



MÖDERE®

U.S. COMPENSATION PLAN

10/22 • REV 22

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 behaviors, 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: Acquiring Customers. Building a Team. Developing Leaders. Focus on these key activities and you will excel with Modere.

MODERE CAREER PATH

Upon joining, an entrepreneur becomes a Social Marketer. As they begin to meet specific monthly requirements they progress through the Modere Career path. Progression through the Career Path opens new opportunities for recognition and increased earning potential.

Once a Social Marketer is promoted to a new level, the qualification becomes effective immediately, allowing them to be paid at their new title the same month they achieve it. For ranks Senior Consultant and higher, one of your leg requirements must be in your enrollment structure.

SOCIAL MARKETER BUILDER TITLE	SHORT TITLE	LEGS*	ORG. POINTS (OP)	ORG. POINTS MAX LEG**
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

To qualify for commissions a Social Marketer must have 150 Activity Points (AP) or a 75 Marketer Point (MP) Subscription.

*Legs must be qualified in the current month.

** This is the maximum amount of points that can come from a sponsored Social Marketer leg, or the Social Marketer and his or her POD.

SOCIAL MARKETER PROMOTER TITLE	CUSTOMER POINTS (CP)	ACTIVE CUSTOMER COUNT
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

To qualify as Promoter or higher a Social Marketer must have 150 Activity Points, or a 75 Marketer Point Subscription

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 teams.

< PROMOTER TITLE BREAK DOWN

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

CUSTOMER POD BONUS

DAILY PAY

Customer POD Bonuses are paid daily*. Daily Pay is based on your CURRENT month's promoter Title. The payout percent will increase each time a Social Marketer's promoter title increases during the month, up to the maximum of 36%.

This means that every Social Marketer starts each month at the base promoter level, earning 10% on their customer orders.** As they make additional sales throughout the month and their promoter title increases, so does their Daily Pay percentage. At the end of each month, we check all the Daily Pay commissions and "true them up" to the percentage that corresponds with the Social Marketer's final promoter Title. We will add that adjustment onto the Social Marketer's monthly commission payment.

EXAMPLE: When a Social Marketer begins each month, the Social Marketer's customer orders are paid at the promoter level percent of 10%. When the Social Marketer advances to Bronze Title, they will begin to earn 18% on their customer orders and so on as they advance in Title throughout the calendar month. At the end of the month, the customer orders that were originally paid out at 10% are recalculated at the final Promoter Title percentage—in this case, 18% for their new Bronze rank. The difference (an additional 8%) will be paid on that month's final monthly commission payment.

Daily Pay is a prepayment of the monthly commissions. All customer first orders are paid as Customer Acquisition Bonuses (CAB) and all customer reorders are paid as Customer Reorder Bonuses (CRB) and are recalculated at the end of each month based on the aggregate of all customer orders, including all returned, cancelled or modified orders. The difference between any daily payouts and the final percent level at the end of the month are paid as part of the monthly commission payout.

Please note that in your commission statements you will still see Customer Acquisition Bonus and Customer Reorder Bonus payouts to help distinguish between your new and existing customers.

EARN UP TO 36% ON CUSTOMER ORDERS

Social marketers can earn up to a 36% commission on the total customer points in their Customer POD based on the promoter title achieved at the end of each month.

SOCIAL MARKETER PROMOTER TITLE	CUSTOMER POINTS (CP)	ACTIVE CUSTOMERS	BONUS	SHOPPING CREDIT
PROMOTER	1-499	1	10%	-
BRONZE	500	5	18%	\$50
SILVER	1,000	5	20%	\$75
GOLD	2,000	10	22%	\$100
PLATINUM	3,000	15	30%	\$100
PLATINUM 1	5,000	25	32%	\$200
PLATINUM 2	7,000	35	34%	\$200
PLATINUM 3	9,000	45	36%	\$200

*You must have a valid Modere My Pay account to participate in Daily Pay.

