

# MÖDERE™

## INDIA COMPENSATION PLAN



# INTRODUCTION

WELCOME TO MODERE.

MODERE IS CONNECTING DOTS. FROM CUSTOMER INNOVATION, TO PRODUCT EXPERIENCES — OUR MODEL IS BOLD AND OUR COMMUNITY IS STRONG. TOGETHER WE ARE CREATING AN ENTIRELY NEW APPROACH WHERE EVERY SINGLE PARTICIPANT CAN MAKE A POSITIVE IMPACT, AND DEFINE THEIR UNIQUE LEVEL OF SUCCESS. WE ARE A VIBRANT TEAM OF INDIVIDUALS DEDICATED TO DELIVERING QUALITY EXPERIENCES AND SHAPING HEALTHY LIFESTYLES. OUR PASSION ALIGNS US, OUR BELIEF DRIVES US.



It all starts with the customer. If we provide them with the best experience possible, it creates the greatest opportunity for each of us. Our compensation model is built to support the behaviours, that define the experience, that create the value. Our primary focus at Modere is about attracting, retaining and growing customers. We support that value proposition by providing a plan that rewards those entrepreneurs who have incredible abilities to attract customers and the drive to build strong sales organizations.

Diving into the details of the Modere Compensation Plan may appear complex, but it is all simplified by focusing on three natural behaviors: Acquire Customers. Become a Team Leader. Develop Team Leaders. Focus on these key activities and you will excel with Modere.

All values represented in this document are in Indian Rupees (INR ₹).

The conversion between points and INR is 1 to 70 at the time of this revision and is subject to change per Modere Terms and Conditions (T&Cs) and Policies and Procedures (P&Ps).

# MODERE CAREER PATH

Any person can join Modere as a Social Marketer free of cost by signing a Social Marketer Agreement with the Company, agreeing to abide by its terms and conditions, policies and procedures and providing KYC documents as stipulated. Upon joining, an entrepreneur becomes a Social Marketer (SM). As they begin to generate monthly sales they progress through the Modere Career path. This opens new opportunities for recognition and increased earning potential.

Once a Social Marketer is promoted to a new title, the qualification becomes effective immediately, allowing them to be paid at their new title the same month they achieve it.

SOCIAL MARKETER BUILDER TITLE	SHORT TITLE	LINES OF SPONSORSHIP*	ORG. POINTS (OP) SALES TARGET	MAXIMUM ORG. POINTS FROM STRONGEST LINE OF SPONSORSHIP (Max OP)
Consultant	C			
Senior Consultant	SC	1 SM	1,500	750
Team Leader	TL	1 SM	3,000	1,500
Senior Team Leader	STL	1 SC	6,000	3,000
Director 1	D1	1 TL	12,000	7,000
Director 2	D2	2 TL	25,000	15,000
Director 3	D3	3 TL	50,000	35,000
Elite 1	E1	3 TL	100,000	70,000
Elite 2	E2	3 TL	200,000	140,000
Elite 3	E3	3 TL	400,000	280,000

Social Marketer joins the business for free and based on her/his voluntary purchase for Sales Activity he/she starts to earn. This activity is not mandatory and each Social Marketer is encouraged to purchase such quantity which he/she can reasonably sell.

Upon achieving a sales turnover of 150 Activity Points (AP) a Social Marketer will also start to earn sale commission.

\*Lines of sponsorship must be qualified in the current month and one line of sponsorship must be in your personal sales team structure.

SOCIAL MARKETER PROMOTER TITLE	Customer Points (CP)	Active Customer Count (ACC)
Promoter	1-499	1
Bronze	500	5
Silver	1,000	5
Gold	2,000	10
Platinum	3,000	15
Platinum 1	5,000	25
Platinum 2	7,000	35
Platinum 3	9,000	45

The Modere Career Path includes recognition and titles for Social Marketers who reach important milestones in monthly customer sales. This special recognition is added to the Social Marketer Builder Title allowing Social Marketers two ways to be recognized for their efforts: promoting product and building customer sales by purchasing and reselling the product to their customers.

