



THE TRANSFORMATION COMPANY

COMPENSATION PLAN



Health Leads to Wealth with Purium

Enroll Brand Partners at PuriumEnrollment.com
Signup Customers & Upgrade to BPs at iShopPurium.com

Effective May 2025

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Purium's Compensation Plan is designed to reward those who share our mission, inspire others, and help grow a thriving community. As your impact grows, so do your rewards. From your first ULT sale to unlocking revenue-sharing pools, every part of the plan is built to recognize effort, reward results, and fuel dreams.

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A MESSAGE FROM OUR FOUNDERS: WHY CONNECTION IS OUR TRUE CURRENCY

Dear Purium Brand Partners,

Thank you for being part of our mission. While we began as superfood manufacturers, over the past 20+ years, we've become deeply committed to the network marketing model. It's how we've chosen to share our passion, grow our impact, and truly transform lives.

With over 60 years of combined dedication, we've learned that connection is everything. That's why we chose to shift our focus in the early 2000s from traditional retail and launch as a network marketing company – because the most powerful promotion comes from people with real experiences, shared face-to-face, on-screen, or in person. Technology may evolve, but the spirit of human connection remains unchanged.

We've created a compensation plan that rewards both part-time sharers and full-time Builders. Whether you want to earn enough to cover your products or create generational wealth, Purium supports your journey. Some of our top leaders started as happy customers, and we celebrate all Brand Partners – whether earning \$100 a month or entering the million-dollar earners club.

As The Transformation Company, we proudly stand on four pillars: Health, Wealth, the Environment, and Community. Purium has the power to change lives in all of these areas – and you are at the heart of that mission.

Thank you for sharing this vision with us.

With gratitude,

AMY VENNER & DAVID SANDOVAL
CO-FOUNDERS, PURIUM

Amy Venner

David Sandoval



PURIUM RANK QUALIFICATIONS TABLE

THE MORE YOU ADVANCE, THE MORE YOU EARN

The table below illustrates the minimum requirements needed to qualify at each **rank** within Purium's **Compensation Plan**.

Rank	PQV	AE	GQV	Structure (legs)
Member	0	0	0	0
Associate	50	0	50	0
Builder	50	1	300	0
Consultant	50	2	1k	0
Director	50	3	2.5k	0
Executive	50	4	6k	0
Diamond	100	6	15k	3 Consultants
Green Diamond	100	6	30k	3 Directors
Blue Diamond	100	6	50k	3 Executives
Black Diamond	100	6	75k	2 Executives, 1 Diamond
Red Diamond	100	6	100k	1 Executive, 2 Diamonds
1-Star Crown	200	12	150k*	2 Diamonds, 1 Blue Diamond (or 50% Rule)
2-Star Crown	200	12	200k*	1 Diamond, 2 Blue Diamonds (or 50% Rule)
3-Star Crown	200	12	300k*	3 Blue Diamonds (or 50% Rule)
4-Star Crown	200	12	400k*	4 Blue Diamonds (or 50% Rule)
5-Star Crown	200	12	500k*	5 Blue Diamonds (or 50% Rule)
Royal Crown I	200	12	750k*	3 Crowns
Royal Crown II	200	12	1m*	3 Crowns

*All Crown GQV rank requirements include Level 9 (Dynamic Compression applies)

Personal Qualifying Volume (PQV)

The total **Qualifying Volume** of products purchased by the **Brand Partner**

Active Enrolled (AE)

Personally Enrolled Brand Partners/Customers who order 50+ **QV** in a calendar month

Group Qualifying Volume (GQV)

The total **Qualifying Volume** in your **Organization**

Structure

The legs needed with specified **Ranks**

PAYMENT SCHEDULE

Weekly Commission

- **Commission Period:** Saturday 12:00 AM - Friday 11:59 PM CT
- Paid the following Friday

Monthly Commission

- **Commission Period:** 1st of the month 12:00 AM - last calendar day 11:59 PM CT
- Paid on the 15th of the following month

Direct Deposit & Check

- All established **Direct Deposits** are made by close of business on the scheduled payment day.
- If a payment date falls on a weekend or holiday, **Direct Deposits** are processed and checks are mailed on the next business day.
- **Direct Deposit** is available at no charge for USD accounts in the US and Canada.
- Check payments have a \$3 **Accounting Fee** for U.S. Brand Partners.



Glossary of Terms

Starts on Page 18

Find complete definition of **bolded words** in the Glossary of Terms, in alphabetical order, in the back of this document.

Brand Partner Program Compensation

EARN BIG WHILE EXPANDING WIDE

Expand the mission by expanding your **Active Enrolled**.
Enrolling Brand Partners is the best way to expand Purium's mission, vision, passion, and purpose.

Brand Partner First Order Commission: Level 1

25%
Paid on \$

HOW TO EARN

- **Enrollers** earn a 25% commission on the purchase price of items with **Commissionable Volume (CV)** from a new **Brand Partner's** first purchase.
- Calculated on the subtotal of products with **Commissionable Volume (CV)**.
- Includes customers that **Upgrade**, becoming a new **Brand Partner**.
- Paid through **Enroller Tree**.
- Earnings are paid in **Weekly Commission**.

Example: If the first order is a **ULT** at \$384.95, you earn \$96.24— that's 25% of the subtotal of products with **CV**. This is your reward for **Enrolling** someone new to spread Purium's mission with even more people.

Paid as Rank	Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 1	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%

DUPLICATE. GROW. EARN.

Discover financial rewards while building a team. Train **Active Enrolled** to duplicate **Enrollment** of **Brand Partners** and you will keep earning!

Brand Partner First Order Commission: Levels 2-5

5%
Paid on CV

HOW TO EARN

- **Builder** and above ranks earn 5% on the **Commissionable Volume (CV)** from the first purchase of new **Brand Partners Enrolled** on your **Levels 2-5** downline.
- Must be qualified as a **Paid As Builder** or higher.
- Paid through **Enroller Tree**.
- Earnings are paid in **Weekly Commission**.

Paid as Rank	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 2	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%

↑ Indicates **Compression (Dynamic Compression)** applies

Example: Your **Level 1 Enrolls** a new **Brand Partner** — this new person becomes your **Level 2**. The **Level 2** places a first order for a **ULT** at \$384.95 with 250 **CV**. Because you are a **Paid As Builder** or above, you earn 5% of the **CV** from their first order — that's \$12.50 paid to you. This is your reward for supporting **Enrollment** in your team and training duplication of **Enrollment**!



Glossary of Terms

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Brand Partner Program Compensation

EARN UP TO \$4,000 PER ENROLLEE

UNLIMITED POTENTIAL. UNLIMITED OPPORTUNITY.

Mentor Fast Start Achievements within specified time frames and earn lucrative bonuses. The more you enroll and mentor, the more you earn.

Fast Start Mentoring Match Bonuses

**EARN UP
TO \$4000**
per Enrollee

Paid as Rank	FS Consultant	FS Director	FS Executive	FS Diamond Climb*	FS Diamond	FS Green Diamond	FS Blue Diamond	FS Black Diamond	FS Red Diamond
Bonus Amount	\$100	\$400	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Time Qualifications	10+ Days	1+ Months	2+ Months	3+ Months	4+ Months	5+ Months	6+ Months	7+ Months	8+ Months

The **Fast Start Mentoring Match Bonus** is a companion bonus to the **Fast Start Program** (See Page 7), awarded to the **Enroller** of a Brand Partner who qualifies for any **Fast Start Bonus**, including the **Diamond Climb**. This bonus rewards ongoing mentorship and leadership, based on the **First-Level Enrollee's** progress, and can be earned at any point during a Brand Partner's career.

HOW TO EARN

- Earn up to \$4,000 over 8+ months for each newly **Enrolled Brand Partner**.
- Each time an **Enrollee** earns a **Fast Start Rank Bonus**, their **Enroller** receives the corresponding **Fast Start Mentoring Match Bonus**.
- **Enrollers** must be the same **Paid As Rank** (or higher) as their **Enrollee's Fast Start Rank** to earn the corresponding bonus.
- **Enrollers** must have an active **Monthly Subscription** of at least **50 Business Volume (BV)** to qualify.
- **Fast Start** ranks are calculated through the **Enroller Tree**.
- Earnings are paid with **Monthly Commission**, except the **Consultant Match**, which is paid with **Weekly Commission**.

Example: You **Enroll** a new Brand Partner on your **Level 1**, and help them achieve their **Fast Start Consultant Bonus**. They earn \$100 – and since you are **Paid As Consultant** (or higher), you receive a **\$100 Mentoring Match Bonus**. As they continue to rise in rank, your matching bonuses grow – up to \$4,000 per new **Enrollment!**

Coach and support your team early in their Brand Partner journey, celebrate their progress, and be rewarded for your mentorship. This is how Purium empowers leaders and recognizes the power of true duplication.



*MENTORING MATCH - FS DIAMOND CLIMB

Earn \$500 & Help Build Structure

Unique Qualifications: PV 100, GV 10,000, 5 AE, 2 Consultant legs

This milestone serves as a pause to recognize the effort needed to progress from **Executive** to **Diamond** leadership, addressing a significant 9,000-point volume gap and additional structural requirements. It acknowledges dedication and vision while encouraging individuals to celebrate their achievements and continue striving for the **Diamond Level**.



