

THE MONAVIE COMPENSATION PLAN

UNITED STATES (EFFECTIVE MARCH 3, 2008)



MONA·VIE

AT MONAVIE, OUR DISTRIBUTORS ARE OUR MOST IMPORTANT ASSET, AND WE REWARD THEM ACCORDINGLY WITH AN EXCEPTIONALLY GENEROUS COMPENSATION PLAN.

The first step is simple: achieve the rank of Star and then help others to become Stars in your MonaVie organization. The rest of the plan will take care of itself.

As you review the following 8 Ways to Earn Income through MonaVie's compensation plan, keep in mind that the AutoShip program (recommended but not required) is the surest way to maximize your commission choices and take full advantage of the compensation plan.

WAYS TO EARN INCOME WITH MONAVIE

DIRECT SALES

BULK ORDER BONUS

FIRST ORDER BONUS

STAR MAKER BONUS

TEAM COMMISSIONS

EXECUTIVE CHECK MATCH

LEADERSHIP POOLS

MULTIPLE BUSINESS CENTERS

DIRECT SALES

Retail sales allow you to earn income by purchasing product at the wholesale price and then selling it at the retail price. The Preferred Customer program allows your customers who enroll in the AutoShip program a 15% discount on the retail price. You receive the difference between the wholesale price and the preferred customer price as a retail commission. In addition, distributors with at least 200 PV also receive the volume associated with preferred customer purchases (the volume being credited to their lesser volume leg) if their preferred customers place an order during the week their AutoShip processes. You don't need to be active* or qualified† to earn profit from sales made to retail or preferred customers.

FIRST ORDER BONUS (FOB)

Qualified distributors with at least 200 PV earn a one-time-only FOB of 20% of the PV (up to a maximum of \$40), and qualified distributors with 100–199 PV earn a one-time-only FOB of 10% of the PV (up to a maximum of \$20) when their personally sponsored distributors place a first time order of MonaVie products. If you are not qualified in the week the first order is placed, you will have the following three weeks to become qualified in order to earn the FOB.

STAR MAKER BONUS

Qualified distributors with at least 200 PV may participate in our Star Maker Bonus. Each time one of your personally sponsored distributors reaches the rank of Star, the foundation for a successful MonaVie business, you earn a \$40 Star Maker Bonus.

BULK ORDER BONUS (BOB)

Each time someone you've personally sponsored places a bulk order, you receive one of the following bonuses: \$25 (3 cases), \$50 (6 cases), or \$75 (12 cases). Please note that you must be active with at least 200 PV to receive the above mentioned BOB. Distributors active with 100 PV receive a BOB of \$10 (3 cases), \$20 (6 cases), or \$30 (12 cases).

Direct sales, BOB, FOB, and the Star Maker Bonus are designed primarily to help new distributors begin earning income with MonaVie, while team commissions, Executive Check Match, and our leadership pools are designed for wealth creation.

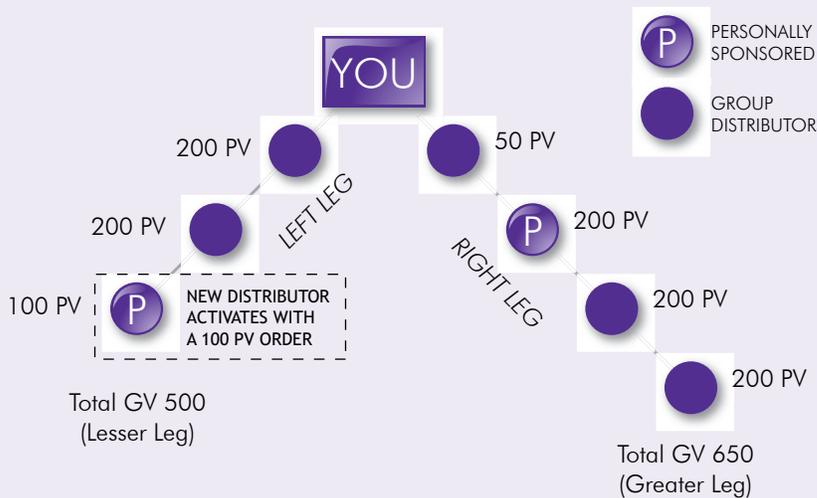
* **Active:** Must purchase a minimum of 100 PV every four weeks.