#### ← PROMOTER TITLE BREAKDOWN

For example, a Social Marketer who achieves the Social Marketer Builder Title of Director 1 (D1) and also earns the Promoter Sales Title of Silver would be known officially as Director 1—Silver, or Silver Director 1.

Upon achieving a sales turnover of 150 Activity Points (AP) a Social Marketer will also start to earn sale commission.

# CUSTOMER POD BONUS

## EARN UP TO A 36% COMMISSION ON ALL SALES

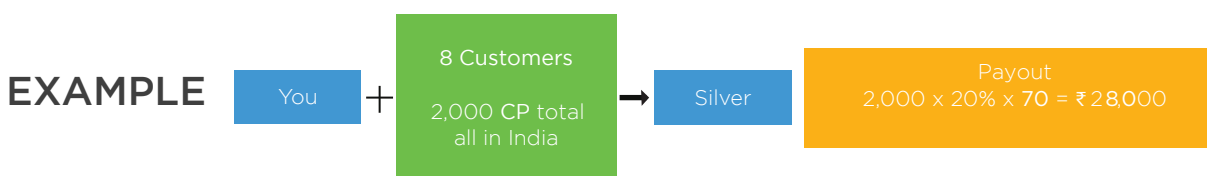
Social Marketers can earn from 10% to 36% in commissions on the points found in all their customer SALES orders from their customers in their Customer POD.

Customer POD Bonus payments are paid monthly and are based on the Social Marketer's paid Promoter Title calculated in the monthly commission run. This bonus pays through the Personal Sales Team Structure. The more customers you can sell products to the bigger your Customer POD Bonus.

*Please note that your commission statement will show your bonuses in two categories: you will see customer first sales show up under Customer POD First Sales and all subsequent orders will show up under the Customer POD Reorder Sales.*

PROMOTER TITLE	CUSTOMER POINTS (CP)	ACTIVE CUSTOMER COUNT* (ACC)	BONUS PERCENTAGE
PROMOTER	1-499	1	10%
BRONZE	500	5	18%
SILVER	1,000	5	20%
GOLD	2,000	10	22%
PLATINUM	3,000	15	30%
PLATINUM 1	5,000	25	32%
PLATINUM 2	7,000	35	34%
PLATINUM 3	9,000	45	36%

\* Active customers have orders with PV > 0



# PROMOTER SALES DEVELOPMENT BONUS

EARN ₹ 700 to ₹ 20,400 WHEN YOU HELP A TEAM MEMBER DEVELOP A SOLID BASE OF KEY CUSTOMERS.

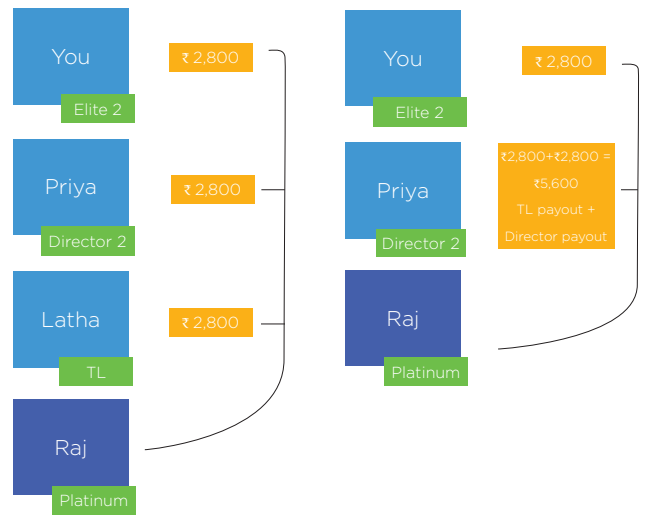
The Promoter Sales Development Bonus rewards a Social Marketer for helping, training and assisting their team develop sales to their customers. The Promoter Development Bonus pays through the personal Sales Team Structure to the first qualified upline with the Paid Builder Title of Team Leader, Director (Director 1 to 3) and Elite (Elite 1 to 3) who helped, trained and assisted the Social Marketer to achieve a Promoter Title of Silver, or higher, by selling products to key customers.