Glossary of Terms

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EXPAND THE OPPORTUNITY & THE SUPERFOOD PHILOSOPHY

EARN A BONUS FOR WIDENING PURIUM'S IMPACT

Earn more while expanding Purium's mission & your **First Level**.

Enroller's Pool

10%
Paid on CV

This monthly bonus **Pool** rewards Brand Partners for enrolling new partners who place orders with **Commissionable Volume (CV)** in the enrollment month.

The **Pool** receives funding from 10% of the total **Commissionable Volume (CV)** from all orders by new Brand Partners throughout the entire **Enrollment** month, including multiple purchases made during that month.

HOW TO EARN:

- Must be a **Paid As Consultant**.
- **Enroll** at least one new Brand Partner who has a purchase in their **Enrollment** month which includes **CV**.
- Every qualified new **Brand Partner Enrollment** = 1 share in the **Pool**.
- The more **Enrollments** you make, the more shares (and earnings) you receive.
- Paid through **Enroller Tree**.
- Earnings are paid in **Monthly Commission**.
- **Dynamic Compression** does not apply.

Example: Be an **Active Brand Partner** and **Enroll** 4 new Brand Partners, each with a ULT, in a calendar month, to qualify as a **Paid As Consultant**. You earn 4 shares in the **Enroller's Pool**. Stand proud and be recognized alongside others who are actively growing the Purium mission.

EARN A BONUS FOR MOTIVATING CONSISTENT MONTHLY ORDERING

Help your team fall in love with the products, and this bonus adds up fast!

BP Volume K Club: First Level

\$40
per 1000 GCV

Designed to support relationship-building and retention through strong, active frontline partnerships, this monthly bonus program rewards Brand Partners for staying engaged with their **First Level Personally Enrolled Brand Partners** and encouraging consistent, long-term product use.

HOW TO EARN:

- Earn a \$40 bonus for every 1,000 **Group Commissionable Volume (GCV)** from **First Level Brand Partners** each calendar month.
- Volume is calculated from all **GCV** in the **Enroller Tree First Level**.
- The potential for \$40 bonuses is limitless.
- Paid through **Enroller Tree**.
- Earnings are paid in **Monthly Commission**.
- **Dynamic Compression** does not apply.

Example:

Your **First Level** team has 1,000 GCV this month
→ You earn \$40

Your **First Level** team reaches 3,000 GCV
→ You earn \$120

At Purium, health translates into wealth. Enjoy financial rewards when you personally enroll new Brand Partners and support them in achieving their goals as they consistently use Purium products month after month—truly a celebration of the power of consistent wellness.



Glossary of Terms

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RANK MAKER BONUSES

INSPIRE GROWTH, REWARD DUPLICATION, AND EARN AGAIN AND AGAIN

This trio of bonuses was created to motivate both new and seasoned **Brand Partners** to stay focused on consistent team-building, development, and leadership throughout their entire Purium journey. There's no time limit and no cap. These bonuses are renewable – meaning once you achieve them, you can do it again and earn it again as you continue to grow your team and duplicate success.


These rewards recognize perseverance, leadership, and a deep commitment to the Purium mission. This is about more than one-time wins— it's about building a thriving, duplicating community that continues to grow.



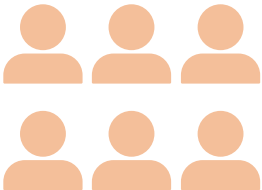
C
**CONSULTANT
CREATOR**
\$300
BONUS



Create 6 New Consultants
(Personally Enrolled)



D
**DIRECTOR
DEVELOPER**
\$500
BONUS



Develop 6 New Directors (Personally
Enrolled)



E
**EXECUTIVE
ENGAGER**
\$1,000
BONUS



Establish 6 New Executives
(Personally Enrolled)

HOW TO EARN:

- To be paid the bonus, the **Brand Partner** must be the same **Paid As Rank** or higher in the month they create the 6th new **Personally Enrolled Consultant, Director, or Executive**. If not, the bonus is forfeited.
- Each bonus is earned through **Level 1 Brand Partners**.
- Paid through **Enroller Tree**.
- Earnings are paid in **Monthly Commission**.
- **Dynamic Compression** does not apply.

Whether you're just getting started or already leading the charge,
this bonus structure keeps rewarding those who engage, uplift, and develop leaders.
Build it. Duplicate it. Repeat it. Purium will keep celebrating your consistency.

Note: Any manipulation of the accepted ordering and **Enrolling** procedures, including "**Bonus Buying**," **Enrolling** "Multiple Positions" or obvious Placement for the purchase of rank advancement" may void the Bonuses and could be grounds for more severe penalties.



Glossary of Terms

Starts on Page 18

Brand Partner Program Compensation

TWO WAYS TO EARN A RANK ADVANCEMENT BONUS

YOUR ACHIEVEMENTS DESERVE RECOGNITION & EXTRA MONEY IN YOUR COMMISSION CHECK

At Purium, we believe that every step forward matters – and that celebrating each Brand Partner's rank advancement is about more than just titles. It's about honoring the dedication, consistency, and mission-driven effort that fuels real change.

Each rank you achieve reflects not only your personal growth, but the lives you're impacting by sharing our products and opportunity. That's why we offer **Rank Advancement Bonuses** to reward you – whether you're progressing quickly or steadily building your business over time.

TWO WAYS TO EARN

From **Consultant** through **Red Diamond**, you'll be rewarded every time you hit a new milestone. Depending on the time frame, how you achieve it will determine the bonus you are paid.

Personal Rank Advancement Bonus

Earn up to \$1,950

Reach the rank anytime during your Purium career, and still earn a generous reward.

Fast Start Bonus

Earn Up to \$6,500!

Reach a new rank within the specified **Fast Start** time frame and earn a higher payout.

No matter how you rise, Purium is proud to reward your progress and stands with you as you grow your business and share our mission.

Why?

- Whether you're advancing fast or steady, inside or beyond the **Fast Start** window – we celebrate YOU.
- Because we don't just recognize speed – we honor effort, growth, and commitment at every stage of your journey.

Personal Rank Advancement Bonuses

Earn Up to \$1,950

Personal Rank Achievements
via **Unilevel Tree**

Earn at your pace - anytime during your Purium career.. Reach these **Paid As Ranks** anytime during your Purium career and earn a generous one-time cash bonus reward.

Paid as Rank	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond
Bonus Amount	\$50	\$150	\$250	\$300	\$300	\$300	\$300	\$300

HOW TO EARN

- No time restriction – qualify when the time is right!
- When the ranks and qualifications are met within the **Fast Start** time frame, the **Fast Start Bonus** is earned instead.
- Qualify through the **Unilevel Tree**.
- Earnings are paid in **Monthly Commission** from the month the rank is achieved.

Whenever you rise, Purium recognizes your dedication. This bonus honors your journey, your pace, and your persistence – because every step forward makes a difference.



Glossary of Terms

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Brand Partner Program Compensation

GO FAST TO EARN UP TO \$6,500

UNLOCK BIGGER RANK ADVANCEMENT BONUSES WITH FAST START

Fast Start Bonuses

Earn Up to \$6,500

On Your Achievements

Paid as Rank	FS Consultant	FS Director	FS Executive	FS Diamond Climb*	FS Diamond	FS Green Diamond	FS Blue Diamond	FS Black Diamond	FS Red Diamond
Bonus Amount	\$100	\$400	\$500	\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Time Qualifications	10+ Days	1+ Months	2+ Months	3+ Months	4+ Months	5+ Months	6+ Months	7+ Months	8+ Months

Fast or steady, we honor every milestone. And when you reach a rank quickly, Purium rewards you with something extra for that focused effort during your launch!

HOW TO EARN

- Must have an active **Monthly Subscription** Order of 50 BV minimum.
- Earn the **Fast Start Bonus** if you reach the rank within the **Fast Start** time frame.
- If FS timeframe is missed, earn the standard **Personal Rank Advancement Bonus** anytime in your Purium career.
- See Rank Qualifications Table on Page 1 for specific rank timelines and details.
- Qualify through the **Enrollment Tree**.
- Earnings are paid in **Monthly Commission** from the month the rank is achieved (except for **FS Consultant** - this is paid in the **Weekly Commissions**).

Note: Any manipulation of the accepted ordering and **Enrolling** procedures, including **"Bonus Buying," Enrolling "Multiple Positions"** or "obvious placement for the purpose of rank advancement" may void the Bonuses and could be grounds for more severe penalties.

WHAT DOES THE PLUS SIGN MEAN IN FAST START TIME QUALIFICATIONS?

The Plus Sign symbol in Purium's **Fast Start** Time Qualification reflects the bonus time given at the start of your **Enrollment** - either the day or month you **Enroll**. It's our way of helping you get off to a strong start and have a clear window to reach your first milestones.