**You must qualify for commissions in the previous calendar month or the current month to be eligible to receive Daily Pay. Social Marketers that do not personally qualify in the current month will not earn Customer POD bonuses in the monthly commission calculation.

Daily Pay: Payments may be held and reviewed for up to 4 business days under the following circumstances: (1) if an individual payment is greater than \$150.00, (2) if the payee has earned more than 10 payments in one day, and (3) if the payee has received more than 50 payments in the previous 10 days.

SHOPPING CREDITS

UP TO \$200 EACH MONTH

Social Marketers can enjoy up to \$200 Shopping Credits each month based on the total Customer Points in their POD and the number of Active Customers. Shopping Credits are issued with the monthly commission run. They may be used on ala carte or Subscription orders and must be used within 60 days.

When a Shopping Credit is applied to an order, the Points for Qualification (MP, CP, and OP) will remain the same, however the Commission Value (CV) will be reduced based on the Shopping Credit. For example if a Social Marketer made a \$100 purchase that had 80 MP and they use a \$50 Shopping Credit, the MP of the order would remain 80 points, and the CV of the order would be reduced by 40 points.

Social Marketers can earn up to a combined maximum of \$200 Shopping Credits in a single month.

PROMOTER DEVELOPMENT BONUS

ENJOY \$10 TO \$300 WHEN YOU HELP YOUR TEAM MEMBERS DEVELOP SOLID CUSTOMER PODS.

The Promoter Development Bonus rewards Social Marketers for helping their team develop customer PODS. The Promoter Development Bonus pays through the Enrollment Structure to the first qualified upline with the Paid Builder Title of Team Leader, Director and Elite.

For example, when a Social Marketer achieves Platinum, the upline Team Leader receives a \$40 Promoter Development Bonus, the upline Director also receives a \$40 Promoter Development Bonus and the upline Elite also earns a \$40 Promoter Development Bonus.

Promoter 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 \$40 Team Leader Bonus, plus the \$40 Director Bonus, for a total of \$80.00.

The Promoter Development Bonus pays monthly.

SOCIAL MARKETER PROMOTER TITLE	TEAM LEADER AND HIGHER	DIRECTOR AND HIGHER	ELITE AND HIGHER
SILVER	\$10	\$10	\$10
GOLD	\$15	\$15	\$15
PLATINUM	\$40	\$40	\$40
PLATINUM 1	\$60	\$60	\$60
PLATINUM 2	\$75	\$75	\$75
PLATINUM 3	\$100	\$100	\$100

FIRST ORDER BONUS

THE FIRST ORDER BONUS IS PAID ON A NEW SOCIAL MARKETER'S FIRST COMMISSIONABLE ORDER.

Earn 30% on the first order

Social Marketers can earn a bonus for helping a new personally enrolled Social Marketer sell the contents of his or her first commissionable order.

First Order Bonuses are paid through the daily process, if eligible, as a prepayment of the monthly commissions. All First Order Bonuses for first orders are recalculated at the end of each month, based on the aggregate of all Social Marketer first orders, including all return, cancelled and/or other modified orders.

MONTHLY TEAM BUILDER BONUS

Earn up to \$3,000 each month with the Monthly Team Builder Bonus.

Social Marketers who achieve Team Leader or higher are eligible to earn the Monthly Team Builder Bonus. This reward can be earned every month a Social Marketer meets the requirements. These bonuses range from \$100 to \$3,000 and are in addition to the Generational Unilevel commissions.

To receive a Monthly Team Builder Bonus a Social Marketer must qualify no less than one Builder Title below the highest achieved Builder Title. For example, if a Director 1 is the highest achieved Builder Title, a Social Marketer must qualify as Senior Team Leader or higher to be eligible for a Monthly Team Builder Bonus.

