Director | National Marketing Director | Silver National Marketing Director | Gold National Marketing Director | Platinum National Marketing Director | International Marketing Director | Silver International Marketing Director | Gold International Marketing Director |
|-----------------|------------------|-------------------------|-----------------------------|-----------------------------|------------------------------------|----------------------------------|--------------------------------------|----------------------------------|---|---------------------------------------|
| Monthly Payment | \$200            | \$300                   | \$500                       | \$1,500                     | \$3,400                            | \$8,500                          | \$18,500                             | \$37,000                         | \$75,000                                | \$125,000                             |

Neora retains the right to enforce a cap of maximum payout on the Lifestyle Bonus based on a percentage of sales.

## 7. Luxury Car Bonus

When you reach the Elite Director level with 15,000+ GQV, after MVR is applied, from your placement tree, you have a wonderful choice to make: receive our monthly Luxury Car Bonus or accept a Cash Bonus instead. You will automatically receive the Cash Bonus until you select the Car Bonus option and purchase or lease your luxury car. This bonus is calculated and paid in the Monthly Bonus Period. Please note that you must remain Active and qualify monthly to be paid monthly. Weekly rank advancements do not qualify. See the Luxury Car Bonus packet for complete details.

|                 | Elite Director | Premier Director | Area Marketing Director | Regional Marketing Director | National Marketing Director | Silver National Marketing Director | Gold National Marketing Director | Platinum National Marketing Director | International Marketing Director and higher |
|-----------------|----------------|------------------|-------------------------|-----------------------------|-----------------------------|------------------------------------|----------------------------------|--------------------------------------|---|
| Monthly Payment | \$600          | \$600            | \$600                   | \$600                       | \$900                       | \$900                              | \$900                            | \$1,200                              | \$1,200                                     |
| Cash Option     | \$450          | \$450            | \$450                   | \$450                       | \$600                       | \$600                              | \$600                            | \$800                                | \$800                                       |

The maximum car bonus amount that you will earn depends upon the rank that you achieve and your car payment amount. If your car payment amount is less than the Car Bonus level payment, your Car Bonus payment will equal your car payment amount.

# Rewards for Leadership

## 1. Check Match

Check Match is calculated on every Team Director or higher within your Enrolment Tree. You are eligible to start earning Check Match when you reach the rank of Elite Director. This bonus is designed to reward you for developing leaders in your organisation and working with them to accomplish their goals.

You will earn a percentage of the Team Commissions paid to Team Directors or higher below you in your Enrolment Tree. The percentage paid is based on your paid rank.

For each Team Director or higher that you earn Check Match on, there is a per-match cap based on your Paid As rank.

|                            | Elite Director | Premier Director | Area Marketing Director | Regional Marketing Director | National Marketing Director | Silver National Marketing Director | Gold National Marketing Director | Platinum National Marketing Director | International Marketing Director | Silver International Marketing Director | Gold International Marketing Director |
|----------------------------|----------------|------------------|-------------------------|-----------------------------|-----------------------------|------------------------------------|----------------------------------|--------------------------------------|----------------------------------|---|---------------------------------------|
| Managing Director + Gen. 1 | 5%             | 8%               | 10%                     | 10%                         | 10%                         | 10%                                | 10%                              | 10%                                  | 10%                              | 10%                                     | 10%                                   |
| Gen. 2                     |                | 5%               | 8%                      | 10%                         | 12%                         | 12%                                | 12%                              | 12%                                  | 12%                              | 12%                                     | 12%                                   |
| Gen. 3                     |                |                  |                         | 5%                          | 8%                          | 10%                                | 10%                              | 10%                                  | 10%                              | 10%                                     | 10%                                   |
| Gen. 4                     |                |                  |                         |                             | 4%                          | 6%                                 | 6%                               | 6%                                   | 6%                               | 6%                                      | 6%                                    |
| Gen. 5                     |                |                  |                         |                             |                             |                                    | 4%                               | 4%                                   | 4%                               | 4%                                      | 4%                                    |
| Gen. 6                     |                |                  |                         |                             |                             |                                    |                                  | 3%                                   | 3%                               | 3%                                      | 3%                                    |
| Per Match Cap              | \$350          | \$600            | \$900                   | \$1,200                     | \$1,850                     | \$2,450                            | \$3,650                          | \$6,100                              | \$8,550                          | \$12,200                                | \$14,650                              |



