

ORGANO GOLD KING OF COMPENSATION PLAN



It's Easy, It's Simple,  
It's Coffee.



Effective March 25, 2011

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**Organo Gold** has taken the richest treasures from the Earth and created an environment and opportunity that allow our Distributors and Customers to receive their own physical, emotional and financial treasures here, on the Earth.



**OG** believes that the only success is our Distributor's success and we will work to provide tools, training, support and compensation to maximize our Distributors' personal growth and earning potential.

**OG** recognizes the Distributors as equal partners in the business. Therefore, up to 50% of the commissionable volume is paid through the Compensation plan. And unlike other plans, OG does not restrict the number of Customers a Distributor may acquire or the number of Distributors they can Sponsor into the Organo Gold Opportunity.

**OG** has leveraged the two most powerful pay structures know in the Direct Sales industry. They have capitalized on the promotional firepower of the Dual Team structure, which rewards overall sales volumes at every stage of business development, AND the solid stability of a Unilevel Plan that includes powerful Generational Bonuses, Matching Bonuses and a Global Bonus Pool for nurturing team structure and Leadership within the organization. These plans work synergistically to create both large immediate earnings as well as significant long-term residuals for life-changing income.

**OG** has created a global business where Distributors may have the opportunity to expand their Network base by building a Regional and Worldwide Distributor Organization as the Company expands to an ever-increasing number of countries.

At **OG**, we strongly believe the earth is the richest resource we humans have. It can provide us with the means to achieve health, wealth and a livelihood that nurtures and sustains ourselves and our loved ones. The OG King of Compensation Plan is the key to unlocking these treasures. Take this key and make the treasures of the earth your own!



# COMPENSATION PLAN

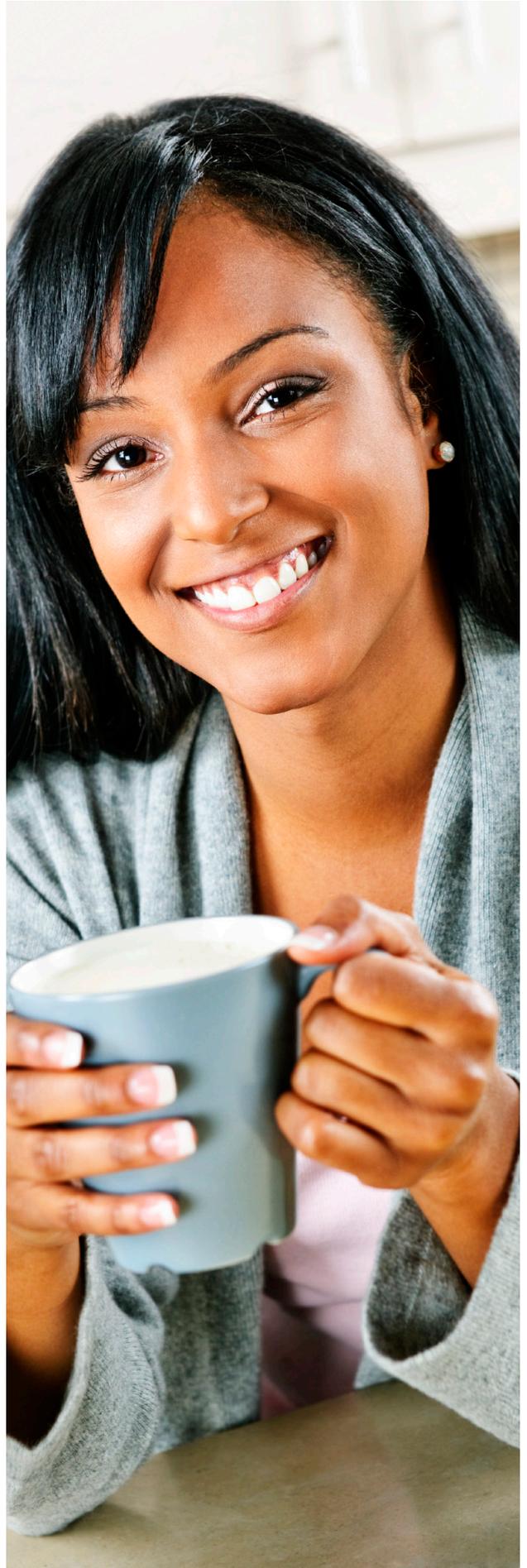
The Organo Gold Compensation Plan is one of the most generous and fair plans in the Direct Sales industry. The philosophy behind Organo Gold's Compensation Plan is simple, yet powerful:

Encourage and promote the sale of Organo Gold products to the end consumer on a recurring basis.