CONSULTANT - 10+ DAYS

- The "+" represents the day you **Enroll**.
- You have the day you **Enroll**, plus 10 full days to achieve **Consultant** and earn the **Fast Start Consultant Bonus**.

Example: If you **Enroll** on March 18th, you have until March 28th to qualify as a **Consultant**.

DIRECTOR THROUGH RED DIAMOND - 1+ TO 8+ MONTHS

- The "+" represents the entire month you **Enroll**.
- You have the rest of your **Enrollment** month, plus the entire following calendar month, to reach your next rank and earn the corresponding **Fast Start Bonus**.

Example: If you **Enroll** on March 18th, you have until April 30th to reach **Director** and earn the 1+ Month **Fast Start Bonus**. You then have until May 31st to reach **Executive**, and so on.



*FAST START DIAMOND CLIMB

Achieve at 3+ Months & Keep Climbing to Diamond

Unique Qualifications: PV 100, GV 10,000, 5 AE, 2 Consultant legs

This milestone serves as a pause to recognize the effort needed to progress from Executive to Diamond leadership, addressing a significant 9,000-point volume gap and additional structural requirements. It acknowledges dedication and vision while encouraging individuals to celebrate their achievements and continue striving for the Diamond Level.



Glossary of Terms

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Brand Partner Program Compensation

Ongoing Orders - Unilevel Payout Rules & Qualifications

WHERE RESIDUAL INCOME IS BORN & LEGACIES ARE MADE

The Unilevel Compensation Plan, rewards individuals who build lasting businesses. While first order bonuses are paid separately, the Unilevel plan is how Brand Partners earn ongoing commissions from up to 8 dynamically compressed levels of their team. This model emphasizes network marketing's core values of leadership, mentorship, and consistency, promoting sustainability, fairness, and potential income growth.

HOW TO EARN

- Calculated from the **Commissionable Volume (CV)** of all **Brand Partner** purchases.(excluding BP 1st orders paid in weekly commissions)
- Earn on up to 8 **Levels** of your **Organization**.
- **Levels** are unlocked through **Rank Advancement** and/or **Paid As Rank** achievement.
- Payout is based on the **Unilevel Tree**, which begins with your **Sponsored** Brand Partners (**Level 1**).
- Earnings are paid out in **Monthly Commission**.
- Includes **Dynamic Compression** – unqualified Brand Partners are skipped so **Commissions** roll up to the next eligible upline.

Paid as Rank	Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 1	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 2	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 6	↑	↑	↑	↑	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Level 7	↑	↑	↑	↑	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Level 8	↑	↑	↑	↑	↑	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

CREATE A RIPPLE EFFECT OF INCOME

Residual income is earned as your team reorders month after month. This Pay Plan Structure rewards steady team building, leadership, and duplication – the key ingredients to long-term success and sustainable income. As your team grows and their teams grow, your Unilevel earnings expand across 8 -9 Levels – creating a true ripple effect of income.

Each Level reflects not just volume, but the number of lives you're impacting through health and opportunity.

8 POWERFUL BENEFITS OF PURIUM'S UNILEVEL PAY PLAN

BALANCED TEAM BUILDING

No requirement to place enrollees in other teams, allowing focus on developing strong **First Level** leaders.

DEPTH BONUSES

The unilevel plan offers **Commissions** multiple **Levels** deep, enabling earnings from your team's efforts over time.

FAIRNESS

A **Unilevel Structure** pays based on actual production, unlike binary plans that require balancing two legs for symmetry.

FLEXIBILITY

Leaders can prioritize recruiting more (width) or mentoring existing recruits (depth) based on their strengths and objectives.

LONG TERM RESIDUAL INCOME

Unilevel Structures can provide strong residual income potential as an **Organization** grows.

STABLE GROWTH

Igniting **Personal Enrollment** creates organic growth instead of stacking individuals.

SIMPLICITY

Everyone you **Enroll** is placed directly under you on your **First Level**, simplifying understanding and explanation.

WIDE EARNING POTENTIAL

Enroll unlimited individuals on your **First Level**, maximizing direct earnings.



Glossary of Terms

Starts on Page 18

Customer Compensation Program

WHY ARE CUSTOMERS ESSENTIAL TO YOUR PURIUM BUSINESS?

CUSTOMERS AREN'T JUST PART OF YOUR BUSINESS – THEY ARE THE FOUNDATION OF IT

Many of Purium's top leaders started as happy customers

That's right! By simply loving the products before ever considering the business, some of Purium's most successful Brand Partners were fueled by their personal experience with the formulas. Customers are often the first step in the funnel toward Brand Partnership. Not everyone sees the vision of building a business right away – and that's okay. Allow customers to get familiar with the products so they can build trust, belief, and personal transformation.

They are Powerful referral sources

It's also okay if a customer isn't interested in earning income or getting their products paid for, they can still be a powerful source of referrals – bringing in new customers or potential Brand Partners just by sharing what they love and what's working for them.

So continue leading with value. Educate. Support. Inspire. Because every happy customer is a life changed – and potentially the beginning of something even bigger.

EARN 20% ON LEVEL 1 CUSTOMER ORDERS

AFFILIATE MARKETING AT ITS FINEST

A powerful starting point for transformation, referrals, and even A path to becoming a Brand Partner.

Customer Order Commission - Level 1

20%
Paid on \$

HOW TO EARN

- Earn 20% on every purchase from a **Personally Enrolled** (Level 1) Customer.
- Calculated on the subtotal of products with **Commissionable Volume (CV)**.
- First Orders are paid through the **Enroller Tree**.
- All Subsequent Orders are paid through the **Unilevel Tree**.
- Earnings are paid in **Weekly Commission**.

Earn ongoing rewards as you transform your customers' lives through superfoods and greater well-being. Purium rewards Brand Partners who personally sign up new customers with 20% **Commission** on every order – not just the first. This powerful bonus provides consistent income as you build meaningful relationships and support lasting lifestyle change.

Paid as Rank	Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 1	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%

Example: You **Personally Enroll** a new customer who purchases a ULT (Ultimate Lifestyle Transformation) with a product subtotal of \$384.95.

As the **Enrolling** Brand Partner, you earn 20% of the subtotal on all products with **Commissionable Volume (CV)**. $\$384.95 \times 20\% = \76.99 earned

Your support matters – and Purium rewards you for being part of every step in your customers' journey toward vibrant health.



Glossary of Terms

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Customer Compensation Program

KEEP EARNING AS YOUR TEAM TRANSFORMS LIVES – THROUGH SUPERFOODS, SUPPORT, AND ONGOING WELLNESS

Customer Order Commissions-Levels 2-5

**5%, 5%,
4%, 3%**
Paid on CV

When your Level 1-4 Brand Partners enroll their own customers (Level 2-5), you earn commissions on initial and recurring orders. You're rewarded for mentoring and creating lasting impact as your team grows and shares the mission.

HOW TO EARN

- Earn 5% on purchases from customers enrolled by **Level 1-2** Brand Partners. (Level 2-3 Customers)
- Earn 4% from **Level 4** Customers.
- Earn 3% from **Level 5** Customers.
- Calculated on **Commissionable Volume (CV)**.
- See Rank Qualification Table for rank qualifications required to earn on each **Level**.
- First Orders paid through the **Enroller Tree**.
- Subsequent Orders paid through the **Unilevel Tree**.
- Earnings are paid in **Weekly Commission**.

Paid as Rank	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 2	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4	↑	↑	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Level 5	↑	↑	↑	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

Example: Your **Level 1** Brand Partner enrolls a new customer who purchases a ULT (Ultimate Lifestyle Transformation) with a subtotal of \$384.95.

As the upline, you earn 5% on that **Level 2** customer's purchase **CV**. The **Level 2** places a first order for a ULT at \$384.95 with 250 **CV**. Because you are a **Paid As Builder** or above, you earn 5% of the **CV** from their first order – that's \$12.50 earned as a reward for supporting and mentoring your Brand Partner as they grow their customer base.

Build Trust, Build Business, Build Dreams

Customer K Club

\$25 per \$1,000
Paid on CV subtotal

This bonus rewards Brand Partners for consistently supporting their **Personally Enrolled Customers (Level 1)**. It encourages the development of lasting customer relationships that drive **Monthly Subscriptions** and re-orders, fostering sustainable business growth.

HOW TO EARN

Examples from Level 1 Customers:

\$1,000 subtotal of products with CV → \$25 Bonus
\$2,000 subtotal of products with CV → \$50 Bonus
\$4,000 subtotal of products with CV → \$100 Bonus

- Earn \$25 for every \$1,000 in purchases from your **Level 1** Customers.
- Calculated on the subtotal of products with **Commissionable Volume (CV)**.
- No cap – the more your customers order, the more you earn!
- Can be tracked on your **Back Office** dashboard - Customer \$.
- Earnings are paid in **Monthly Commission**.
- **Dynamic Compression** does not apply.

Customer loyalty creates lasting impact – and Purium rewards you
for nurturing strong relationships that lead to consistent health and consistent income.



Glossary of Terms

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Customer Upgrade Program

Why Upgrade a Happy Customer to a Brand Partner?

EMPOWER THEIR JOURNEY. EXPAND YOUR IMPACT. GROW TOGETHER.