† **Qualified:** Must have at least one personally sponsored and active distributor on both your left and right legs.

TEAM COMMISSIONS

TEAM COMMISSIONS FROM SALES ARE THE FUNDAMENTAL BUILDING BLOCK OF THE MONAVIE COMPENSATION PLAN. AS A NEW DISTRIBUTOR, YOUR FOCUS WILL BE ON CREATING RETAIL AND PREFERRED CUSTOMERS, AS WELL AS BUILDING A DISTRIBUTOR SALES FORCE.

The team commissions portion of our plan is binary. Binary means that you will be placed in one of two legs (right or left) in your sponsor's organization. You will then be compensated based on successfully building two legs of your own. Your sponsor (or anyone else in your upline) may also place people in your organization. As your group begins to grow, you are entitled to team commissions based on the total volume generated in your lesser leg.



Calculating team commissions: If you and your two personally sponsored distributors are active with at least 100 PV, you qualify for up to 10% in team commissions.*

Team commissions are earned on your lesser volume leg and begin at 500 accumulated GV (group volume) on this leg, and on every 100 points thereafter. Any unpaid team volume carries over to the following week, as long as you remain active. For team commissions to be paid in subsequent weeks, there must be a minimum of 500 accumulated GV. Any week your personal volume is over 200 PV, the overage will be applied to your lesser volume leg. Team commissions are limited to \$10,000 per week, per business center.

Although team commissions may be earned by being active with 100 PV, you can maximize your earnings with our FOB, BOB, and Star Maker Bonus by remaining active with 200 PV.

* Equates to earning 5% of the balanced volume from both your left and right legs.

In this example, you are active with 100 PV. You are also qualified because you have a personally sponsored distributor on your right leg who is active with 200 PV and a personally sponsored distributor on your left leg who is active with 100 PV. Therefore, you qualify for 10% in team commissions,* which in this example equates to \$50 (10% of 500 GV).

EXECUTIVE CHECK MATCH

To reward our executive field leaders, we have created the Executive Check Match program.* This program allows you to earn an Executive Check Match on the team commissions paid to distributors you personally sponsor, the distributors they personally sponsor, and so on—up to seven generations of executives in your personal enrollment tree. As your Executive rank increases, so does the number of generations on which you can be paid an Executive Check Match.

You may earn an Executive Check Match not only on executives found in each of your personal enrollment tree legs, but also on distributors at the various Star ranks. A generation ends when a qualified executive is found, regardless of depth. The Executive Check Match has unlimited width. Therefore, to maximize your income, continue advancing to higher Executive ranks and personally sponsoring distributors, thereby creating more personal enrollment tree legs on which you can earn an Executive Check Match.

Figure 1 is designed to help you better understand the Executive Check Match program. In the example, you are a qualified Ruby Executive, which enables you to earn an Executive Check Match through four generations of executives on each of your six personal enrollment tree legs.

Once a qualified executive is found on any leg, it completes the first generation of executives for that particular leg.



AT-A-GLANCE

- The higher your rank, the more generations you match.
- A generation ends when an executive is found.
- Bronze Executives and above must be active with at least 200 PV to earn an Executive Check Match.
- An Executive Check Match is paid on team commissions earned by all distributors in your enrollment tree.

Let's look at the leg that begins with Mr. B. In this leg, you would earn an Executive Check Match through Ms. E1 because she is the fourth generation executive. To be paid deeper on this leg (allowing you to earn an Executive Check Match on Mr. F1), you would need to advance to Emerald Executive, which would allow you to be paid through five generations of executives.