Developed by experts in the direct sales industry, the Organo Gold King of Compensation Plan is a carefully calibrated and balanced marketing plan, with increasing benefits. Each segment of the compensation plan encourages and enhances activities that affect another segment of the compensation plan. These interlocking segments set up a domino effect that benefits you, your growing team, customer base, and the company.

Organo Gold offers you 7 ways to earn money, along with exciting incentives and benefits at each step of your growth towards leadership.

The only requirement to participate is the purchase of an at-cost Business Kit that will give you the tools to build your business.



# DEFINITIONS

To help you understand the Organo Gold King of Compensation Plan, we have provided some brief definitions of terms used in the plan:

## **Distributors**

Independent business owners who participate in the Organo Gold Income Opportunity and develop a marketing organization to market the products.

## **Customers**

Customers are Organo Gold product consumers. The Distributor, who sells the customer the product, earns the retail profit defined as the difference between the price the customer paid and the price the Distributor paid.

## **Retail Profit**

The profit earned on any product sold to a customer for a price higher than the price paid by the distributor.

## **Commissionable Volume (CV)**

A value assigned to an item and used to track business activity, qualifications and to calculate commissions.

## **Rank**

Denotes achievement levels within the Compensation Plan. Rank is used to calculate compensation (Pay Rank) and recognize productivity (Recognition or Title Rank).

## **Personal Qualifying Volume (PQV)**

The collective volume from your personal consumption orders and your Customer orders (including Preferred Customers).

## **Sponsor**

The person who introduced you to Organo Gold.

## **Leg**

A descending line of sponsorship starting with you. In a Dual Team compensation plan, there are two lines of sponsorship permitted per distributorship commonly referred to as the Left Leg and the Right Leg.

## **Unilevel Tree**

The people you enroll. The people they enroll, etc. (regardless of where they are placed).

## **Placement Tree**

The organizational structure of where people are placed, level by level.

## **Level**

The chronology of where people are placed in the Dual Team or Unilevel trees, with one person following another.

## **GQV (Group Qualifying Volume)**

The collective volume from all sales generated by Distributors (including their Customers), as specified by Rank.

## **Pay Leg**

The Dual Team Leg (left or right) that has the lesser amount of collective volume at the end of a commissionable period. This may also be referred to as the "Lesser Leg."

## **Power Leg**

The Dual Team Leg (left or right) that has the greater amount of collective volume at the end of a commissionable period. This may also be referred to as the "Strong Leg."



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# 7 WAYS TO GET PAID

## 1

### Retail Profit (Paid Daily / Weekly)

Retail Sales are the foundation of the Organo Gold opportunity. As an Organo Gold Distributor, when you sell product to Retail Customers in person or via your personalized replicating website, you earn the difference between the wholesale price and the selling price. Products ordered from the website are sold to customers at the Suggested Retail Price. When retailing Organo Gold products person to person to your customers, you can mark-up whatever percentage you choose.

## 2

### Fast Track Bonus (Paid Weekly)

Each time your personally enrolled Distributors choose to build their very own retail business by you helping him or her sell one of the optional Business Builder Packs, you will earn a fast track bonus of \$20-\$150. This is a great opportunity to earn while training your downline to establish a solid foundation on which to grow a successful Organo Gold business!

As valuable product kit options, Builder Packs are not only designed to promote retailing and establish a solid business foundation, they are also the perfect way to train and mentor your team. Builder Packs come in a variety of configurations to meet the needs of individuals.

## 3

### Dual Team Bonus

Dual Team Bonuses are another cornerstone of the Organo Gold Compensation Plan. The Dual Team is derived from a dynamic structure that compensates you for successfully generating sales volume within your placement tree and motivating your downline to do the same. Earn on the sales of those Distributors you, your upline, and your downline place within your placement tree<sup>1</sup>.