**EXAMPLE:**

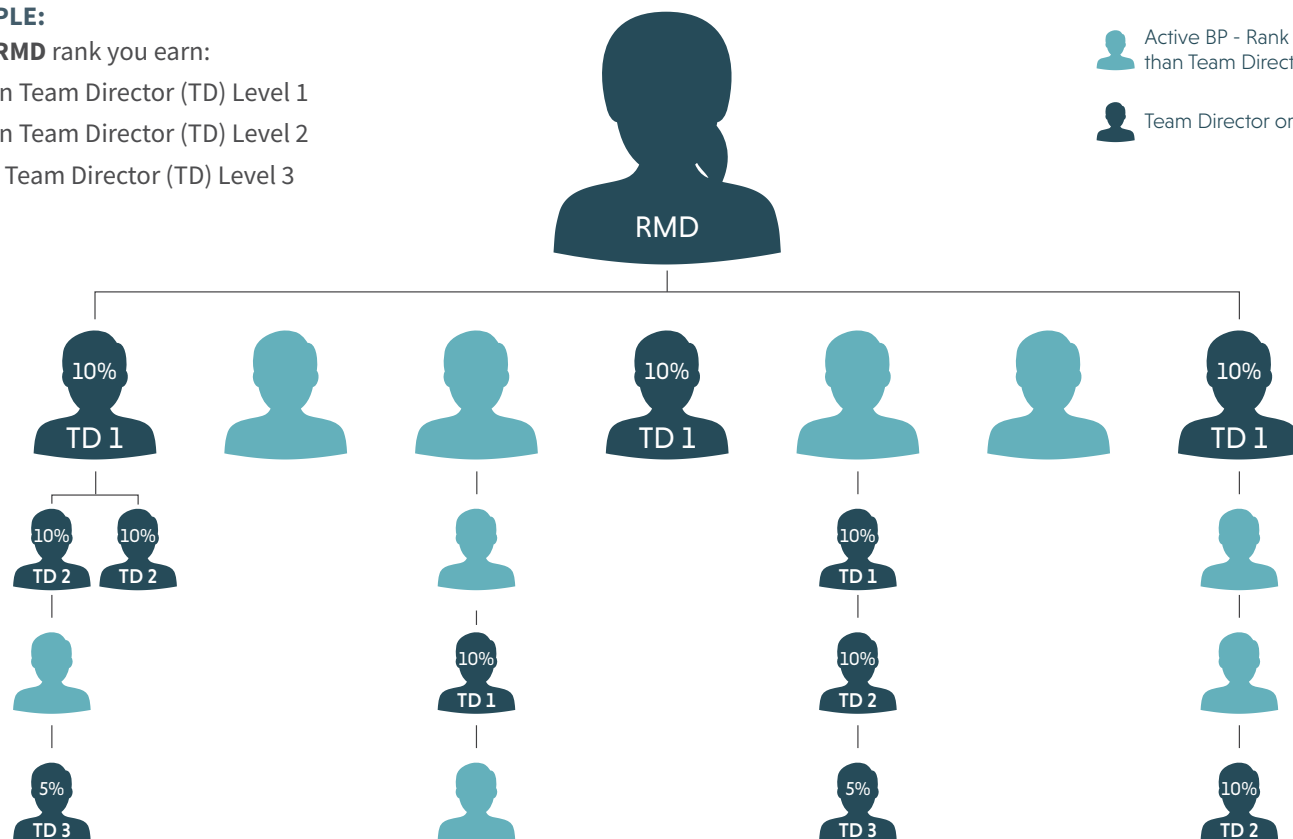
As an **RMD** rank you earn:

**10%** on Team Director (TD) Level 1

**10%** on Team Director (TD) Level 2

**5%** on Team Director (TD) Level 3

-  Active BP - Rank Lower than Team Director
-  Team Director or Higher



All commissions and bonuses defined in this document are paid in Australian dollars (AUD)

## 2. Infinity Bonus

Neora's Infinity Bonus rewards leaders for their dedication to their teams. Earn up to an extra 1% of the volume of your entire organisation for growing your organisation in depth. This bonus is paid on the Placement Tree and is paid in the Monthly Bonus Period.

|                | Silver National Marketing Director | Gold National Marketing Director | Platinum National Marketing Director and higher |
|----------------|------------------------------------|----------------------------------|---|
| Infinity Bonus | 0.5%                               | 0.75%                            | 1%  |

No more than 60% of your potential Infinity Bonus can come from any single leg.

