



Hello and Welcome to Amare

In my youth, I equated success with money. I dreamt about making enough money that I could enjoy the finer things in life. In contrast, as a young adult I spent a few years doing charitable work full-time without any form of financial compensation and it was one of the happiest times of my life. I learned that true self-fulfillment comes from serving other people. Yet we live in a world where most of us are barely making financial ends meet. This presents a tremendous conflict: How can we serve others when we can't even pay our own bills?

Amare's business model is unique because it allows you to "do well" by helping other people to "do well." I call that humanitarian entrepreneurship. Essentially, as you become successful in your Amare business, you are able to free up more time and money to pay it forward and provide service in whatever way brings you happiness.

The Amare Compensation Program is designed to help accelerate your success so you can begin earning enough money to pay for your own product and begin generating a profit quickly. As you advance through the ranks, your income will increase and so will your opportunities to mentor other people and help them do the same. Our top ranks in Amare are called Servant Leaders because where much is given, much is expected. As a Servant Leader, you will have both the money and the time to create social change and awareness around mental wellness.

Thank you for your decision to join Amare. We believe the world is ready for our message. We are thrilled you have decided to partner with us in this important mission.

Sincerely,

A handwritten signature in black ink that reads "Rich Higbee".

Rich Higbee
President of Sales
Founding Executive





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RANK TITLES & DESCRIPTIONS

The rank titles for our Wellness Partners have meaning & purpose

You will find two of our core values (Love & Service) integrated into our rank titles, as well as core principles we believe in – partnering, mentoring, and leading. Amare means “To Love” in Latin. The heart is a symbol of love, which inspired us to utilize the heart symbol in our first seven rank titles. Our top rank category of Servant Leader is linked to the mindset & core value of service to others.

Partner Ranks

You’ve committed to Amare and we now see you as a partner with us in our vision to empower people to live happier and healthier lives. That’s why we call our entry ranks “Partners”. The first three ranks a Wellness Partner can achieve in our compensation plan are:



Mentor Ranks

A partner that is growing with Amare and now has some experience & lessons to share graduates to the Mentor rank category. The Mentor category consists of the following ranks:



Leader Ranks

By progressing through the Mentor ranks, Wellness Partners truly become leaders by example and by sharing their lessons with others. The Leader rank category consists of the following ranks:



Servant Leader Ranks

The top leaders know that the next stage of growth depends on their continued focus on serving others. Service is one of Amare’s core values, and we have defined our culture around the most experienced and highest producing Wellness Partners having this mindset. The Servant Leader is our highest category, consisting of the following ranks:



E-1

PERSONAL CUSTOMER VOLUME BONUS

Earn commissions on the purchase of products from your personally enrolled customers

Each month the volume from your personal product purchases (up to 500 PV) plus the volume from the purchases of your personally enrolled customers is combined. When that combined total reaches certain volume amounts, you are paid between 5%-15% in Personal Customer Volume Bonuses.

Customers are crucial to your success. Not only do you earn commissions on the volume that is generated by the products they purchase, but it's also the common starting point for people who eventually become Wellness Partners. Many people are customers first, and then become Wellness Partners later as their passion for the Amare brand develops. The desire to share with their own friends and family often follows.

VOLUME	0-499	500-999	1000-1499	1500+
PC BONUS	0%	5%	10%	15%
UNILEVEL BONUS*	5%	5%	5%	5%
TOTAL*	5%	10%	15%	20%

**Paid on all PV after your New Customers first 60 days*

PRO TIP: Remind & train your customers to leverage the Amare Customer Referral Program.

**E-2**

HEART START BONUS

Generous bonuses designed to help you earn income quickly

In order to get the heart of your business beating right away, Amare's Heart Start Bonus is designed to help you earn income quickly. As you enroll new customers and Wellness Partners who begin using the Amare products, the Heart Start Bonus will reward you with generous bonuses in the new enrollee's first 60 days.

The Heart Start Bonus is paid weekly to the new Wellness Partner's first, second, and third level upline Enrollers. The first upline level Enroller receives 20%, the second level upline Enroller receives 10%, and the third level upline Enroller receives 5%.



HEART START

On all orders placed within the new Customer's or Partner's first 60 days.

1ST UPLINE**20%****2ND UPLINE****10%****3RD UPLINE****5%**

Unilevel Bonus Schedule applies to all orders after the first 60 days.

E-3

ME AND THREE BONUS

Helps you pay for your own product, then earn additional discretionary income

The Me and Three Bonus is paid monthly and is built around our primary method of operation – enroll 3 Wellness partners or customers, then teach your Wellness Partners to enroll 3 more! Our primary goal with the Me and Three Bonus is to help you pay for your own product, then begin earning additional discretionary income.