If you have a happy customer who loves the products, imagine what could happen if they shared that passion with others. Upgrading them to a Brand Partner not only helps them take the next step in their wellness journey – it opens the door for both of you to grow.

HERE'S WHY IT MATTERS:

Upgrades Count as New Brand Partner Enrollments

When a customer upgrades, it's treated just like **Enrolling** a new Brand Partner – meaning you'll receive the same 25% **Commission** on their first order containing **CV**. It's a full payout, and it qualifies you for the same bonuses and rank qualifications as a new **Enrollment**.

Smaller Piece, Bigger Pie

You may earn more upfront when they're a customer – but as a Brand Partner, you help them tap into the earning potential of the full **Compensation Plan**. Instead of earning a higher **Commission** on their personal orders forever, you earn a smaller piece of a much bigger pie as they grow a team, **Enroll** others, and duplicate the mission.

Help Them Get Their Products Paid For

A happy customer can become a happy Brand Partner – using their **Commissions** to cover the cost of their monthly superfoods, while also helping others do the same.

Expand the Mission

When you upgrade a customer, you don't just build your business – you ignite theirs. You help them access the tools, support, and income opportunity that can transform their life. And together, you expand Purium's mission to transform lives in the areas of both health and wealth.



Some of Purium's top leaders started as happy customers.
Never judge someone's potential – you might be looking at the next powerful voice in our movement.



Glossary of Terms
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The Perks of Rising To Diamond & Above Leadership

EXCLUSIVE EXPERIENCES, LUCRATIVE LEADERSHIP BONUSES & REVENUE SHARING POOLS



YOUR MOMENT TO PARTICIPATE IN A FULL FACILITY TOUR.

Enjoy a complimentary 2-night hotel stay in Southern California and spend quality time with Purium's co-owners and **Crown** Leaders. The main event is getting a personalized Facility Tour and seeing where the products are made!



Generational Matching Bonuses

**Earnings
Range
5%- 12%
Enroller Tree**

Leading Leaders, Earning More

The **Generational Matching Bonus** rewards true leadership – recognizing not only your personal production, but your impact in mentoring and duplicating success within your team.

This monthly bonus begins at the **Diamond Paid As Rank** and is a reflection of your ability to build leaders and drive results through **Generations** in your **Enroller Tree**.

Why?

The Generational Matching Bonus is a celebration of mentorship, leadership, and long-term team success. It reminds us that building a strong business is not just about personal sales – it's about empowering others to thrive. At Purium, we rise by lifting others, and this bonus ensures that leadership is always rewarded.

HOW TO EARN

Earn a percentage match on what your team earns from their:

- **Unilevel Commissions.**
- Brand Partner First Orders.
- Customer Orders.
- Begins at **Generation 1** and expands to **Generations 2 and 3** as you grow in **Paid As Rank**.
- Matching Bonuses range from 5% to 12%, based on **Paid As Rank**.
- Paid through the **Enroller Tree**.
- Earnings are paid out in **Monthly Commission**.
- **Dynamic Compression** ensures the bonus rolls up when someone in the downline is not qualified.

Paid as Rank	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	Crown 1-Star	Crown 2-Star	Crown 3-Star	Crown 4-Star	Crown 5-Star	Royal Crown I	Royal Crown II
Gen 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	11%	12%
Gen 2	↑	5%	5%	10%	10%	10%	10%	10%	10%	10%	11%	12%
Gen 3	↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	11%	12%

Example: Someone on your **Level 1 Enroller Tree** earns a \$250 **Commission** from their **Unilevel Commissions**, **BP First Order**, or **Customer Order** activity. As a **Paid As Diamond**, you receive a **Matching Bonus** of 10%, which equals \$25 – paid in your **Monthly Commission Check**.

Think of it like this: This bonus functions more like a regional manager's override – rewarding you for developing leadership and driving consistent production across your **Organization**. As your leaders succeed and help others grow, you benefit from multiple **Generations** of productivity and impact. It pays to go wide. Imagine having 10 or more Brand Partners on your **Level 1**, all earning **Commissions** – and you're collecting 10% of their collective earnings every month. That's the power of mentoring, duplication, and building depth with width.



Glossary of Terms

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BP Leadership Program Compensation

Up to \$10,000 in Lifestyle Leadership Bonuses

Designed to encourage team leadership and foster organizational growth, these fixed-amount bonuses rise as a Brand Partner progresses in rank, showcasing the size and influence of their team. In contrast to many MLM companies that mandate funds be allocated for a car or other designated expenses, Purium offers this bonus as flexible cash. This allows Brand Partners to utilize it in a manner that best aligns with their personal lifestyle.



Lifestyle Leadership Bonuses: Diamond to Royal Crown II

Paid As Rank	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	Crown 1-Star	Crown 2-Star	Crown 3-Star	Crown 4-Star	Crown 5-Star	Royal Crown I	Royal Crown II
Bonus Amount	\$300	\$600	\$1,200	\$1,800	\$2,500	\$3,000	\$4,000	\$5,000	\$7,500	\$10,000	\$10,000	\$10,000

HOW TO EARN:

Available to Brand Partners ranked **Diamond** through **Royal Crown II**, the **Lifestyle Leadership Bonus** is earned monthly by achieving one of the following:

- Create a new rank advancement:
 - For **Diamonds** to **Red Diamonds**, this means developing a new **Consultant** or above.
 - For **Crowns** and above, a new **Director** or above.
 - The new rank must not be under another **Paid-As Diamond** or higher, except during the first month a downline Member advances from **Executive** (or below) to **Diamond** or higher, when **Consultants** in that leg may qualify for the bonus. The newly ranked individual does not need to be **Personally Enrolled**.
- Achieve personal customer sales – \$1,000 for **Diamond** to **Red Diamond**, or \$2,000 for **Crown** and above.
- Personally enroll 3 new Brand Partners** with **Launch Packs** during the month (**Diamond** to **Red Diamond** only).
- Bonuses are paid in Monthly Commissions.**

Note: Any manipulation of the accepted ordering and **Enrolling** procedures, including "**Bonus Buying**," **Enrolling** "Multiple Positions" or obvious Placement for the purchase of rank advancement" may void the Bonuses and could be grounds for more severe penalties.



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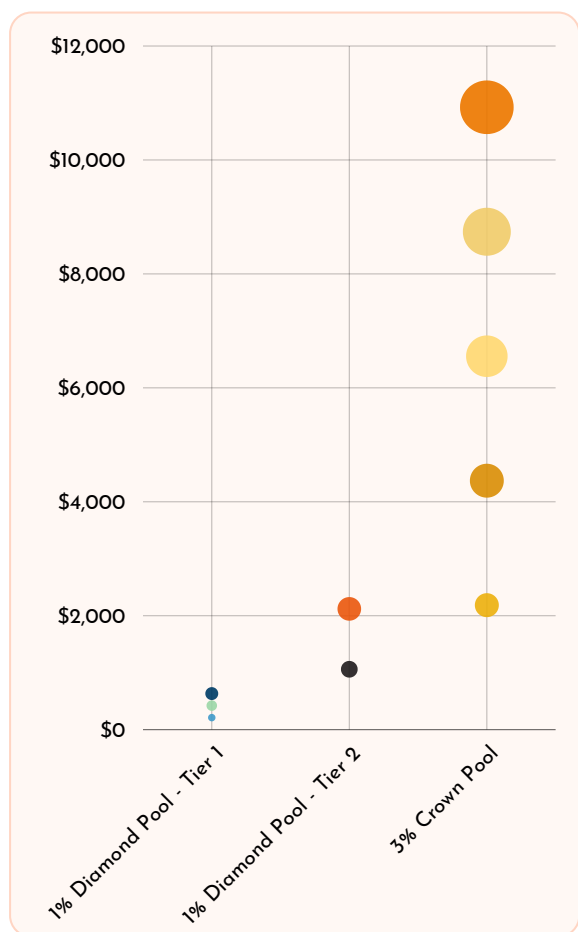
BP Leadership Program Compensation

5% Total Revenue Shared With Leaders Through 3 Rank Based Pools

Three separate rank-based Revenue Sharing Pools totaling 5%, are a powerful expression of collective success—where the efforts of thousands across North America generate a percentage of total **Commissionable Volume (CV)** that is converted into real dollars and divided among a select few who qualify. These lucrative rewards are reserved for Brand Partners who rise to the challenge, maintain high **Paid-As Ranks**, and lead with consistency and impact.

The higher your **Paid-As Rank**, the greater your share of this exclusive pool. It's a meaningful way Purium honors leadership—by transforming community-wide momentum into personal financial growth.

REVENUE POOL AVERAGE MONTHLY EARNINGS*



Paid-As Rank	Name of Pool	Shares	Average Earning Per Rank
 Diamond	1% Diamond Pool-Tier 1	1	\$211
 Green Diamond	1% Diamond Pool-Tier 1	2	\$422
 Blue Diamond	1% Diamond Pool-Tier 1	3	\$633
 Black Diamond	1% Diamond Pool-Tier 2	1	\$1,060
 Red Diamond	1% Diamond Pool-Tier 2	2	\$2,120
 Crown	3% Crown Pool	1	\$2,185
 2-Star Crown	3% Crown Pool	2	\$4,370
 3-Star Crown	3% Crown Pool	3	\$6,555
 4-Star Crown	3% Crown Pool	4	\$8,740
 5-Star Crown	3% Crown Pool	5	\$10,925

*2024 Average Earnings. No earnings data for Royal Crown I & II.