On the personal enrollment tree leg that begins with Mrs. C, you would earn an Executive Check Match on Mr. K and Mr. L, and that would end your first generation.

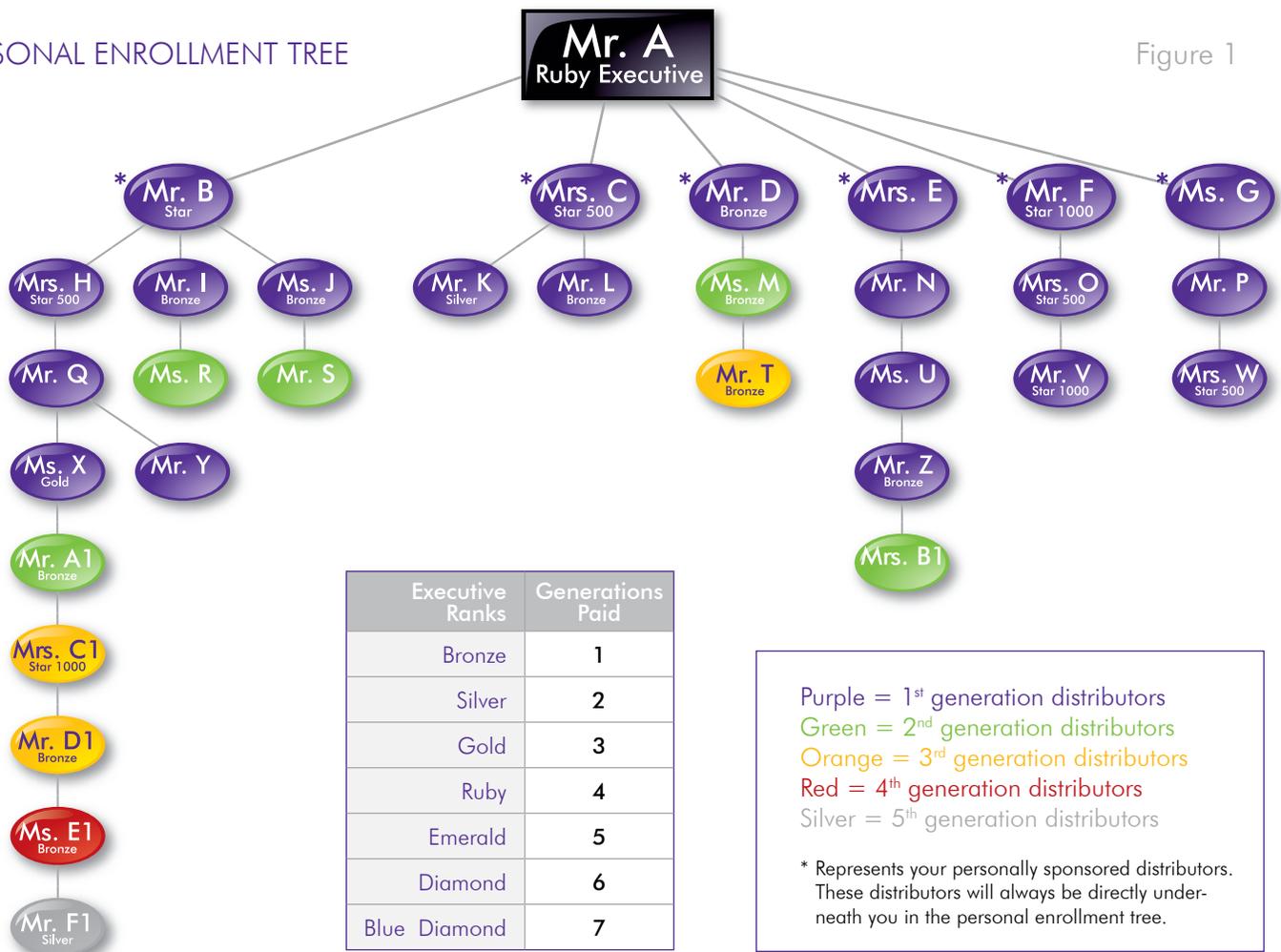
Let's look at one final example. On the personal enrollment tree legs beginning with Mr. F and Ms. G, no executive exists in either of these two lines; therefore, everyone in these two lines is considered first generation.