<sup>1</sup> Only First Orders and Builder Packs are calculated for Dual Team.

**Income Disclosure:** We estimate that, in Canada, the average plan participant will earn between \$200.00 and \$300.00 per year.

Each placement tree has two sides, a Left Team and a Right Team, either of which can be the Power Leg (Strong Leg) and the Pay Leg (Lesser Leg) on any given commissionable period. The Organo Gold Compensation Plan allows you to earn up to 20% on the sales volume of the Pay Leg to an unlimited depth<sup>2, 3!</sup>

Set your foundation and activate your Dual Team by developing two (2) personally sponsored Distributors, one on the Left Team and one on the Right Team – helping each generate at least 50 Personal Qualifying Volume (PQV). Remain Qualified for Dual Team Bonus by maintaining the PQV requirements and developing at least two personally sponsored Distributors – one on the Left Team and one on the Right Team – helping each generate 50PQV within a commissionable period. Your retail sales (processed directly through Organo Gold) contribute towards your PQV.

Maintain your Qualified Status, and carry over any unpaid volume in your Power Leg to the next commissionable period<sup>4</sup>.

<b>DUAL TEAM BONUS SUMMARY</b>											
<b>RANK</b>	<b>Marketing Associate</b>	<b>Supervisor</b>	<b>Consultant</b>	<b>Sapphire</b>	<b>Ruby</b>	<b>Emerald</b>	<b>Diamond</b>	<b>Blue Diamond</b>	<b>Black Diamond</b>	<b>Crown</b>	<b>Crown Ambassador</b>
<b>PQV</b>	50	50	100	100	200	200	200	200	200	200	200
<b>Dual Team Pay Leg Bonus</b>	10%	10%	15%	20%	20%	20%	20%	20%	20%	20%	20%
<b>Weekly Commission Cap</b>	\$500	\$1,000	\$1,500	\$5,000	\$10,000	\$15,000	\$20,000	\$30,000	\$40,000	\$50,000	\$75,000

<sup>2</sup> A minimum of 300CV on each leg is required to generate a bonus. When a Dual Team Bonus pays out, an equal amount of CV is deducted from each leg.

<sup>3</sup> Distributors who meet their rank's sales qualifications are eligible to earn a Dual Team Bonus as follows: Marketing Associates and Supervisors earn up to 10% of the Pay Leg. Consultants earn up to 15%, and Qualified Sapphires and above earn up to 20%. Weekly commission caps apply.

<sup>4</sup> Carry Over Rules: Should a Distributor remain inactive, any accumulated volume for the current commission period will be flushed. If the Distributor is active, but not Dual Team Qualified (1) the accumulated volume will not carry over the first month (2) 1/2 of the total volume in each leg will be flushed the second month, and (3) 2/3 of the total volume in each leg will be flushed the third month. If a Distributor meets the weekly Dual Team payout cap, any unused volume from the Pay Leg will be reset to 0, and the unused volume from the Strong Leg will be carried over.

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## 4

### Unilevel Bonus (Paid Monthly)

Unilevel Bonuses are the heart of your lifetime residual income! Build a solid Distributor and Customer base and receive bonuses each month from product orders or re-orders generated in your organization down to nine (9) levels deep<sup>1</sup>.

Maintain qualified status to be eligible to earn Unilevel Bonus. Compression maximizes the benefits of the Unilevel<sup>2</sup>.

UNILEVEL BONUS SUMMARY											
	Marketing Associate	Supervisor	Consultant	Sapphire Consultant	Ruby Consultant	Emerald Consultant	Diamond Consultant	Blue Diamond Consultant	Black Diamond Consultant	Crown Consultant	Crown Ambassador Consultant
LEVEL 1	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 2	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 3	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 4				4%	4%	4%	4%	4%	4%	4%	4%
LEVEL 5					4%	4%	4%	4%	4%	4%	4%
LEVEL 6						3%	3%	3%	3%	3%	3%
LEVEL 7							3%	3%	3%	3%	3%
LEVEL 8								2%	2%	2%	2%
LEVEL 9									1%	1%	1%

## 5

### Unilevel Matching Bonus (Paid Monthly)

Earn Matching Bonuses of up to 20% on the Unilevel Bonus of your personally sponsored Distributors. Plus, earn up to 10% matching bonuses on up to three (3) additional levels.