For example, when a Social Marketer achieves Platinum through reselling of products to customers, the upline Team Leader, upline Director and upline Elite each earn a ₹ 2,800 Promoter Development Bonus.

Promoter Sales Development Bonuses are stackable. For example, if the next upline Social Marketer for a Platinum Social Marketer is a Director, the Director will earn the ₹ 2,800 Team Leader Bonus, plus the ₹ 2,800 Director Bonus, for a total of ₹ 5,600.

PAID PROMOTER TITLE	TEAM LEADER AND HIGHER	DIRECTOR AND HIGHER	ELITE AND HIGHER
SILVER	₹ 700	₹ 700	₹ 700
GOLD	₹ 1,400	₹ 1,400	₹ 1,400
PLATINUM	₹ 2,800	₹ 2,800	₹ 2,800
PLATINUM 1	₹ 4,000	₹ 4,000	₹ 4,000
PLATINUM 2	₹ 5,100	₹ 5,100	₹ 5,100
PLATINUM 3	₹ 6,800	₹ 6,800	₹ 6,800

## EXAMPLE



# SILVER+ CONSULTANT UNILEVEL

Social Marketers who qualify as a Builder Title of Consultant and Seller Title of Silver or higher are eligible for a special 2 direct level Unilevel bonus. Points from Social Marketer product sales made by your team members are paid through the Generational Unilevel. 60% of the points paid through the Customer POD Bonus are paid through the Generational Unilevel, which is the factor. 100% of the points from a recurring sale from a Social Marketer not paid through the Customer POD Bonus are all paid through the Generational Unilevel. This bonus is paid through the sales team structure.

Social Marketers with a paid Builder Title of Senior Consultant or higher are eligible to earn the Generational Unilevel bonus instead.

	Silver Consultants
1st Direct Level of SMs	4%
2nd Direct Level of SMs	4%

# MONTHLY TEAM SALES BONUS

## Earn up to ₹1,02,000 each month with the Monthly Team Sales Bonus.

Social Marketers who achieve Team Leader or higher through sales to customers are eligible to earn the Monthly Team Sales Bonus. This bonus can be earned every month a Social Marketer meets the requirements. The bonus ranges from ₹ 7,000 to ₹ 1,02,000.

To receive a Monthly Team Sales Bonus that is paid at 100%, a Social Marketer must qualify with a Paid Title that is equal to their highest Builder Title or one Title below, and meet the requirements for the Personal Sales Team Organization Points (PSTOP). For example, if a Director 1 is the highest Builder Title, a Social Marketer must qualify with a Paid Title of Senior Team Leader or higher, to be eligible for any Monthly Team Sales Bonus. If a Social Marketer falls 2 titles below their highest Builder Title, the Social Marketer becomes ineligible. Any Paid Title below 2 titles is not eligible for a payout.

A grace period is provided to all Social Marketers, so that they take care in building their sales. If a new title is achieved, the new payout will occur but their Highest Title for this bonus will not increase. The second time a new title is achieved the Social Marketer will then be measured against this new High Title.

MONTH	March	April	May	June	July	August
<b>Paid Title + PSTOP</b>	Director 1 + 7,200	Director 2 + 7,200	Senior Team Leader + 7,200	Director 2 + 15,000	Senior Team Leader + 7,200	Director 1 + 15,000
<b>High Title Calculated</b>	Director 1	Director 1	Director 1	Director 2	Director 2	Director 2
<b>Monthly Team Sales Bonus Title</b>	Director 1	Director 1	Senior Team Leader	Director 2	Senior Team Leader	Director 1
<b>Payment Amount</b>	₹ 34,000	₹ 34,000	₹ 14,000	₹ 51,000	₹ 0	₹ 34,000

The actual bonus payout also requires the Social Marketer to meet the Personal Sales Team Organization Points requirement to receive any Monthly Team Sales Bonus. PSTOP excludes any points from Social marketers and teams that have been placed under a Social Marketer in the Placement Structure. This bonus is based on the Personal Sales Team Structure. If a Social Marketer has less PSTOP than the required amount they will be paid the Monthly Sales Bonus equivalent to the actual PSTOP. For example, a Social Marketer with a Builder Title of Director 3, who in the month has a Paid Title of Director 2 but only has 11,000 PSTOP will be eligible for the Director 1 Monthly Team Sales Bonus payout of ₹ 34,000 instead of ₹ 51,000.