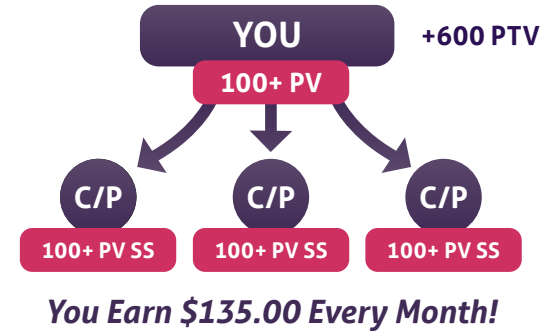
Step 1: Pay for your own products! You earn a \$135 Bonus when you personally enroll three people who purchase on Subscribe & Save with at least 100 PV that month.

Step 2: You will earn an ADDITIONAL \$250 bonus when you have three people on your team that earn their own Me and Three Bonus.

Achieve Both Levels of the "Me and Three Bonus" to Earn **\$385** EVERY MONTH

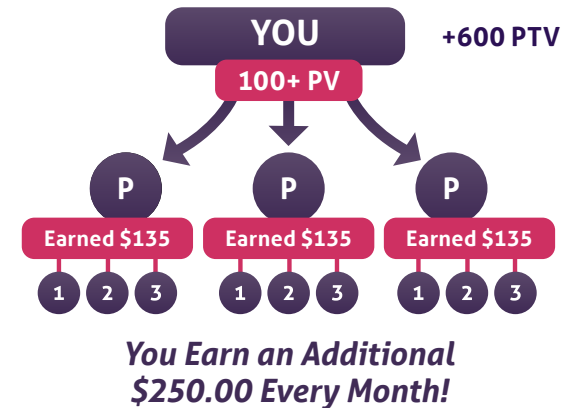
Have 100+ PV and THREE personally enrolled customers (or partners) who have at least a 100+ PV Subscribe & Save order.

(These 3 may be the same or different customers or partners to qualify for this bonus each month!)



Have 100+ PV and THREE personally enrolled Partners to receive THEIR \$135 bonus!

(These 3 may be the same or different partners to qualify for this bonus each month!)



UNILEVEL BONUS

Earn the largest percent of commissions as you build a healthy and deep organization

	1 Heart	2 Heart	3 Heart	Bronze	Silver	Gold	Platinum	Leader	Senior Leader	Executive Leader	Servant Leader	4 Heart Servant Leader	5 Heart Servant Leader
PV	100	100	100	100	100	100	100	100	100	100	100	100	100
OV	300	750	1,500	3,000	5,000	10,000	15,000	25,000	50,000	75,000	125,000	250,000	400,000
LEGS				3 1 Heart	3 2 Heart	3 3 Heart	3 Bronze	4 Bronze	4 Silver	5 Silver	6 Silver	6 Gold	6 Platinum
LEVEL 1	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 2		4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 3			4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 4				4%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 5					4%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 6						4%	5%	5%	5%	5%	5%	5%	5%
LEVEL 7							4%	5%	5%	5%	5%	5%	5%

Ranks are determined by meeting Organizational Volume and Structure Requirements. As a WP increases in rank, that WP is paid on deeper levels in his/her organization, until reaching the rank of Platinum Heart Mentor. At this rank, the WP is earning a Unilevel Bonus on the maximum of 7 levels.

Once the rank of Leader is achieved, the Unilevel Bonus has been maximized and is paying 5% at all levels, 7 levels deep. This maximum Unilevel Bonus continues through the remaining ranks, all the way to the highest rank of 5 Heart Servant Leader.

The percentage of Organizational Volume that is paid also changes from level to level. Refer to the chart for specific information.

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REVENUE BONUS POOLS

Rewards Mentors, Leaders, and Servant Leaders based on Total Commissionable Volume

In true partnership, Amare believes in sharing in the success of the company revenues with those Mentors, Leaders and Servant Leaders who truly share in our mission. Amare’s Revenue Bonus Pools are most easily understood if you think of them as swimming pools. There are five total pools to swim in. Only certain people get to swim in each pool, based on their rank. The pools are designed to reward the collective success of all Wellness Partners. The better everyone does together, the better the pools get and the more rewards everyone experiences.

The Revenue Bonus Pools are earned and paid each month to Silver Heart Mentor ranks and above. They collectively represent seven percent of the Company Commissionable Volume—the Mentor Pool (2%), the Leader Pool (2%), and the Servant Leader Pools (3 separate pools at 1% each). A Wellness Partner qualifies to earn one or more shares from these pools, paid pro rata, each month that they meet the rank requirements.