Matching Bonuses encourage Sponsors to mentor and help develop Distributors deep within their marketing organization. This bonus pays on the activity of your Personal Enrollment Tree. Therefore, the placement of a downline Distributor within your Dual Team structure does not affect your Matching Bonus payout.

UNILEVEL MATCHING BONUS SUMMARY						
PAID RANK	Consultant	Gold Pack Qualified	Sapphire Consultant	Ruby Consultant	Emerald Consultant	Diamond Consultant and Above
LEVEL 1	10%	20%	20%	20%	20%	20%
LEVEL 2				10%	10%	10%
LEVEL 3					10%	10%
LEVEL 4						10%

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## 6

### Generational Leadership Bonus (Paid Monthly)

Organo Gold rewards the development of leaders. As you develop Leadership within your organization, your rewards grow exponentially. When you reach the level of Sapphire (or above), and as you develop new Sapphires (and above) within your organization, you will be paid down to as many as four (4) generations of Sapphires (and above). A Generation begins when a Qualified Sapphire or higher is found in any leg of your Personal Enrollment Tree and ends with, but does not include, the next Qualified Sapphire or higher. In some instances, you may be paid an infinite number of levels.

GENERATIONAL LEADERSHIP BONUS SUMMARY				
PAID RANK	Sapphire	Ruby	Emerald	Diamond and Above
LEVEL 1	2%	2%	2%	2%
LEVEL 2		3%	3%	3%
LEVEL 3			4%	4%
LEVEL 4				5%

## 7

### Global Pool (Earned Monthly, Paid Quarterly)

Reaching for the stars has its own reward. The Global Pool rewards Leaders who reach beyond their dreams and continue building the company and their future by generating a high sales volume. Three percent (3%) of Organo Gold's Worldwide Unilevel Commissionable Volume (CV) will be shared by qualified Ruby Distributors and above. The Pool pays in direct proportion to one's sales contributions to the total Unilevel CV.

GLOBAL POOL SUMMARY					
	Ruby	Emerald	Diamond	Blue Diamond	Black Diamond and Above
% of Global Pool	32%	24%	15%	10%	19%

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# RANK QUALIFICATIONS

RANK	TO ACHIEVE RANK:	TO MAINTAIN PAY RANK:
<b>Representative</b>	Become an Organo Gold Distributor by registering with an Organo Gold Business Kit! The Organo Gold Business Kit has everything needed to start an Organo Gold business: marketing materials, samples, a replicated Organo Gold retail site and back office, and the right to purchase your products at the wholesale level.	
<b>Marketing Associate</b>	<p>Achieve Representative Rank PLUS one of the following:</p> <ul style="list-style-type: none"> <li>- Generate 200 PQV in product sales. No time limit.</li> <li>- Generate 50 PQV and help two (2) of your personally enrolled distributors each sell a Builder Pack (any configuration) in one calendar month.</li> </ul>	<p>Generate at least 50 PQV in the current calendar month.</p> <p>Help at least two (2) of your personally enrolled Distributors (or above) each generate at least 50 PQV per calendar month (1-Left Team and 1-Right Team).</p>

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RANK	TO ACHIEVE RANK:	TO MAINTAIN PAY RANK:
<b>Supervisor</b>	<p>Do one of the following:</p> <ul style="list-style-type: none"> <li>- Generate 500 PQV in product sales. No time limit.</li> <li>- Generate 50 PQV and help three (3) of your personally enrolled Distributors each sell a Builder Pack (any configuration) in one calendar month.</li> </ul>	<p>Generate at least 50 PQV in the current calendar month.</p> <p>Help at least two (2) of your personally enrolled Distributors (or above) each generate a minimum of 50 PQV each calendar month (1-Left Team and 1-Right Team).</p>
<b>Consultant</b>	<p>Do one of the following:</p> <ul style="list-style-type: none"> <li>- Generate 1,000 PQV in product sales. No time limit.</li> <li>- Generate 100 PQV and help five (5) of your personally enrolled Distributors each sell a Builder Pack (any configuration) in one calendar month.</li> </ul>	<p>Generate at least 100 PQV in the current calendar month.</p> <p>Help at least two (2) of your personally enrolled Distributors (or above) each generate at least 50 PQV each calendar month (1-Left Team and 1-Right Team).</p>

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## RANK

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### Sapphire

Generate at least 100 PQV per calendar month.