SOCIAL MARKETER BUILDER TITLE	PERSONAL SALES TEAM ORG POINTS (PSTOP)	MONTHLY TEAM SALES BONUS
Team Leader	1,800	₹ 7,000
Senior Team Leader	3,600	₹ 14,000
Director 1	7,200	₹ 34,000
Director 2	15,000	₹ 51,000
Director 3	30,000	₹ 1,02,000
Elite 1	60,000	₹ 1,02,000
Elite 2	120,000	₹ 1,02,000
Elite 3	240,000	₹ 1,02,000

\*The Monthly Team Sales Bonus is paid based on a combination of the Paid Builder Title + the PSTOP in the month known as the calculated Paid Title.

Monthly Team Sales Bonus is available to India Social Marketers only and is paid monthly.

# GENERATIONAL UNILEVEL

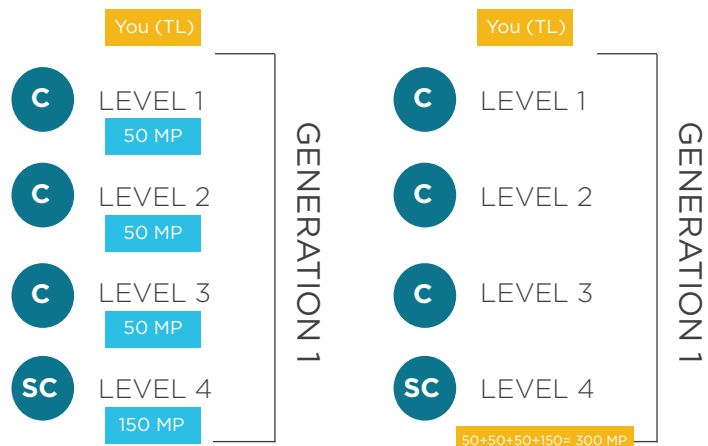
Points from Social Marketer product sales made by your team members are paid through the Generational Unilevel. 60% of the points paid through the Customer POD Bonus are paid through the Generational Unilevel. 100% of the points from a recurring sale from a Social Marketer not paid through the Customer POD Bonus are all paid through the Generational Unilevel.

As a Social Marketer progresses further along the career path, they can earn anywhere from 4%-7% on a pay generation. The Generational Unilevel is paid monthly through the sales team structure.

	SC	TL	STL	D1	D2	D3	E1	E2	E3
Gen 1	4%	7%	7%	7%	7%	7%	7%	7%	7%
Gen 2	4%	7%	7%	7%	7%	7%	7%	7%	7%
Gen 3		7%	7%	7%	7%	7%	7%	7%	7%
Gen 4			4%	5%	5%	5%	5%	5%	5%
Gen 5					4%	4%	4%	4%	5%
Gen 6						4%	4%	4%	4%
Gen 7							4%	4%	4%
Gen 8								4%	4%

## PAYOUT COMPRESSION

The Generational Unilevel features compression, which allows Social Marketers to earn the highest possible payout. If a Social Marketer in your network does not qualify with a Paid Title of SC or higher in the month, his or her points are added to the points of the next Social Marketer below who meets the Paid Title SC, or higher, qualification requirements. This group of Social Marketers and their customer sales are then considered one pay generation.





# LEADERSHIP DEVELOPMENT BONUSES

Earn a match on team member's Generational Unilevel earnings.