MENTOR POOL			
MENTOR RANK	SILVER HEART	GOLD HEART	PLATINUM HEART
# OF SHARES	1	3	5
EXTRA SHARES	1+	1+	1+

**Earn additional shares for each new personally enrolled 3 Heart Partner for the month you create it*

Mentor Bonus Pools

- i **Percentage of Total Commissionable Volume—2%**
- ii **Who is eligible and how many shares they receive:**
 - Silver Heart Mentors: 1 share
 - Gold Heart Mentors: 3 shares
 - Platinum Heart Mentors: 5 shares
- iii **Earn a one-time additional share for each new personally enrolled 3 Heart Partner in the month they first promote.**



REVENUE BONUS POOLS (cont.)

Leader Bonus Pools

- i Percentage of Total Commissionable Volume—2%
- ii Who is eligible and how many shares they receive:
 - Leader: 1 share
 - Senior Leader: 3 shares
 - Executive Leader: 5 shares
 - Servant Leader: 7 shares
 - Four Heart Servant Leader: 9 shares
 - Five Heart Servant Leader: 11 shares
- iii Earn a one-time additional share for each new personally enrolled Silver Heart Mentor in the month they first promote.

LEADER POOL			
LEADER RANK	LEADER	SENIOR LEADER	EXECUTIVE LEADER
# OF SHARES	1	3	5
EXTRA SHARES	1+	1+	1+

LEADER RANK	SERVANT LEADER	4 HEART SERV. LEADER	5 HEART SERV. LEADER
# OF SHARES	7	9	11
EXTRA SHARES	1+	1+	1+

**Earn additional shares as a Leader for each new personally enrolled Silver Heart Mentor*



E-5

REVENUE BONUS POOLS (cont.)

SERVANT LEADER BONUS POOL

# OF SHARES	EXTRA SHARES
3	+1

4 HEART SERVANT LEADER BONUS POOL

# OF SHARES	EXTRA SHARES
3	+1

5 HEART SERVANT LEADER BONUS POOL

# OF SHARES	EXTRA SHARES
3	+1

**Earn additional shares as a Servant Leader for each new personally enrolled Gold Heart Mentor*



Servant Leader Bonus Pool

- i Percentage of Total Commissionable Volume—1%
- ii Who is eligible and how many shares they receive:
Servant Leaders: 3 shares
- iii Earn a one-time additional share for each new personally enrolled Gold Heart Mentor in the month they first promote.

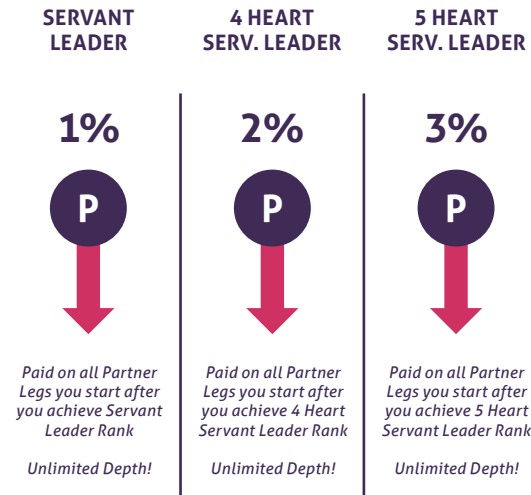
Four Heart Servant Leader Bonus Pool

- i Percentage of Total Commissionable Volume—1%
- ii Who is eligible and how many shares they receive:
Four Heart Servant Leaders: 3 shares
- iii Earn a one-time additional share for each new personally enrolled Gold Heart Mentor in the month they first promote.

Five Heart Servant Leader Bonus Pool

- i Percentage of Total Commissionable Volume—1%
- ii Who is eligible and how many shares they receive:
Five Heart Servant Leaders: 3 shares
- iii Earn a one-time additional share for each new personally enrolled Gold Heart Mentor in the month they first promote.