Accumulate 14,000 Group Qualifying Volume (GQV) per calendar month from the sales of your Unilevel organization, with no more than 40% of the GQV coming from a single Unilevel Leg.

Help at least four (4) of your personally enrolled Distributors become qualified Consultants or above (2-Left Team and 2-Right Team) each calendar month.

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### Ruby

Generate at least 200 PQV per calendar month.

Accumulate at least 40,000 GQV per calendar month from the sales of your Unilevel organization with no more than 40% of the GQV coming from a single Unilevel leg.

Help at least six (6) of your personally enrolled Distributors become qualified Consultants or above (3-Left Team and 3-Right Team) each calendar month.

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### Emerald

Generate at least 200 PQV per calendar month.

Accumulate at least 80,000 GQV per calendar month from the sales of your Unilevel organization with no more than 40% of the GQV coming from a single Unilevel leg.

Help at least eight (8) of your personally enrolled Distributors become qualified Consultants or above (4-Left Team and 4-Right Team) each calendar month.

**Income Disclosure:** We estimate that, in Canada, the average plan participant will earn between \$200.00 and \$300.00 per year.

## RANK

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### Diamond

Generate at least 200 PQV per calendar month.

Accumulate at least 200,000 GQV per calendar month from the sales of your Unilevel organization with no more than 40% of the GQV coming from a single Unilevel leg.

Help at least ten (10) of your personally enrolled Distributors become qualified Consultants or above (5-Left Team and 5-Right Team) each calendar month.

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### Blue Diamond

Generate at least 200 PQV per calendar month.

Accumulate at least 500,000 GQV per calendar month from the sales of your Unilevel organization with no more than 30% of the GQV coming from a single Unilevel leg.

Help at least ten (10) of your personally enrolled Distributors become qualified Consultants or above (5-Left Team and 5-Right Team) per calendar month.

Generate Dual Team Commissionable Volume (CV) of at least 100,000 on each Dual Team Leg (Left and Right) per month.

**Income Disclosure:** We estimate that, in Canada, the average plan participant will earn between \$200.00 and \$300.00 per year.

## RANK

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### Black Diamond

Generate at least 200 PQV per calendar month.

Accumulate at least 1,000,000 GQV in the current calendar month from the sales of your Unilevel organization, with no more than 30% of the GQV coming from a single Unilevel leg.

Help at least ten (10) of your personally enrolled Distributors become qualified Consultants or above (5-Left Team and 5-Right Team) per calendar month.

Generate Dual Team Commissionable Volume (CV) of at least 200,000 on each Dual Team Leg (Left and Right) per month.

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### Crown Diamond

Generate at least 200 PQV per calendar month.

Accumulate at least 2,000,000 GQV per calendar month from the sales of your Unilevel organization, with no more than 30% of the GQV coming from a single Unilevel leg.

Help at least ten (10) of your personally enrolled Distributors become qualified Consultants or above (5- Left Team and 5-Right Team) per calendar month.

Generate Dual Team Commissionable Volume (CV) of at least 400,000 on each Dual Team Leg (Left and Right) per month.

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## RANK

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### Crown Ambassador

Generate at least 200 PQV per calendar month.

Accumulate at least 5,000,000 GQV per calendar month from the sales of your Unilevel organization, with no more than 30% of the GQV coming from a single Unilevel leg.

Help at least ten (10) of your personally enrolled Distributors become qualified Consultants or above (5-Left Team and 5-Right Team) per calendar month.

Generate Dual Team Commissionable Volume (CV) of at least 1,000,000 on each Dual Team Leg (Left and Right) per month.

Remember, your earnings will depend on the efforts you put forth and as you read above, the rewards can be **GENEROUS**, so don't hold anything back!



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ORGANO  
GOLD

Bringing the Treasures of the Earth  
to the People of the World