HOW TO EARN:

Available to Brand Partners ranked as a **Paid-As Diamond** through **Paid-As Royal Crown II**, the **Revenue Sharing Pools** are earned monthly by achieving one of the following:

- Create a new **Rank Advancement**:
 - For **Diamonds** to **Red Diamonds**, this means developing a new **Consultant** or above.
 - For **Crowns** and above, a new **Director** or above.
 - The new rank must not be under another **Paid-As** Diamond or higher, except during the first month a downline Member advances from **Executive** (or below) to **Diamond** or higher, when **Consultants** in that leg may qualify for the bonus. The newly ranked individual does not need to be **Personally Enrolled**.
- Achieve personal customer sales – \$1,000 for **Diamond** to **Red Diamond**, or \$2,000 for **Crown** and above.
- Personally enroll 3 new Brand Partners** with **Launch Packs** during the month (Diamond to Red Diamond only).
- Earnings are paid in **Monthly Commission**.



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2024 Income Disclosure Statement

Monthly Brand Partner Statistics By Rank

Partnering with Purium provides a platform to spread economic freedom and plant-based wellness. For those able to dedicate just a few hours a week, or those seeking a full-time career, becoming a Purium Brand Partner will be a rewarding opportunity that will allow you to unleash your entrepreneurial spirit while making a difference.

COMMISSION DATA

The next few charts are summaries of the commissions earned by Brand Partners under the Purium Compensation Plan. These figures do not include the value of trips, recognition, non-cash prizes, and complimentary products earned by Brand Partners. All figures are in United States Dollars. In 2024, 53.78% of Brand Partners received commission.

MONTHLY STATISTICS FOR ALL PURIUM RANKS IN 2024

Brand Partner Title	Average Monthly Commission Earned	Highest Monthly Commission Earned	Lowest Monthly Commission Earned	Average % of all BPs per Month	Average % of Qualified BPs per Month
Associate	\$5	\$303	\$10	12.86%	23.89%
Builder	\$26	\$2,300	\$10	18.54%	34.48%
Consultant	\$91	\$4,094	\$10	9.77%	18.16%
Director	\$225	\$3,429	\$11	6.56%	12.20%
Executive	\$667	\$8,968	\$12	4.11%	7.64%
Diamond	\$1,643	\$12,586	\$463	0.97%	1.80%
Green Diamond	\$3,506	\$16,319	\$1,681	0.48%	0.89%
Blue Diamond	\$3,960	\$14,501	\$4,006	0.05%	0.10%
Black Diamond	\$6,834	\$17,518	\$5,554	0.12%	0.22%
Red Diamond	\$11,318	\$19,795	\$8,784	0.11%	0.20%
1-Star Crown	\$10,291	\$32,295	\$9,584	0.08%	0.14%
2-Star Crown	\$19,533	\$39,242	\$17,752	0.05%	0.10%
3-Star Crown	\$25,629	\$52,817	\$21,049	0.04%	0.08%
4-Star Crown	\$30,004	\$50,214	\$24,867	0.03%	0.06%
5-Star Crown	\$46,557	\$67,200	\$43,591	0.01%	0.02%

No earnings data for Royal Crown I & II in 2024.

*These earnings are calculated on 1 month out of 12 months in the year. To get an annual total multiply by 12. Note: 46.2% of all Brand Partners either were inactive and didn't place an order or didn't have commissions paid in 2024 and that % is not included in AVERAGE % OF ALL BPs.



Glossary of Terms

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2024 Income Disclosure Statement

Monthly Brand Partner Earnings By Rank

HIGHEST MONTHLY EARNED

Associate - \$303
Builder - \$2,300
Consultant - \$4,094
Director - \$3,429
Executive - \$8,968

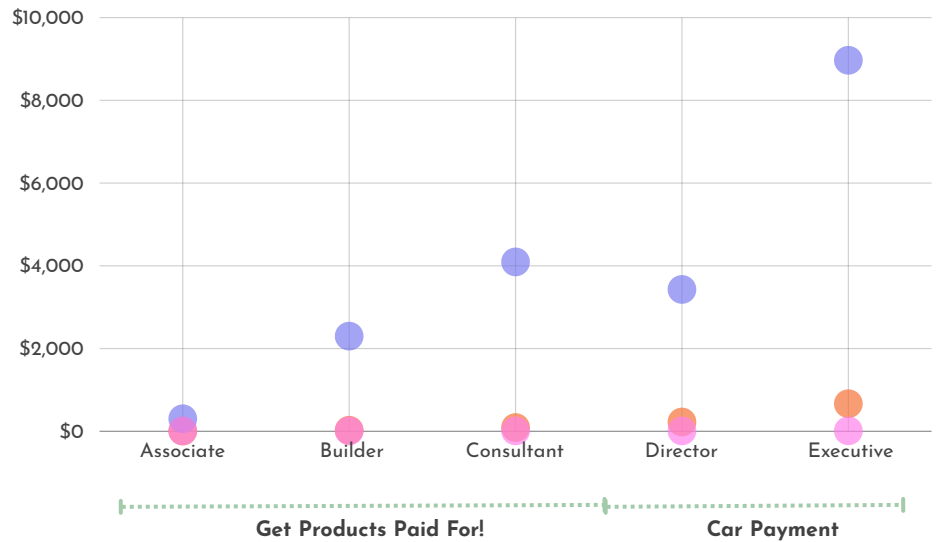
AVERAGE MONTHLY EARNED

Associate - \$5
Builder - \$26
Consultant - \$91
Director - \$225
Executive - \$667

LOWEST MONTHLY EARNED

Associate - \$10
Builder - \$10
Consultant - \$10
Director - \$11
Executive - \$12

ENTRY-LEVEL RANKS IN 2024



HIGHEST MONTHLY EARNED

Diamond - \$12,586
Green Diamond - \$16,319
Blue Diamond - \$14,501
Black Diamond - \$17,518
Red Diamond - \$19,795

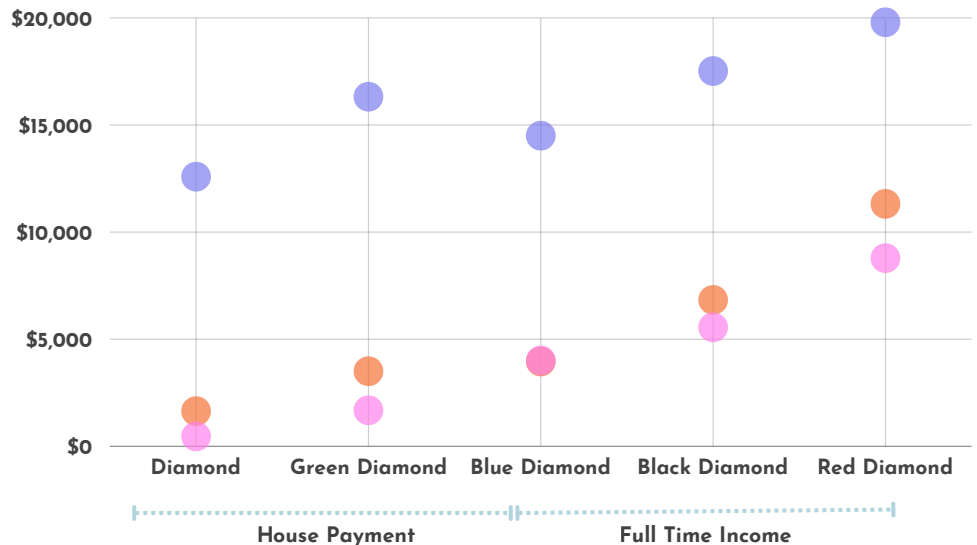
AVERAGE MONTHLY EARNED

Diamond - \$1,643
Green Diamond - \$3,506
Blue Diamond - \$3,960
Black Diamond - \$6,834
Red Diamond - \$11,318

LOWEST MONTHLY EARNED

Diamond - \$463
Green Diamond - \$1,681
Blue Diamond - \$4,006
Black Diamond - \$5,554
Red Diamond - \$8,784

DIAMOND RANKS IN 2024



HIGHEST MONTHLY EARNED

Crown - \$32,295
2-Star Crown - \$39,242
3-Star Crown - \$52,817
4-Star Crown - \$50,214
5-Star Crown - \$67,200