GO FORWARD INFINITY BONUS



Servant Leader Infinity Bonus – Earn 1% on new legs

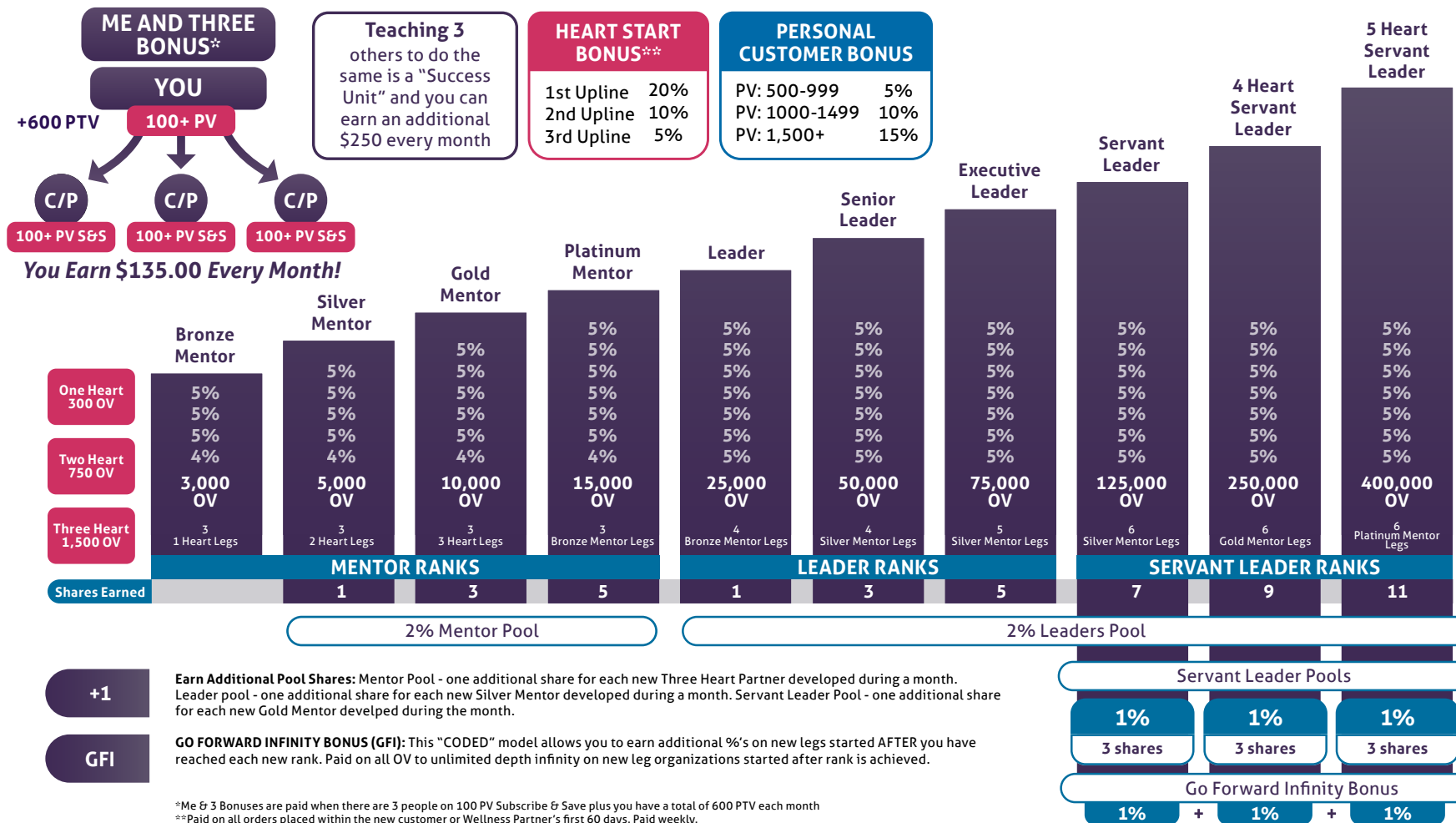
Four Heart Servant Leader Infinity Bonus – Earn an additional 1% on new legs

Five Heart Servant Leader Infinity Bonus – Earn yet another 1% on new legs

Designed to fuel the purpose and drive of our top ranked category – Servant Leaders

This bonus is just as awesome as it sounds! The growth, incentives, and purpose to continue to build your business don't slow down as you approach the top ranks of the Amare Compensation Plan! Amare's innovative Go Forward Infinity Bonuses continue to fuel the purpose and drive of our most successful Wellness Partners. These bonuses are paid in addition to all other commissions!

When a Wellness Partner reaches the Servant Leader Rank, they begin to earn Go Forward Infinity Bonuses on all new legs and the organizations they started after the rank is achieved. This is paid to unlimited depth!



F

CONCLUSION

Amare's Compensation Plan is innovative and industry leading. We truly appreciate your commitment to our mission, vision, and alignment with our core values! Amare is The Mental Wellness Company, and we are grateful for the Wellness Partners that have joined us in our movement to improve mental wellness around the world. We understand that finances are a major stress factor, and we are enthusiastic about our compensation plan being a powerful supplementary income source that can lead to greater financial freedom.

Together with our Wellness Partners we have the potential to make a difference around the world. The rewards will be much greater than compensation alone.

Amare will be here to support you every step of the way and we look forward to your success!







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