To maximize your earnings with the MonaVie Executive Check Match program, you should strive to reach our highest Executive ranks by sponsoring and supporting as many personal enrollment tree legs as possible.

* The Executive Check Match is paid weekly and is based on a floating percentage. MonaVie guarantees a 50% weekly payout of commissionable volume. After the various other ways of earning commissions with MonaVie are calculated, any remaining available commissions (up to the 50% figure) are allocated to the Executive Check Match and then paid, along with other earned commissions for the week. Bronze Executives and above must be active with at least 200 PV to earn an Executive Check Match. Weekly commissions from an Executive Check Match cannot exceed the volume from your lesser volume leg.

PERSONAL ENROLLMENT TREE

Figure 1



LEADERSHIP POOLS

BLUE DIAMOND LEADERSHIP POOL

We have reserved 1% of total company GV for our elite group of MonaVie Blue and Hawaiian Blue Diamond Executives with at least 200 PV. For each personal enrollment tree leg where there is a qualified Bronze Executive or above, qualified Blue and Hawaiian Blue Diamonds earn units in the Blue Diamond Leadership Pool. The more qualified executive legs you create, the more units you earn in this pool. This reward is paid weekly based on your earned portion.

BLACK DIAMOND LEADERSHIP POOL

We have reserved 1% of total company GV for our Executive Premier ranks with at least 200 PV. As a qualified Black Diamond or above, you earn units in this pool for each of your personal enrollment tree legs where there is a qualified Diamond Executive or above. The more qualified Diamond Executive legs you create—and the higher Executive Premier rank you achieve—the more units you earn in our Black Diamond Leadership Pool. The 1% total company GV is paid weekly to our qualified Premier Executives, based on their earned portion in this pool.

MULTIPLE BUSINESS CENTERS

As your MonaVie business grows, you can potentially have a total of four business centers (initial center plus three additional centers), with each potentially earning \$10,000 per week in team commissions. You are awarded your second business center at Hawaiian Blue Diamond and your remaining two business centers at Black Diamond. While additional business centers allow you to maximize your income earning potential, they are not required for you to advance within the Compen-

sation Plan. A distributor can reach Crown Black Diamond, the highest rank in MonaVie, by focusing on his or her initial business center.

You must maintain the requirements of a qualified Blue Diamond and be active with 200 PV to earn income on multiple business centers.

BLACK DIAMOND REWARDS

BLACK DIAMOND

- Earn remaining two business centers (3rd and 4th)
- \$1,500 Black Diamond Mercedes Car Allowance*
- 3 units[†] in the Black Diamond Leadership Pool
- 1 week access to the 3-bedroom MonaVie Chateau Villa at the Zermatt Resort (Midway, Utah)
- Black Diamond ring (men) and pendant (women)

ROYAL BLACK DIAMOND

- \$100,000 travel credits
- 6 units[†] in the Black Diamond Leadership Pool
- 1 week access to the MonaVie Reef Towers Penthouse (Atlantis Resort, Bahamas)
- MonaVie Day—we fly you and your family to Salt Lake City, Utah, where you will receive the royal treatment!