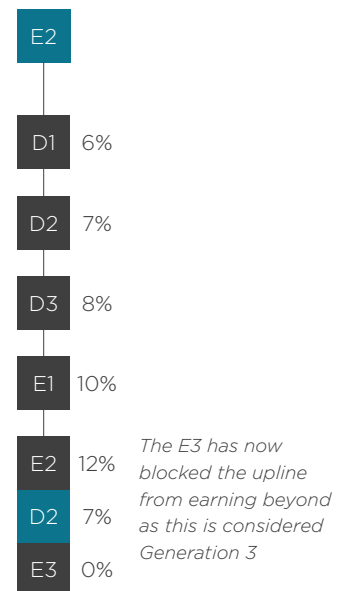
The Leadership Development Bonuses are the most attractive and exciting bonuses for Social Marketers. This bonus allows leaders to earn deep into their organization. Elite Social Marketers are eligible to earn Leadership Development Bonuses based on Generational Unilevel commissions paid to Directors and Elites within the Elite Social Marketers Team.

Elite Social Marketers are able to earn through two dynamic generations. A dynamic generation includes all Directors and Elite Social Marketers down to the first similar, or higher, qualified Social Marketer based on Paid Builder Title for the month.

Of the total commission payout in India, Modere reserves the right to cap at 10% the total Leadership Development Bonus plus the portion of Monthly Team Sales Bonus paid to Directors and Elites in India.

Leadership Development Bonuses are paid monthly through the Personal Sales Team Structure.\*

Social Marketers who qualify as E1 or higher have the ability to earn down two dynamic generations of similarly or higher qualified Social Marketers. In this scenario the E3 qualified Social Marketer will earn a match of 6% on D1s, 7% on D2s, 8% on D3s, 10% on E1s, 12% on E2s and 14% on up to two dynamic generations of E3 qualified Social Marketers. Leadership Development bonuses are distinctly different than other bonuses because of the rare way they allow a Social Marketer to be rewarded for building leaders within their team. Additionally, these bonuses offer the potential for a Social Marketer to be paid on the same sales multiple times.