## 3. NMD Generation Bonus

Once you reach the rank of Platinum National Marketing Director, you will be eligible to earn the NMD Generations Bonus. This bonus is yet another reward for your ability to grow and mentor leaders. The bonus pays on CV from NMD generations (Paid As rank) in your organisation.

|                 |   | Platinum National Marketing Director | International Marketing Director | Silver International Marketing Director + |
|-----------------|---|--------------------------------------|----------------------------------|---|
| NMD Generations | 1 | 1%                                   | 1.5%                             | 2%  |
|                 | 2 |                                      | 1%                               | 1.5%                                      |
|                 | 3 |                                      |                                  | 1%  |

# Qualifying Volume Periods

## Commission Payments

Weekly bonuses will close every Wednesday at 11:59 p.m. CT. Weekly commissions will be calculated and paid the Wednesday following the end of the bonus period. The following are paid weekly: PC First Order Bonus and BP First Order Bonus (Level 1), Retail Sales, Fast Start Bonus and Power-5 Bonus. Monthly commission periods will close the last day of each calendar month. Monthly commissions will be calculated and paid on the 15th of the month following the close of the monthly commission period. The following are paid monthly: BP First Order Upline Bonus, Check Match, Director Bonus, NMD Generation Bonus, Luxury Car Bonus, Personal PC Bonus, Team PC Bonus, Personal Sales Commissions, Infinity Bonus, Team Commissions and Lifestyle Bonus.

# Rank Qualifications

Upon enrolment with Neora and purchasing an enrolment kit, your start rank is Brand Partner. As you acquire and maintain more customers and enrol other Brand Partners, you can move up to additional ranks. When you have reached a rank, you will remain at that rank until you advance. This is called "Highest Achieved" rank. How much you earn and what commissions and bonuses you qualify for are determined by the level of qualifications you meet during a given bonus period. This is called the "Paid As" rank.

In each bonus period, the Paid As rank of a Brand Partner is determined by the qualifications below:

- During Weekly Bonus Periods, you may advance in rank, but your Paid As rank will not go down
- During Monthly Bonus Periods, your Paid As rank will not go down
- Weekly bonuses will be paid based on whichever is higher: the last monthly bonus period Paid As rank, or the current weekly period Paid As rank

Each rank qualification includes four elements:

1. Your personal activity. You must either have Auto-Delivery Volume (ADV) from an Auto-Delivery order you are placing each month or have enough Personal Qualifying Volume (PQV), generated through purchases from your Retail Customers, Preferred Customers or your personal product purchases.
2. Group Qualifying Volume (GQV). Your GQV is the total PQV from all the Brand Partners, based on the Placement Tree.
3. Leadership Qualifying Volume (LQV). Your LQV is the total PQV from all the Brand Partners in your Enrolment Tree.
4. Team Structure. Your team structure is based on the Enrolment Tree.

|   | Active Brand Partner | Brand Partner Plus | Senior Brand Partner | Elite Brand Partner | Premier Brand Partner | Director           | Team Director        | Elite Director       | Premier Director      | Area Marketing Director |
|---|----------------------|--------------------|----------------------|---------------------|-----------------------|--------------------|----------------------|----------------------|-----------------------|-------------------------|
| Personal                                      | 120 PQV or 80 ADV    | 120 PQV or 80 ADV  | 120 PQV or 80 ADV    | 180 PQV or 80 ADV   | 240 PQV or 80 ADV     | 320 PQV or 80 ADV  | 400 PQV or 80 ADV    | 400 PQV or 150 ADV   | 400 PQV or 150 ADV    | 400 PQV or 150 ADV      |
| Leadership Qualifying Volume (Enrolment Tree) |                      |                    | 150 LQV<br>50% MVR   | 250 LQV<br>50% MVR  | 500 LQV<br>50% MVR    | 750 LQV<br>50% MVR | 2,000 LQV<br>50% MVR | 7,000 LQV<br>40% MVR | 12,000 LQV<br>40% MVR | 20,000 LQV<br>30% MVR   |
| Group Qualifying Volume (Placement Tree)      |                      |                    |                      | 1,200 GQV           | 2,000 GQV             | 3,500 GQV          | 6,000 GQV            | 11,000 GQV           | 20,000 GQV            | 40,000 GQV              |
| Team Structure (Enrolment Tree)               |                      | 1 Active Leg       | 2 Active Legs        | 3 Active Legs       | 3 Active Legs         | 3 Active Legs      | 3 Active Legs        | 3 Active Legs        | 3 Active Legs         | 4 Active Legs           |