PRESIDENTIAL BLACK DIAMOND

- \$300,000 travel credits
- 9 units[†] in the Black Diamond Leadership Pool

IMPERIAL BLACK DIAMOND

- \$600,000 cash/travel credits
- 12 units[†] in the Black Diamond Leadership Pool

CROWN BLACK DIAMOND

- \$1,000,000 cash/travel credits
- 20 units[†] in the Black Diamond Leadership Pool



DISTRIBUTOR ANNUAL REWARD TRIPS

- Ruby Fly-In
- Diamond Destination
- Black Diamond Celebration

* When you first achieve the rank of Black Diamond, you earn an immediate \$1,500 allowance from MonaVie to apply toward the MonaVie Mercedes program. After you have received your new car, MonaVie will continue to pay you \$1,500 per month for one full year as an allowance for your car. After one year, MonaVie will review your distributorship. You will continue to receive a monthly allowance for the next year, and subsequent years, based on how many weeks in the previous year you maintained your qualified and active rank of Black Diamond: 40 weeks plus = \$1,500; 30–39 weeks = \$1,000; 20–29 weeks = \$750; 15–19 weeks = \$500. You must be active with at least 200 PV to earn the Black Diamond car allowance.

[†] For each personal enrollment tree leg where a qualified Diamond or above is found.

MONAVIE RANK QUALIFICATIONS

RANKS	QUALIFICATIONS	
STAR RANKS		
STAR	Personally active and qualified (a personally sponsored and active distributor on both your left and right legs)*	
STAR 500	500 GV in your lesser volume leg during a one week period	Total Weekly Earning Potential \$1,000
STAR 1000	1,000 GV in your lesser volume leg during a one week period	Total Weekly Earning Potential \$1,000
EXECUTIVE RANKS		
BRONZE	2,000 GV in your lesser volume leg during a one week period and a minimum of one personal enrollment tree leg that includes a qualified STAR 500 or above	Total Weekly Earning Potential \$1,000
SILVER	3,000 GV in your lesser volume leg during a one week period and a minimum of two personal enrollment tree legs that include a qualified STAR 500 or above in each leg	Total Weekly Earning Potential \$1,500
GOLD	5,000 GV in your lesser volume leg during a one week period and a minimum of three personal enrollment tree legs that include a qualified STAR 500 or above in each leg	Total Weekly Earning Potential \$2,500
EXECUTIVE ELITE RANKS		
RUBY	10,000 GV Must meet the following requirements for two consecutive weeks: Maintain 10,000 GV in your lesser volume leg and a minimum of four personal enrollment tree legs that include a qualified STAR 500 or above in each leg	Total Weekly Earning Potential \$5,000
EMERALD	15,000 GV Must meet the following requirements for two consecutive weeks: Maintain 15,000 GV in your lesser volume leg and a minimum of five personal enrollment tree legs that include a qualified STAR 500 or above in each leg	Total Weekly Earning Potential \$7,500
DIAMOND	20,000 GV Must meet the following requirements for three consecutive weeks: Maintain 20,000 GV in your lesser volume leg and a minimum of six personal enrollment tree legs that include a qualified STAR 500 or above in each leg	Total Weekly Earning Potential \$10,000
BLUE DIAMOND	25,000 GV Must meet the following requirements for four consecutive weeks: Maintain 25,000 GV in your lesser volume leg and a minimum of seven personal enrollment tree legs that include a qualified STAR 500 or above in each leg	Total Weekly Earning Potential \$20,000
HAWAIIAN BLUE DIAMOND†	75,000 GV Must meet the following requirements for four consecutive weeks: Maintain 75,000 GV in enrollment tree volume with no more than 25,000 GV coming from any single enrollment tree leg and a minimum of seven personal enrollment tree legs that include a qualified STAR 500 or above in each leg	Total Weekly Earning Potential \$25,000
EXECUTIVE PREMIER RANKS†		
BLACK DIAMOND	150,000 GV for four consecutive weeks in enrollment tree volume with no more than 50,000 GV coming from any single enrollment tree leg	Unlimited Weekly Earning Potential
ROYAL BLACK DIAMOND	300,000 GV for four consecutive weeks in enrollment tree volume with no more than 50,000 GV coming from any single enrollment tree leg	Unlimited Weekly Earning Potential
PRESIDENTIAL BLACK DIAMOND	450,000 GV for four consecutive weeks in enrollment tree volume with no more than 50,000 GV coming from any single enrollment tree leg	Unlimited Weekly Earning Potential
IMPERIAL BLACK DIAMOND	600,000 GV for four consecutive weeks in enrollment tree volume with no more than 50,000 GV coming from any single enrollment tree leg	Unlimited Weekly Earning Potential
CROWN BLACK DIAMOND	1,000,000 GV for four consecutive weeks in enrollment tree volume with no more than 50,000 GV coming from any single enrollment tree leg	Unlimited Weekly Earning Potential