\*Excludes earnings from First Orders from Customer POD Bonus

## SOCIAL MARKETER BUILDER TITLES MATCHED ON

	D1	D2	D3	E1-E3
<b>ELITE 1</b>	6%	7%	8%	10%

	D1	D2	D3	E1	E2-E3
<b>ELITE 2</b>	6%	7%	8%	10%	12%

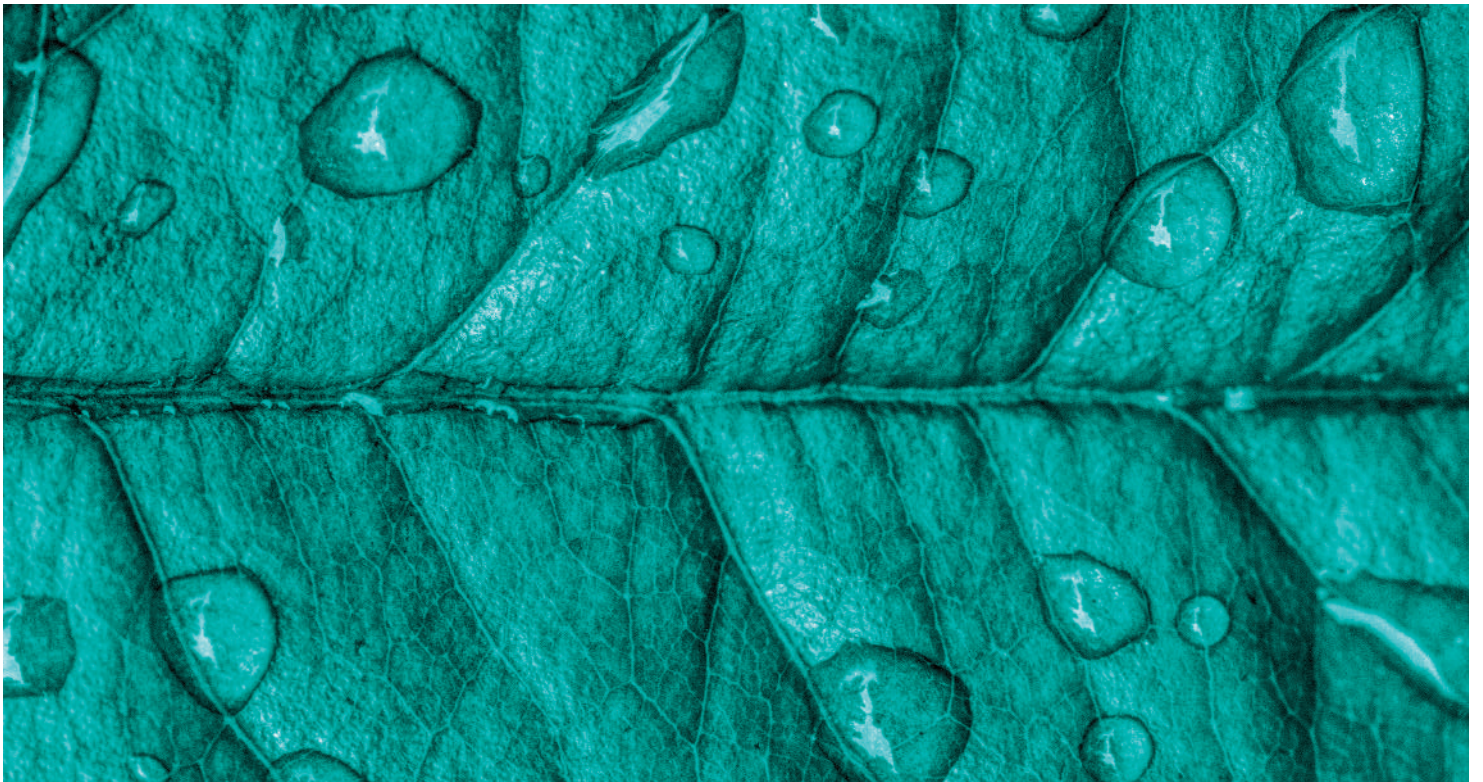
	D1	D2	D3	E1	E2	E3
<b>ELITE 3</b>	6%	7%	8%	10%	12%	14%

For Elite 1 and higher your Leadership Development Bonus may be affected by the Leadership Development Bonus cap.

### SPECIAL NOTE: IMPACT OF CAP ON LEADERSHIP DEVELOPMENT BONUS

If payout for both Monthly Team Sales Bonus for Director 1 and higher and Leadership Development Bonus (LDB) exceed 10% of the sales volume in the market, a cap is calculated to reduce payouts on the Leadership Development Bonus. This only affects those who earn LDB and not the earnings from the Monthly Team Sales Bonus.





# SHOPPING CREDITS

## IMPACT TO COMMISSIONS

Social Marketers can earn Shopping Credits through special promotions that may be run by the region. If gifted, the shopping credits may be redeemed on a la carte orders and must be used within 60 days.

When a Shopping Credit is applied to an order, the Points will be reduced (MP, CP, OP and PSTOP) based on the amount of the shopping credit. The amount of credit used will determine the impact to your Points, for example, on a ₹ 1,000 order if you use ₹ 600 in credits you have reduced your order by 60%, and this means that the points on your order would also be reduced by 60%. Please be mindful of how a shopping credit might affect your sales turnover of 150 Activity Points (AP) to earn a sales commission. Please check your Shifting Retail back office prior to the commission month closing to ensure you are qualified.

# 60 DAY SPONSORSHIP PERIOD

A Social Marketer has 60 days to designate a sponsorship for a new Social Marketer in their sales team structure. Once the new Social Marketer has been moved it is permanent and this new Social Marketer's sponsorship cannot be changed.

The 60 day sponsorship period allows you the ability to create momentum in your sales team structure by strategically linking your team members to teach each other about Modere and its products and how to be effective in your key sales.

Using this feature may have impacts in your earnings and on any Social Marketer Builder Title and Promoter Title requirements as defined in the Modere Career Path. Use care when using this feature for your sales team structure.