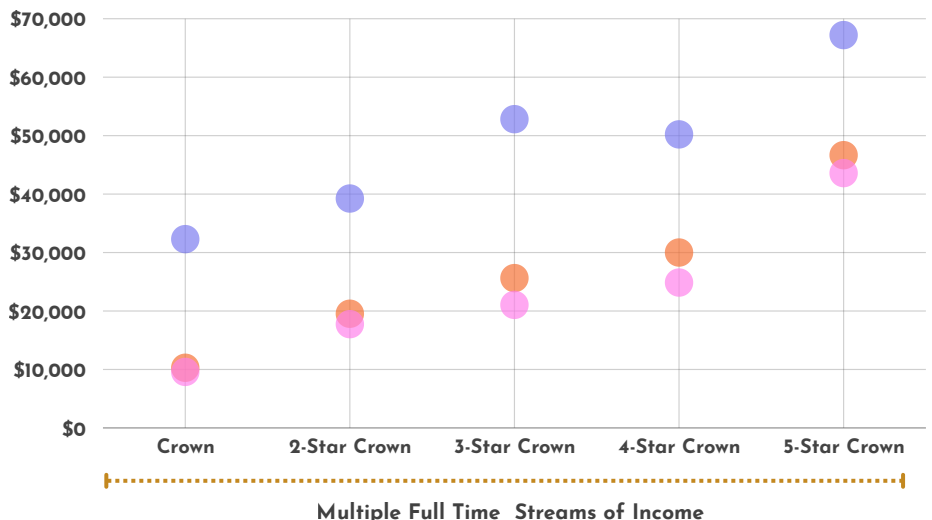
AVERAGE MONTHLY EARNED

Crown - \$10,291
2-Star Crown - \$19,533
3-Star Crown - \$25,629
4-Star Crown - \$30,004
5-Star Crown - \$46,657

LOWEST MONTHLY EARNED

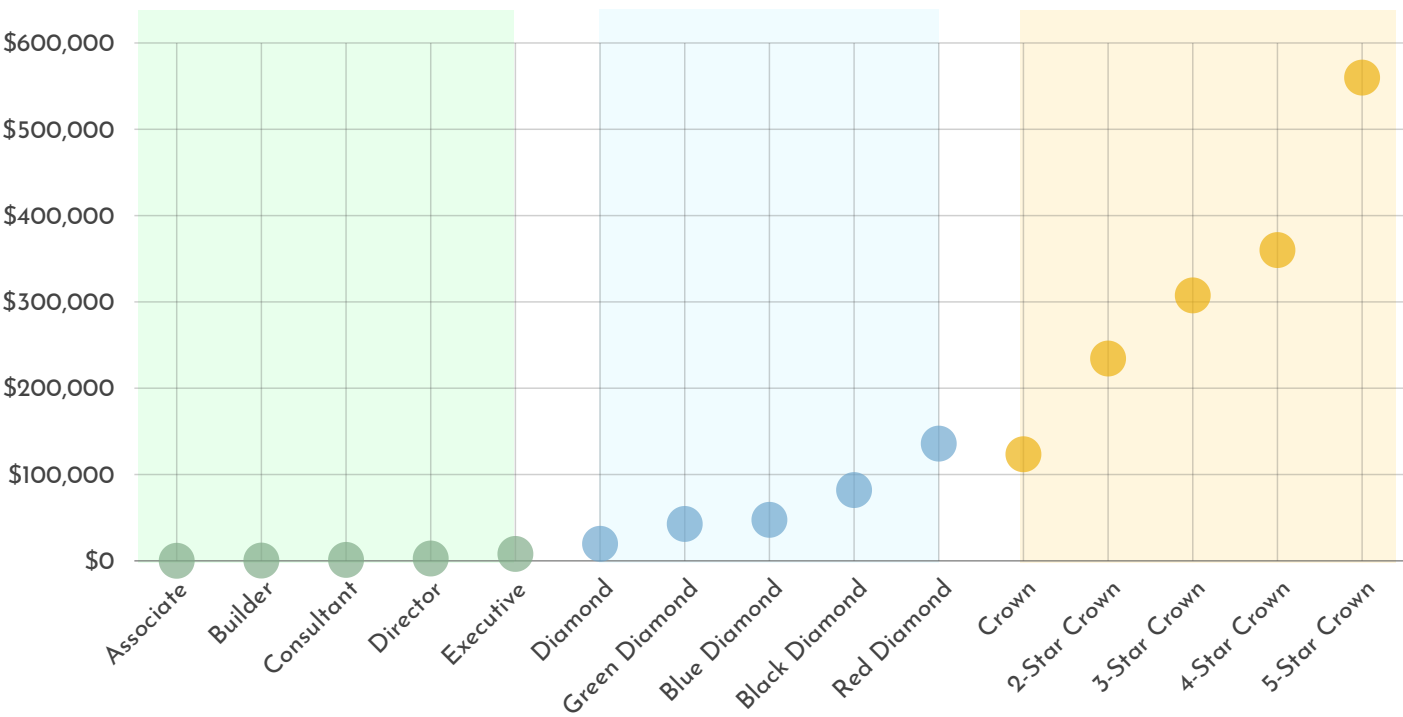
Crown - \$9,584
2-Star Crown - \$17,752
3-Star Crown - \$21,049
4-Star Crown - \$24,867
5-Star Crown - \$43,591

CROWN RANKS IN 2024



Average Annual Brand Partner Earnings By Rank

ALL PURIUM RANKS IN 2024



ENTRY-LEVEL RANK

Associate - \$63
Builder - \$315
Consultant - \$1,087
Director - \$2,698
Executive - \$8,006



DIAMOND RANK

Diamond - \$19,721
Green Diamond - \$42,742
Blue Diamond - \$47,518
Black Diamond - \$82,004
Red Diamond - \$135,816



CROWN RANK

Crown - \$123,486
2-Star Crown - \$234,394
3-Star Crown - \$307,544
4-Star Crown - \$360,058
5-Star Crown - \$559,882

Note: The income statistics above reflect all U.S. Purium Brand Partners who were eligible to earn downline **Commissions** in 2024. Of the Launch Packs distributed that year, 98% were complimentary with the purchase of a Featured Product Pack (priced between \$94 and \$525). For this report, an **"Active Brand Partner"** is defined as someone who earned at least \$10 in commissions during 2024. Those who earned less than \$10 in the year are considered inactive. In 2024, the average annual income for all Active Brand Partners was \$3,228, while the median income for Active Brand Partners was \$242. Additionally, 46.2% of all **Brand Partners** earned no income. These figures reflect gross income (before expenses) and do not represent profit. Actual profits will vary, as expenses related to operating a Purium business—such as marketing, product samples, training, travel, communication, equipment, and other costs—can range from hundreds to thousands of dollars annually. Individual earnings depend on various factors, including personal effort, business skills, leadership, and market conditions. These results are not a guarantee or prediction of your income. Success with Purium requires hard work, diligence, and leadership ability. Please also note that some Purium promotions reward Qualifying Volume (QV) that may contribute to rank advancement but do not include **Commissionable Volume (CV)** for payout.



Glossary of Terms

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GLOSSARY OF TERMS

50% Rule

The 50% Rule applies only to Crown through 5-Star Crown Ranks and is used when calculating Group Volume (GV) for rank qualification. It ensures that no more than 50% of the required GV can come from a single leg in your Placement Tree. This rule is designed to encourage balanced growth and leadership development across multiple legs, rather than relying on the production of just one strong team. It applies to volume in the Placement Tree, not the Enroller Tree, and it affects rank qualification only—not Commission payouts. If more than 50% of the required GV comes from one leg, only up to 50% will count toward the rank requirement.

Example:

If a Crown Rank requires 150,000 GV, no more than 75,000 GV can come from a single leg. Even if one leg produces 120,000 GV, only 75,000 GV would count toward qualification. The remaining 75,000 GV must come from one or more additional legs.

Achieved Rank

Also known as Title Rank or Highest Rank Achieved, this refers to the highest rank a Brand Partner has obtained at any point since their initial Enrollment with Purium. Achieved Rank is used primarily for recognition purposes, such as rank titles, awards, and qualifications for certain events.

Achieved Rank does not determine Monthly Commission earnings—see Paid As Rank for details on how earnings are calculated.

Achievement Bonus

The Achievement Bonus is a one-time cash bonus awarded to Brand Partners who advance in rank but did not earn the corresponding Fast Start Bonus within the required Fast Start timeframes. This bonus is offered as an alternative to (and not in addition to) Fast Start Bonuses.

Achievement Bonuses are available for ranks Consultant through Red Diamond and do not include Matching Bonuses for the Enroller. These bonuses are structured within the Monthly Commission Period and are paid monthly, when applicable, based on the Brand Partner's Achieved Rank.

Active Brand Partner

An Active Brand Partner is a Brand Partner who has accumulated a minimum of 50 PQV (Personal Qualifying Volume) within the current Monthly Commission period. PQV includes all personal purchases with qualifying volume.

- **Monthly Commissions:** To be eligible for Monthly Commissions, a Brand Partner must have at least 50 PQV during the current month.
- **Weekly Commissions:** For Weekly Commissions, a Brand Partner is considered active if they have achieved 50 PQV during the current month to date or previous month.

Maintaining Active status is essential for earning compensation. It is considered best practice to achieve the required PQV early in the month to ensure continuous eligibility and support Organizational planning. Waiting until the final hours of the Commission Period to become active can create unnecessary stress for team leaders who are tracking volume for Rank Advancement. Out of respect for your support team and Organizational planning, timely activation is strongly encouraged.