Additionally, a Social Marketer must meet the Enrollment Organization Points(EOP) requirement to receive a Monthly Team Builder Bonus. EOP excludes any points from members and teams that have been placed under a Social Marketer, it is based on the Enrollment Structure. If a Social Marketer has less EOP than the required amount they will be paid the Monthly Builder Bonus equivalent to the actual EOP. For example, a Director 2 who has 11,000 EOP will be eligible for a Director 1 Monthly Team Builder Bonus.

Monthly Team Builder Bonus is payable to US and Canada Social Marketers only.

Team Builder Bonuses are paid monthly.

SOCIAL MARKETER BUILDER TITLE**	ENROLLMENT ORGANIZATION POINTS	MONTHLY TEAM BUILDER BONUS
Team Leader	1,800	\$100
Senior Team Leader	3,600	\$200
Director 1	7,200	\$500
Director 2	15,000	\$750
Director 3	30,000	\$1,500
Elite 1*	60,000	\$2,000
Elite 2*	120,000	\$2,500
Elite 3*	240,000	\$3,000

**Elite 1, Elite 2 & Elite 3 Social Marketers will earn either the Leadership Development Bonus or the Monthly Team Bonus, whichever is greatest. For Elite 1 and higher your Team Builder Bonus may be affected by the Leadership Development Bonus cap. Please read the Leadership Development Bonus for more details.*

*** The Monthly Team Builder Bonus is paid based on the actual calculated Builder Title.*

GENERATIONAL UNILEVEL

CV from customer and social marketer product purchases made by your team members are paid through the Generational Unilevel. The CV from customer sales are first paid through the Customer POD Bonus and then are factored based on the associated Social Marketer's Paid Promoter Title and paid through the Generational Unilevel. The factors are 65% for Promoters, 64% for Bronze, 63% for Silver, 62% for Gold, 58% for Platinum, 57% for Platinum 1, 56% for Platinum 2 and 55% for Platinum 3 and above. A new Social Marketer's first order is factored at 35% for Generational Unilevel payout. The enrolling Social Marketer does not earn a generation unilevel commission on the new Social Marketers first order, instead they earn the First Order Bonus.

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

4 & MORE ELITE BONUS

Elite Social Marketers earn an additional 4% on the 4th team and beyond within the Generational Unilevel*

Elite Social Marketers who develop more than three personally sponsored teams are eligible to receive the Four & More Bonus.

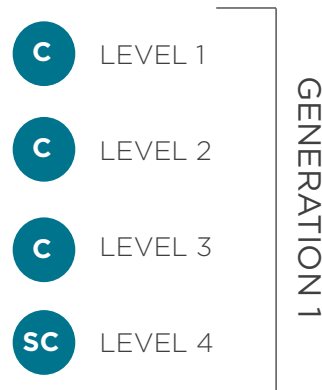
The three personally sponsored teams with the most Organizational Points are considered teams one through three. All other personally sponsored teams are considered four & more. For teams four and more, Elites earn an extra 4% commission on all Unilevel pay levels in addition to the standard Unilevel Commissions. The 4 & More Bonus is paid monthly through the Placement Structure.

**Excludes points from first orders.*

	SC	TL	STL	D1	D2	D3	E1	E2	E3	4 & MORE BONUS
Gen 1	4%	7%	7%	7%	7%	7%	7%	7%	7%	+ 4%
Gen 2	4%	7%	7%	7%	7%	7%	7%	7%	7%	+ 4%
Gen 3		7%	7%	7%	7%	7%	7%	7%	7%	+ 4%
Gen 4			4%	5%	5%	5%	5%	5%	5%	+ 4%
Gen 5					4%	4%	4%	4%	5%	+ 4%
Gen 6						4%	4%	4%	4%	+ 4%
Gen 7							4%	4%	4%	+ 4%
Gen 8								4%	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 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 and their customers are then considered one pay generation.



LEADERSHIP DEVELOPMENT BONUSES

Earn a match on team member's Generational Unilevel and Customer Reorder Bonus earnings.