# GLOSSARY

ACRONYM	TERM	DEFINITION
AP	Activity Points	Points from products purchased for resale by a Social Marketer plus the products purchased by all personally acquired customers.
-	Builder/Promoter Title	The highest Title ever achieved by a Social Marketer, utilized for recognition and correlation to certain commission qualification requirements.
-	Factor	A percentage-based adjustment to the points on specific sale types as explained in the Compensation Plan document. The Company has the sole discretion to adjust the percent factored up or down based on the needs for incentives, special promotions and marketing expense. The factor percentage will be published in the compensation plan section document each time the factor is adjusted up or down. Factors are applied to orders as they pay through the Generational Unilevel from Customer POD Bonuses.
-	Leadership Development Generation	A generation includes all Director 1 and higher Social Marketers down to the first similarly or higher qualified Social Marketer.
-	Line of Sponsorship	A Social Marketer on your first level based on Sales Team Structure. This Social Marketer and their team constitute a Line of Sponsorship in your team.
MP	Marketer Points	Points from products purchased for resale by a Social Marketer.
Max OP	Maximum OP from strongest line of sponsorship	Used to determine the maximum amount of Points that can count towards OP monthly qualifications from the strongest Line of Sponsorship.
OP	Organization Points	Includes a Social Marketer's own MP and CP as well as the MP and CP from the Social Marketer's sales team structure for qualification purposes.

The Modere India Compensation Plan, together with the Social Marketer Application and Agreement, the Modere Policies and Procedures, and the Business Entity Form (where appropriate) collectively form the agreement between the Social Marketer and Modere.

# GLOSSARY

ACRONYM	TERM	DEFINITION
-	Paid Title	The current payout qualification level of Social Marketer according to the Compensation Plan. The Paid Title of an SM, which will determine the Commissions calculated and may fluctuate monthly depending on the SM meeting various qualifications outlined in the Compensation Plan for both Builder and Promoter qualifications.
PSTOP	Personal Sales Team Organization Points	Similar to Organization Points, however it is based on the Points in the personal Sponsorship Structure. PSTOP excludes Points from Social Marketers and teams who have been placed into Social Marketer's team. This calculation of points is used for qualification purposes and in the Monthly Team Sales Bonus.
-	Personal Sales Team Structure	The structure based upon the organization built by the Social Marketer.
-	Personal Sponsorship	The upline Social Marketer who is used for qualifications for lines of sponsorship as denoted and for calculations that are based upon the personal sales team structure. This Social Marketer is designated as the person who introduced you to the Modere opportunity.
-	Points	Points are the value associated with MP, OP, CP and PSTOP after any discounts and Shopping Credits have been applied to an order. Points are assigned to each product that Modere India sells and can be found on the price list in your Shifting Retail back office. Points are used to calculate all qualification and commission payouts.
CP	Customer Points	Points from all your customers who purchase in your personal Customer POD.
-	Sales Team Structure	The sales team that is created from both your own efforts and those of Social Marketers above you.
-	Shopping Credits	Shopping Credits are earned based on loyalty behavior when you and your team place orders each month. They are issued separately from the commission run and have no cashout value depending on promotions and how often you order. They may be redeemed on a la carte orders and must be used within 60 days.

The Modere India Compensation Plan, together with the Social Marketer Application and Agreement, the Modere Policies and Procedures, and the Business Entity Form (where appropriate) collectively form the agreement between the Social Marketer and Modere.

# GLOSSARY

ACRONYM	TERM	DEFINITION
ACC	Active Customer Count	Total number of active customers in a Social Marketer's Pod who have purchased products in a given month with an order value of PV > 0.
-	Sponsorship	The upline Social Marketer who is used for qualifications for lines of sponsorship as denoted and for calculations that are based upon the sales team structure. This Social Marketer is designated by the Personal Sponsorship Social Marketer through the 60 day sponsorship period.
-	Unilevel Generation	If a Social Marketer does not qualify as SC or higher, his or her points are added to the points of the next Social Marketer below who meets the SC qualification requirements. This group of Social Marketers are then considered one Generation.

The Modere India Compensation Plan, together with the Social Marketer Application and Agreement, the Modere Policies and Procedures, and the Business Entity Form (where appropriate) collectively form the agreement between the Social Marketer and Modere.

MÖDERE™