The most straightforward way to remain active is by setting up a Monthly Subscription order, early in the month, of at least 50 BV. This ensures ongoing activity and helps prevent missed Commissions.

GLOSSARY OF TERMS

Active Customer	An Active Customer is someone who places an order of at least 50 BV (Bonus Volume) in a Monthly Commission Period and qualifies as a 25% Off Loyal Customer—the highest customer discount. An Active Customer counts as an Active Enrolled (AE). See the term “Discount Types” for more Customer details.
Active Enrolled (AE)	<p>Active Enrolled (AE) refers to Personally Enrolled Brand Partners and/or Customers who each have a minimum of 50 BV during a given Monthly Commission Period. These individuals must meet the definition of Active to count toward qualifications for ranks, bonuses, and incentive programs. Dynamic Compression does not apply.</p> <p>The term “going wide”—or building a strong Level 1—is another way to describe having a high number of Active Enrolled individuals. Maintaining a broad and active frontline increases stability, supports Rank Advancement, and enhances long-term earning potential.</p>
Advancement	<p>Advancement refers to the process of a Brand Partner moving from one rank to a higher rank, either in terms of their Achieved Rank (Title Rank) or their Paid As Rank during a given Commission Period.</p> <p>Advancing in rank may unlock recognition, bonuses, and increased earning potential depending on the type of Advancement. Some bonuses, such as Fast Start or Achievement Bonuses, are tied specifically to first-time Rank Advancements, while Monthly Commissions are based on the Paid As Rank achieved during that month.</p>
Associate	<p>An Associate is a Brand Partner who has become Active by placing a personal order of 50 PQV or more within a Monthly Commission Period. Associate is the first Paid As Rank in the Compensation Plan and the minimum qualification required to earn Commissions.</p> <p>At the Associate Level, a Brand Partner becomes eligible to begin earning from both customer and team activity.</p> <p>See the Compensation Plan for full details on Commission eligibility and earnings at this rank.</p>
Back Office	<p>The Back Office is a password-protected website exclusively for Brand Partners and can be accessed at puriumbackoffice.com. It serves as the central hub for managing and growing a Purium business. Within the Back Office, Brand Partners can access personalized dashboards, real-time business and team reports, and important company announcements. It also provides tools to update profile information, submit forms, contact Customer Service, and much more.</p> <p>The Back Office is one of the most valuable resources for staying informed, tracking progress, and building long-term success. It is strongly recommended to bookmark puriumbackoffice.com and log in frequently to stay up to date on promotions, training resources, and business performance.</p> <p>Brand Partners who regularly engage with their Back Office and have a DREAMS subscription are more likely to stay focused, spot growth opportunities, and take consistent action toward their goals. See the term “DREAMS” for more details.</p>

GLOSSARY OF TERMS

Backup Withholding

Backup Withholding is a tax withholding requirement that applies when a payee fails to provide a correct Taxpayer Identification Number (TIN) or when the IRS notifies the payer that the TIN provided is incorrect. In such cases, the payer must withhold 35% of certain payments to ensure tax compliance.

To stop Backup Withholding, the payee must provide the correct TIN, and it must match IRS records when submitted through the TIN Matching Program. This verification process helps ensure the accuracy of taxpayer information and compliance with tax regulations.

Bonus Buying

Bonus Buying is a prohibited activity in which a Brand Partner makes purchases—or encourages others to make purchases—with the primary intent of manipulating the Compensation Plan, such as qualifying for a rank, earning a bonus, or achieving incentive requirements. This includes placing orders under other accounts, purchasing excessive product not intended for personal use, or placing orders solely to meet volume thresholds.

Bonus Buying undermines the integrity of the compensation structure and is considered a serious violation of Purium's Policies and Procedures. It can result in disciplinary action, up to and including termination of the Brand Partner Agreement.

BP Volume K Club

The BP Volume K Club is a monthly bonus program that rewards Brand Partners for staying engaged with their Level 1 Personally Enrolled Brand Partners and encouraging consistent, long-term product use.

Effective May 2025, Brand Partners earn an extra \$40 for every 1,000 Commissionable Group Volume (CV) generated by their Personally Enrolled Brand Partners during the Monthly Commission Period. For example, 2,000 in PE BP Group Volume would result in an \$80 bonus.

This bonus is paid monthly, when applicable, and is designed to support relationship-building and sustainable business growth through strong, active frontline partnerships.

This bonus is not subject to Dynamic Compression.

GLOSSARY OF TERMS

Brand Partner

A Brand Partner (BP) is an individual, business entity, or non-profit Organization that enrolls with Purium by purchasing a Business Launch Pack, and becomes eligible to earn income through product sharing and team building in accordance with Purium's Policies and Procedures.

Brand Partners are assigned a unique Gift Code that authorizes them to share Purium products and participate in the Purium Compensation Plan, including the ability to Enroll new Brand Partners across the United States, Canada, and other approved markets.

All Brand Partners are considered independent contractors, not employees, and earnings are reported via IRS Form 1099-NEC. Brand Partners receive either a 15% or 25% product discount, depending on order frequency or volume.

Builder

A Builder is a Brand Partner who has achieved 50 Personal Volume (PV), has at least one Active Personally Enrolled Brand Partner or Customer, and a minimum of 300 Group Volume (GV) within 8 Levels using Dynamic Compression.

At the Builder Level, a Brand Partner becomes eligible to begin earning from a wider range of team and customer activity, including Commissions on two Levels of their Organization.

See the Compensation Plan for full details on Commission eligibility and earnings at this rank.

Business Promotion

Time-limited Incentives to inspire and support a Brand Partner's growth and Rank Advancement. Brand Partners must have an active Subscription of 50 BV on file and an active subscription to "DREAMS" (see term for more details) to be eligible for participation. Details regarding current Promotions can be found in Purium's Phone App

Business Volume (BV)

Business Volume (BV) is the point value assigned to each product and is used to calculate both Commission payouts and Rank Advancement qualifications. BV is composed of two parts: Qualifying Volume (QV), which applies to rank and bonus eligibility, and Commissionable Volume (CV), which is used to calculate actual Commission earnings.

BV also serves as the foundation for both Personal Volume (PV) and Group Volume (GV)—two key metrics used throughout the Compensation Plan to determine Active status, bonuses, and rank progression.

Each product's BV can be found on the official Purium Price Sheet as well as when logged into a Brand Partner account at ishoppurium.com. Swag, Business materials and Event Tickets are non-BV items.

Successful Brand Partners regularly track their BV and help their teams understand how BV drives Personal and Group Volume. Learning the BV values of key products and packs allows for more strategic sharing, monthly planning, and qualification tracking.

GLOSSARY OF TERMS

Business Volume Cap (BV Cap):

The Business Volume Cap (BV Cap) is a limit placed on the amount of Group Volume (GV) that can be credited to a Brand Partner's account from Unilevel Volume, specifically at the Builder through Executive ranks. This cap is designed to encourage personal Enrolling, support the creation of balanced team structures, and ensure volume is rewarded to those who are actively building.

If a Brand Partner has a large volume of business activity beneath them but is not engaging or advancing, any volume above the cap for their Paid As Rank is reallocated ("unlocked") to a more Active Brand Partner above them—typically a Diamond or higher who is supporting and growing the Organization. This rewards leadership and prevents inactive positions from holding back team momentum.

The BV Caps for Paid As Ranks are:

- Builder: 2,000 GV
- Consultant: 5,000 GV
- Director: 12,000 GV
- Executive: 30,000 GV

This process does not remove volume from the system or send it to the Company—the excess volume is simply redistributed to Brand Partners who are actively contributing to the team's growth and Paid As Rank of Diamond or above. It appears on your Commission Details as "Cap Overflow."

Check Processing Fee (Accounting Fee)

A \$3 Accounting Fee is deducted from each Commission Check that is physically printed and mailed. This fee is applied each time a paper check is issued. Brand Partners can avoid this fee by enrolling in Direct Deposit. Canadian Brand Partners are exempt from this fee, regardless of their payment method.

Commission

Commission is the income a Brand Partner earns through the published Purium Compensation Plan, based on their Paid As Rank and sales and enrollment activity, particularly on Level 1 and throughout their team structure. A Brand Partner's monthly rank is determined by their personal activity and Group Volume (GV) achieved within the Commission Period.

All Commissions are paid as 1099-NEC income, and Brand Partners are responsible for reporting this income for tax purposes. To avoid the \$3 Accounting Fee applied to mailed paper checks, Brand Partners are strongly encouraged to sign up for Direct Deposit.

See the Compensation Plan for full details on earning structure and qualifications.

GLOSSARY OF TERMS

Commission Period

The Commission Period refers to the timeframe in which Brand Partner activity and volume are tracked for Commission payouts. Purium pays Commissions according to two distinct Commission Periods: weekly and monthly.