The Leadership Development Bonuses are the most attractive and exciting bonuses for Social Marketers. Through a modern and new approach it 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 Team Leaders, Senior Team Leaders, Directors and Elite Social Marketers within the Social Marketers team. Additionally Elite Social Marketers are also eligible to earn Leadership Development Bonuses based on Customer Reorder Bonuses paid to Gold, Platinum, Platinum 1, Platinum 2 and Platinum 3 Social Marketers. Leadership Development Bonuses are paid through the Enrollment Structure.

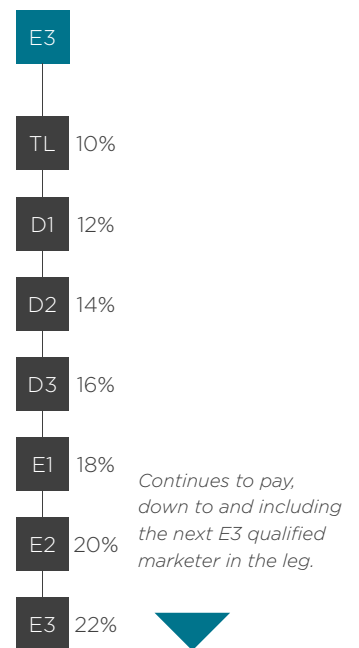
Elite Social Marketers are able to earn through two dynamic generations. A dynamic generation includes all Gold, Platinums, Team Leaders, Senior Team Leaders, Directors and Elite Social Marketers down to the first similar, or higher, qualified Social Marketer based on Builder Title.

Of the total commission payout, Modere reserves the right to cap at 10% the total Leadership Development Bonus plus the portion of Team Builder Bonus paid to Directors and Elites. Leadership Development Bonuses are paid monthly through the Enrollment Structure.*

*Excludes earnings from First Orders

For Social Marketers who qualify as E1 or higher, they 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 7% on customer reorders, 10% on TLs, 10% match on STLs, 12% on D1s, 14% on D2s, 16% on D3s, 18% on E1s, 20% on E2s and 22% 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 allow the potential for a Social Marketer to be paid on the same points, multiple times.



SOCIAL MARKETER BUILDER AND PROMOTER TITLES MATCHED ON

YOUR BUILDER TITLE

	GOLD+*	TL	STL	D1	D2	D3	E1-E3		
ELITE 1	7%	10%	10%	12%	14%	16%	18%		
ELITE 2	7%	10%	10%	12%	14%	16%	18%	20%	
ELITE 3	7%	10%	10%	12%	14%	16%	18%	20%	22%

*Gold, Platinum, Platinum 1, Platinum 2 and Platinum 3.

**Dynamic Generation includes all qualified Social Marketer's down to and including the first same or higher Builder Title.



SUBSCRIBE & SAVE

There are many benefits for participating in the Subscription program. One benefit is the ability to meet the monthly Activity Point requirement to be eligible for commissions at a reduced rate. Social Marketers who have a 75 Marketer Point Subscription, automatically meet the 150 AP monthly requirement.

Plus, Social Marketers who participate in the Subscription program can enjoy up to 15% savings on Subscription items.

60 DAY PLACEMENT

An Enrollment Sponsor has 60 days to designate the Placement Sponsor of personally enrolled Social Marketers within his or her team. Once a Social Marketer has been placed, the move is permanent and the Social Marketer may not be placed again.

The 60 DAY PLACEMENT feature allows you the ability to create momentum by strategically linking your team members.

Placing someone from your first level to a different location in your team may reduce your income and impact your Builder Title qualifications. Use care when considering a placement on your team.

ROLLING QUALIFICATION

Social Marketers that join between the 15th and the end of each month, are able to include their first month qualifying Customer Points (CP), Marketer Points (MP), Organizational Points (OP) and Active Customer Counts (ACC) with the points generated in their 2nd bonus month. All points in month 1 are commissioned in month 1, and included as qualifying points in month 2. Rolling qualifications in month 2 are specific to the new Social Marketer; the qualifying points do not carry forward for upline qualifications.