## Advanced Rank Qualifications

|   | Regional Marketing Director | National Marketing Director | Silver National Marketing Director | Gold National Marketing Director | Platinum National Marketing Director | International Marketing Director        | Silver International Marketing Director | Gold International Marketing Director |
|---|-----------------------------|-----------------------------|------------------------------------|----------------------------------|--------------------------------------|---|---|---------------------------------------|
| Personal                                      | 400 PQV or 150 ADV          | 400 PQV or 150 ADV          | 400 PQV or 150 ADV                 | 400 PQV or 150 ADV               | 400 PQV or 150 ADV                   | 400 PQV or 150 ADV                      | 400 PQV or 150 ADV                      | 400 PQV or 150 ADV                    |
| Leadership Qualifying Volume (Enrolment Tree) | 35,000 LQV<br>30% MVR       | 60,000 LQV<br>30% MVR       | 120,000 LQV<br>30% MVR             | 180,000 LQV<br>30% MVR           | 240,000 LQV<br>30% MVR               | 300,000 LQV<br>20% MVR                  | 600,000 LQV<br>20% MVR                  | 1,200,000 LQV<br>20% MVR              |
| Volume (Enrolment Tree)                       | 70,000 GQV                  | 125,000 GQV                 | 255,000 GQV                        | 637,500 GQV                      | 1,275,000 GQV                        | 3,000,000 GQV                           | 6,000,000 GQV                           | 12,000,000 GQV                        |
| Team Structure (Enrolment Tree)               | 4 Active Legs               | 4 Active Legs               | 2 AMD + Legs & 2 EliteDir + Legs   | 2 RMD + Legs & 3 EliteDir + Legs | 2 NMD + Legs & 3 EliteDir + Legs     | 2 Silver NMD + Legs & 3 EliteDir + Legs | 2 Gold NMD + Legs & 3 EliteDir + Legs   | 2 Plat NMD + Legs & 3 EliteDir + Legs |

The Maximum Volume Rule (MVR) means that no more than the specified amount of the required QV can come from any one leg. More details can be found in the glossary.

No more than 2,000 in PQV can count toward your GQV.

Leadership Qualifying Volume (LQV) are the total downline sales volume from the Brand Partner’s Enrolment Tree.

Group Qualifying Volume (GQV) are the total downline sales volume from the Brand Partner and their entire organisation in the placement tree.

GQV Maximum Volume Rule = No more than 60% of your GQV can come from any single placement leg.

# Team Structures

## Enrolment Tree

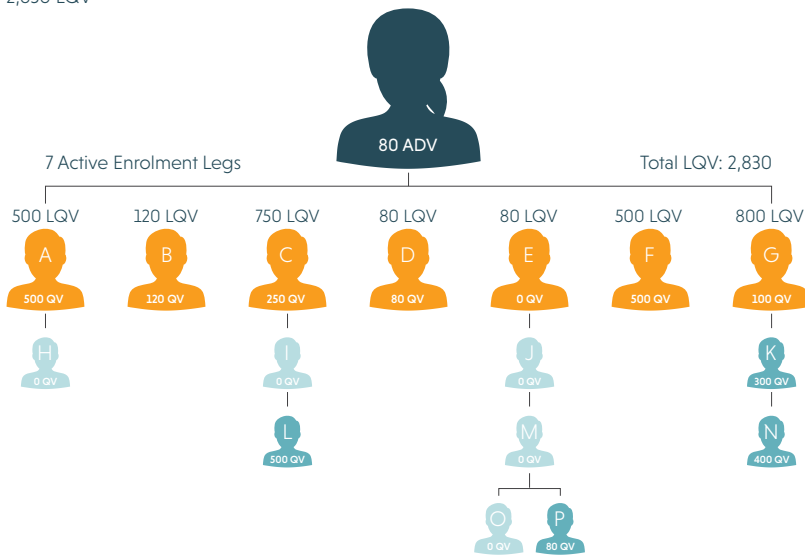
When new Brand Partners are enrolled, they go into the Enrolment Tree as a first level downline to the Brand Partner who enrolled them. Your first level personally enrolled Brand Partners are below you, and then the Brand Partners that they personally enrol are on your second level and your personal Brand Partners' first level. This continues down to infinite levels. The following bonuses are paid based on the Enrolment Tree: PC Bonus, Team PC Bonus, Fast Start Bonus, PC First Order Bonus, BP First Order Bonus, Power-5 Bonus, Director Bonus, Check Match and NMD Generation Bonus. Leadership Qualifying Volume (LQV) is calculated from the Enrolment Tree.