* Distributors must be personally active and qualified to advance any rank.

† Hawaiian Blue Diamond and Executive Premier Rank distributors must maintain the requirements of a qualified Blue Diamond.

COMPENSATION PLAN Q&A

1. Does the company guarantee a certain commission payout percentage?

Yes. Each week the company guarantees that 50% of total GV will be paid to distributors through our compensation plan.

2. If I go inactive by not ordering products, what happens to my volume and my organization?

All accumulated group volume will be reset to zero; however, once you reactivate with a product purchase of at least 100 PV, you will once again begin to accumulate group volume as products are purchased in your downline organization.

3. Why am I considered "active" for four weeks rather than an entire month?

We pay weekly commissions. A week consists of seven days and runs from Saturday at 12:01 a.m. (MST) to Friday at midnight. Since we pay weekly commissions rather than monthly commissions, our definition of "active" is a four week rolling period rather than an entire month.

4. Are all commissions and bonuses paid on a weekly basis?

Yes.

5. Once I've earned commissions, when can I expect to be paid?

The commission week ends on Friday night at exactly midnight (MST). Any earned commissions will be paid 7 days later, which is the Friday after the end of the commission week. However, the first time commissions are earned, we must process your personalized MonaVie cash card, where your commissions are deposited. Anticipate that it will take approximately 7-10 business days after the end of the commission period to receive your card in the mail.



6. When team commissions are paid, what volume is deducted from my business center?

Any volume on both your left and right leg that was used to earn team commissions will then be deducted. Any unpaid volume will continue accumulating as long as you remain active.

7. What is AutoShip?

AutoShip puts you in a position to maximize your commission choices and take full advantage of the MonaVie Compensation Plan. This optional program allows you to establish a standing monthly order with MonaVie. It's simple and stress-free. Your product will be delivered to you on a regular basis at the wholesale price. You can put your AutoShip order on hold, change it, or cancel it at any time by calling Distributor Support at 1-866-217-8455 or sending an email to distributorsupport@monavie.com. (Please notify us at least 2 days before your next scheduled AutoShip order for changes to take effect for that AutoShip date.)

IMPORTANT TERMS

Volume: PV is personal volume (personal purchases) and GV is group volume (purchases in your organization). Volume refers to the points assigned to products. For example, a case of MonaVie has 100 points of volume. Commissions are earned on points.

Active: To earn commissions you must be active. You become and remain active by purchasing a minimum of 100 PV every four weeks. For example, purchasing one case of MonaVie every four weeks will keep you active.

Qualified: You must also be qualified to earn commissions. This means you must have at least one personally sponsored and active distributor on both your left and right legs.

Organization: When we refer to your organization, we are referring to all distributors in your downline. Other terms used for this are "tree" and "genealogy."

Business Center: Your business center is where you are personally placed within the MonaVie organization. We may also refer to your business center as a position in the organization.

Personal Enrollment Tree: This refers to those you have personally sponsored, those they have personally sponsored, and so forth.

All references to income, implied or stated, through the MonaVie Compensation Plan are for illustration purposes only. MonaVie does NOT guarantee any level of income or earnings to any distributor. Earnings from the MonaVie Compensation Plan solely depend on sales and each distributor's skill, ability, and personal application.