Activity Points (AP) are not rolled forward and must be maintained in month 2 to qualify for all bonuses.

GLOSSARY

ACRONYM	TERM	DEFINITION
AP	Activity Points	Combined point value of purchases by a Social Marketer and points from their new customers' purchases in their first calendar month.
ACC	Active Customer Count	Total number of active customers in a Social Marketer's Pod who have purchased products in a given month.
-	Builder/Promoter Title	The highest Title ever achieved by a Social Marketer, utilized for recognition and correlation to certain commission qualification requirements.
CP	Customer Points	Points from products purchased by customers in a Social Marketer's Pod for qualification purposes.
CV	Commission Value	Commission Value is the value associated with CP, MP and OP after any discounts and Shopping Credits have been applied to an order. The CV is used to calculate all commission payouts.
-	Daily Pay	Daily Pay is processed between the 5th and last day of the month for activity the previous day. Orders eligible for daily pay placed between the 1st-4th are processed on the 5th. Daily Pay is available to US and Canada Social Marketers only. Commissions currently paid through Daily Pay include Customer First Orders, customer reorders and Social Marketer First Orders. Accounts with an outstanding balance, will not be eligible for Daily Pay until the outstanding balance is resolved.
EOP	Enrollment Organization Points	EOP is similar to Organization Points, however it is based on the points in the Enrollment Structure. EOP excludes points from Social Marketer's, their PODS and teams who have been placed into Social Marketer's team. Enrollment Organization Points are for qualification purposes.
-	Factor	A percentage based adjustment to the CV on specific order 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 this compensation plan document.

The Modere Marketing and Compensation Plan, together with 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.

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ACRONYM	TERM	DEFINITION
-	First Order	First orders are identified as the first order placed by a customer or a Social Marketer which includes CV.
-	Leg	A Social Marketer on your first level based on Placement Structure. This Social Marketer and their team constitute a Leg in your team.
-	Leadership Development Generation	A generation includes all Gold, Platinums, Team Leaders, Senior Team Leaders, Directors and Elite Social Marketers down to the first similarly or higher qualified Social Marketer.
Max Leg	Maximum Leg Amount	Used to determine the maximum amount of points that can count towards the monthly OP qualifications from a Social Marketer and their POD, or from a Social Marketer leg.
MP	Marketer Points	Points from products personally purchased by a Social Marketer for qualification purposes.
-	Monthly Commissions	Monthly commissions are processed and paid once each month. Monthly commissions are deposited into Modere My Pay Accounts by the 13th of each month, for the previous month's activity.
OP	Organization Points	Includes a Social Marketer's own MP and CP and all MP and CP from the Social Marketer's entire team for qualification purposes.
-	Paid Title	The current payout qualification level of Social Marketer according to the Compensation Plan. The Paid Title of an Social Marketer, which will determine the Commissions calculated and may fluctuate monthly depending on the Social Marketer meeting various qualifications outlined in the Compensation Plan for both Builder and Promoter Title qualifications.
Pod	Personal Customer Pod	A Social Marketer's personally sponsored customers and customers they refer.
-	Reorder	Reorders include all purchases made by a customer or Social Marketer after the first order.
-	Unilevel Generation	If a Social Marketer does not qualify as an 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 and their customers are then considered one Generation.

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ACRONYM	TERM	DEFINITION
ES	Enrollment Structure & Enrollment Sponsor	The structure of a Social Marketer’s team based on the original enrollment position and sponsor. Enrollment Sponsor is the original sponsor indicated at the time of sign up.
PS	Placement Structure & Placement Sponsor	Placement Structure is the structure of a Social Marketer’s team based on the placement position within the Sponsor Organization. Placement Sponsor is the sponsor assigned by the Enrollment Sponsor within the 60 Day Placement Period.

The Modere Marketing and Compensation Plan, together with 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.