## Placement Tree

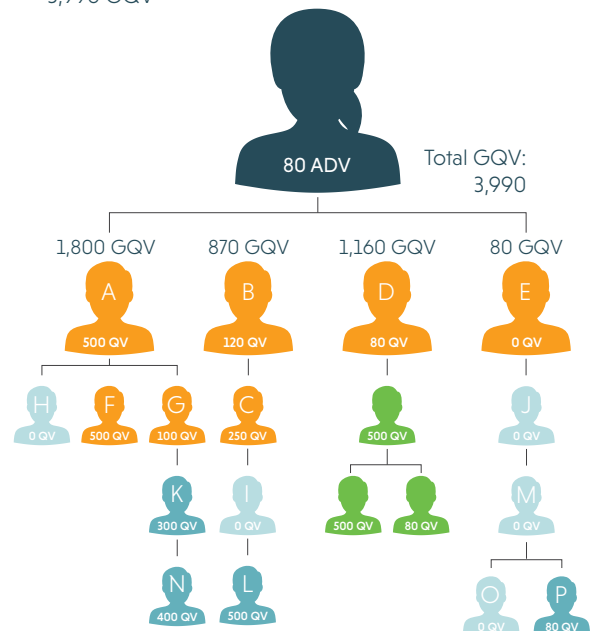
When a new Brand Partner is enrolled, you as their enroller have 72 hours to place them in a position that affords them their best opportunity to build their business with your support. During that time, you have the option to place the new Brand Partner into an open position in an existing leg in your Placement Tree. Allowing the Brand Partner to place a new Brand Partner in an open position in the Placement Tree provides an opportunity to increase the sales volume in an existing leg and enables the new Brand Partner to gain additional support from a sales organisation that is already in place. The following bonuses are paid based on the Placement Tree: Team Commissions, and Infinity Bonus. Group Qualifying Volume (GQV)\* is calculated from the Placement Tree.

The following is an example of how the same organisation could be structured in the Enrolment Tree vs. the Placement Tree.

Enrolment – LQV and Structure Qualifications  
2,830 LQV



Placement – GQV Requirement  
3,990 GQV



\*GQV is your LQV plus your personal purchase volume and your placed BP's volume upline.

ADV = Auto-Delivery Volume | QV = Qualifying Volume | GQV = Group Qualifying Volume | LQV = Leadership Qualifying Volume

Active BP Inactive BP Placed BP Personally Enrolled BP

# Glossary

**Active:** Brand Partners are considered Active as long as they maintain the required personal volume from fully paid product orders during a calendar month. This required volume can come from Auto-Delivery Orders (ADO), personal orders and/or the volume from orders placed by personally enrolled Retail Customers or Preferred Customers.

**Active ADO:** Enrolled in the monthly Automatic-Delivery Order program, with orders scheduled to be created and paid on the same day of every month AND have a fully paid qualified ADO within 31 days of the commission period. An Active ADO is a requirement to qualify for some incentive rewards.

**Auto-Delivery Order (ADO):** A pre-selected product order that is scheduled to be created, paid and shipped at a specific time each month. Auto-Delivery Orders allow products to be purchased at a discounted price.

**Brand Partner:** A person or company who has filled out the Neora application, had their application approved and is in the genealogy. Brand Partner is the first step in rank advancement.

**Compression:** Only Active Senior Brand Partners or higher count as a generation in the Team Commissions calculation. Brand Partners' Commissionable Volume is therefore added to the next qualified generation.

**Customer:** A customer is associated with a Brand Partner. A customer cannot sign up other Brand Partners and cannot receive commissions. Neora currently has two types of non-Brand Partner customers: a Retail Customer and a Preferred Customer.

**Downline:** This refers to the Brand Partner(s) below another Brand Partner in the genealogy.

**Genealogy Tree:** This is the Company's overall structure that indicates how and where Brand Partners are placed. The Company supports both an Enrolment and a Placement genealogy tree structure.

**Enrolment Tree:** Your personally enrolled Brand Partners will always be on the first level of your Enrolment Tree. The Brand Partners whom they enrol will always be on the second level of your Enrolment Tree.

**Placement Tree:** Personally enrolled Brand Partners may be placed in the downline of your Placement Tree in order to increase the volume in a leg. Rank advancements are partially based on the total volume generated in each leg of the Placement Tree.

**Leg:** A leg is a portion of a Brand Partner's organisation, starting at one of their first level Brand Partners and encompassing their entire organisation. If a Brand Partner has 10 first-level Brand Partners, they have 10 legs in their Enrolment Tree. If a personally enrolled Brand Partner is placed below an existing leg in the Placement Tree, that newly enrolled Brand Partner becomes part of the Placement Tree leg but remains a separate leg for the enroller in the Enrolment Tree.

**Personal Enroller:** A Brand Partner who personally enrolls a new Brand Partner into the Neora business as a first level downline. Enroller is also the term referring to a Brand Partner who personally enrolls a Preferred Customer.

**Placement Upline:** A Brand Partner who is directly above a new Brand Partner in the Placement Tree. The Placement Upline may not always be the Brand Partner who personally enrolled them.

**Placement:** When a Brand Partner personally enrolls another Brand Partner, the enroller has up to 72 hours to place the new Brand Partner under an existing leg in the Placement Tree or to have them remain a new leg in the Placement Tree. The new Brand Partner will remain a separate leg in the Enrolment Tree and be personally enrolled by his or her original enroller; however, the Brand Partner will become part of the total leg volume in the leg in which he or she was placed. If the new Brand Partner is not moved within the allotted time, he or she will remain a new leg in the Placement Tree for the 'enrolling' Brand Partner.

**Preferred Customer:** a Retail Customer who is enrolled in the Auto-Delivery Order (ADO) program.

**Rank:** The level of achievement in the Compensation Plan that determines how much commission is paid on the specific commission bonuses the Brand Partner is eligible to earn. Rank is determined by personal and group sales volume, as well as the personal and group volume of the Brand Partners in your group.

**Senior Brand Partner Generations:** All Active Brand Partners up to, and including, the next qualified Senior Brand Partner or higher in your Placement Tree are a Senior Brand Partner generation. Team commissions are paid based on Senior Brand Partner generations in your Placement Tree.

**Upline:** This refers to the Brand Partner(s) above a new or existing Brand Partner in the genealogy.

**Volume:** The value assigned to a product that is used to determine a Brand Partner's rank qualifications in the Compensation Plan (Qualifying Volume or QV), or to determine the amount of commissions being paid on a product purchase (Commissionable Volume or CV). Qualifying Volume and Commissionable Volume may not be the same value. Types of volume include:

**Auto-Delivery Volume (ADV):** Volume generated by the sale of product through the Auto-Delivery Order program. ADO PQQV is Auto-Delivery Order Personal Qualifying Volume.

**Commissionable Volume (CV):** The value assigned to a product that determines the amount of commission paid when the product is sold by a Brand Partner.

**Group Qualifying Volume (GQV):** The total Qualifying Volume of a specific group of Brand Partners. Includes Brand Partners' PQQV (a maximum of 2,000 PQQV from personal purchases can be counted toward GQV).

**Group Volume (GV):** The total volume of a specific group of Brand Partners.

**Personal Qualifying Volume (PQQV):** Qualifying Volume that is generated through a Brand Partner's personal product purchases. It also includes volume from product purchases made directly from the Company by a Brand Partner's Retail and Preferred Customers.

**Leadership Qualifying Volume (LQV):** Your LQV is the total PQQV from all the Brand Partners in your Enrolment Tree. LQV does not include your personal orders.

**Qualifying Volume (QV):** The value assigned to a product to determine the amount of Qualifying Volume on a product purchase.

**Maximum Volume Rule for GQV of 60%:** Beginning at Elite Brand Partner, when determining the Group Qualifying Volume qualification requirement, no more than 60% of the required volume may come from a single Placement Tree leg. For example, the GQV qualification for a Director is 3,500. No more than 2,100 (60%) of the total GQV can come from any single Placement Tree leg.

**Maximum Volume Rule for LQV:** Beginning at Elite Brand Partner, when determining the Leadership Qualifying Volume qualification requirement, no more than 50% to 20% depending on rank of the required volume may come from a single Enrolment Tree leg. For example, the LQV qualification for a Director is 750. No more than 375 (50%) of the total LQV can come from any Enrolment Tree leg.







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