- The Weekly Commission Period runs from 12:00 AM Central Time on Saturday through 11:59 PM Central Time on Friday, with Commissions paid on the following Friday.
- The Monthly Commission Period begins at 12:00 AM Central Time on the 1st of the month and ends at 11:59 PM Central Time on the last day of the month, with Commissions paid on the 15th of the following month.

If a scheduled payday falls on a holiday or weekend, Commission payments are processed on the next business day.

For complete payout structures and eligibility requirements, see the Purium Compensation Plan.

Commissionable Volume (CV)

Commissionable Volume (CV) is the point value assigned to each product that is specifically used to calculate Commission Payouts. CV determines the earnings Brand Partners receive through the Purium Compensation Plan and is separate from the volume used to determine Rank Advancement.

Enrollment Packs do not carry CV—they include only Qualifying Volume (QV) for rank and bonus qualifications. All other products are assigned Business Volume (BV), which includes both QV and CV. For comprehensive understanding, see the term “Volume Chart.”

Understanding CV helps Brand Partners accurately estimate their Commissions and build a sustainable income strategy.

Company

The term Company, as used throughout Purium’s Policies and Procedures, legal documents, compensation materials, and official literature, refers to Purium, also known as Purium Health Products or PHP.

This designation is used consistently to identify the corporate entity responsible for operations, product manufacturing, compensation, compliance, and the support of Brand Partners.

Compensation Plan

The Compensation Plan is the system and structure Purium uses to calculate Rank Advancement and Commission payouts for Brand Partners. It includes both weekly and monthly earnings, rewarding a range of business-building activities such as new customer and Brand Partner acquisition, retention, and team development.

The plan represents a value exchange—a structured way to reward Brand Partners for carrying out Purium’s mission and sharing the Purium lifestyle and philosophy. All earning details and qualifications are outlined in the official, published legal document referred to as Purium’s Compensation Plan.

The Compensation Plan may be updated or revised at the discretion of the Company, and Brand Partners are encouraged to stay informed of any changes to maximize their earning potential.

GLOSSARY OF TERMS

Compression

See Dynamic Compression for definition.

Consultant

A Consultant is a Brand Partner who has achieved 50 Personal Volume (PV), has at least two Active Personally Enrolled Brand Partners or Customers, and has a minimum of 1,000 Group Volume (GV) within 8 Levels using Dynamic Compression.

At the Consultant Level, a Brand Partner becomes eligible to earn deeper Commissions from both customer and team activity. Qualified Consultants may also earn either a Fast Start Consultant Bonus or a Consultant Achievement Bonus, depending on the timeframe and requirements met.

See the Compensation Plan for full details on earnings and qualifications at this rank.

Consultant Creator Bonus

The Consultant Creator Bonus, one of 3 Rank Maker Bonuses, rewards Brand Partners for Personally Enrolling and developing new Consultants within their Enroller Tree. To qualify, a Brand Partner must create 6 new Personally Enrolled Consultants—there is no set time frame to achieve this bonus.

The bonus begins accumulating with new Consultants created on or after May 2025. Any Brand Partner who has not yet reached the rank of Consultant becomes eligible to begin accumulating once they advance to Consultant.

This bonus is designed to encourage going wide on Level 1 and support the duplication of foundational leadership. It resets and can be earned multiple times, rewarding consistent sharing and mentorship.

To be paid the bonus, the Consultant Creator must be a Paid As Rank of Consultant or higher in the month they create the 6th new Personally Enrolled Consultant. If they are not a Paid As Rank of Consultant or higher, the bonus is forfeited.

The Consultant Creator Bonus is paid as part of the Monthly Commission Period. Dynamic Compression does not apply.

See the Compensation Plan for full details on qualification and payout.

Crown Revenue Sharing Pool

The Crown Revenue Sharing Pool is a monthly bonus Pool shared among Paid As Crown and higher ranks. The Pool is funded with 3% of the total Commissionable Volume (CV) from Purium North America and is divided among qualified Crowns based on the number of shares earned during the Monthly Commission Period.

To qualify for the Crown Pool in a given month, a Crown or higher must either:

- Create one new Director or above, within 9 Levels compressed, who is not below another Diamond—except in the same month the Diamond rank is achieved, or
- Generate \$2,000 or more in Customer Sales

Each Crown Star rank earns one share per star (e.g., a 3-Star Crown earns 3 shares), and the total Pool is distributed proportionally among those who qualify.

The Crown Revenue Sharing Pool is part of the Monthly Commission Period and is paid monthly when applicable. This bonus is designed to reward top leadership for continued frontline development, customer engagement, and contribution to Company-wide growth.

See the Compensation Plan for full qualification criteria and payout structure.

Crown Ranks

The Crown Ranks represent the highest Levels of leadership in the Purium Compensation Plan—earned by Brand Partners who demonstrate consistent mentorship, large-scale team development, and deep duplication. Known as the leaders of leaders, Crown through Royal Crown II Brand Partners play a critical role in driving long-term momentum and supporting leaders throughout the Organization.

These ranks unlock the full depth of the plan's earning potential, including Generational Matching Bonuses, Lifestyle Leadership Bonuses, and participation in the Crown Revenue Sharing Pool.

The Crown Rank qualifications are as follows:

- Crown: 200 PV, 12 AE, 2 Diamond Legs + 1 Blue Diamond Leg, 150,000 GV
- 2-Star Crown: 200 PV, 12 AE, 1 Diamond Leg + 2 Blue Diamond Legs, 200,000 GV
- 3-Star Crown: 200 PV, 12 AE, 3 Blue Diamond Legs, 300,000 GV
- 4-Star Crown: 200 PV, 12 AE, 4 Blue Diamond Legs, 400,000 GV
- 5-Star Crown: 200 PV, 12 AE, 5 Blue Diamond Legs, 500,000 GV
- Royal Crown I: 200 PV, 12 AE, 3 Crown Legs, 750,000 GV
- Royal Crown II: 200 PV, 12 AE, 3 Crown Legs, 1,000,000 GV

All Crown Ranks are based on Group Volume counted across 9 Levels of compressed volume. The 50% Rule may be used as an alternative to structured leg requirements for Crown through 5-Star Crown, but it does not apply to Royal Crown I or II.

At the Crown Level, Brand Partners are eligible to earn Commissions on 8 Levels in the Unilevel Bonus, 5 Levels in both the BP First Order and Customer Order Bonuses, and Generational Matching Bonuses across three Levels. Qualified Crowns may also receive a Lifestyle Leadership Bonus and shares in the Crown Profit Sharing Pool.

See the Compensation Plan for full details on qualifications, earnings, and Crown-Level rewards.

GLOSSARY OF TERMS

Customer Discount Types (effective for Brand Partners as well)

- 25% Off - Customers who place orders every month or place an order over \$250
- 15% Off - Customers who don't order on a monthly basis
- Retail Customers - New Customers pay Retail Price for their first order, but with a Gift Card Code can save \$50 or 25% off their first order (whichever is greater)

Customer K Club

The Customer K Club is a monthly bonus that rewards Brand Partners for driving consistent customer product volume. Brand Partners earn \$25 for every \$1,000 in subtotal product purchases made by their Personally Enrolled Customers, based only on items that carry Business Volume (BV).

For example, if a Brand Partner's customers purchase \$2,000 worth of BV-carrying products in a calendar month, the Brand Partner earns a \$50 bonus.

This bonus excludes all non-BV items, such as swag, business materials, and event tickets, and is structured within the Monthly Commission Period. The Customer K Club is designed to incentivize long-term customer relationships and recurring product usage.

See the Compensation Plan for full qualification criteria and payout details.

Customer Program Compensation

Customer Program Compensation refers to the Weekly Commissions paid on Customer Orders, rewarding Brand Partners for acquiring and supporting customers. This compensation structure pays up to 5 Levels deep, using Dynamic Compression.

- First-time customer orders are paid through the Enroller Tree
- Subsequent customer orders are paid through the Placement Tree

Earnings are based on the Brand Partner's Paid As Rank, using either the previous month's rank or the current month-to-date Paid As Rank, whichever is higher.

Customer Program Compensation is part of the Weekly Commission Period and is paid weekly when applicable. Please note: the same volume is not paid again in the Monthly Unilevel Bonus—it is exclusive to the weekly compensation structure.

See the Compensation Plan for full details on payout rules, Compression, and rank eligibility.

Diamond Club

Diamond Club is a once-in-a-career recognition experience awarded to Brand Partners who achieve the rank of Diamond for the first time. This exclusive event includes a 2-night hotel stay, two hosted dinners, one hosted lunch, and a guided tour of Purium's facility, celebrating the milestone of reaching leadership status within the Company.

While first-time Diamond achievers receive this reward as a complimentary incentive, Crown-ranked Brand Partners are extended a lifetime invitation (hotel cost not included), and Colored Diamond rank advancers (Green, Blue, Black, or Red) are eligible to attend within one year of their Rank Advancement (also hotel cost not included).

To attend any Diamond Club event, a Brand Partner must:

- Be an active Purium Brand Partner who is not publicly promoting any other business opportunity or product.
- Have qualified or re-qualified at the Diamond rank or higher within the most recent 6-month period prior to the event date.
- RSVP by the published deadline.

Failure to attend without proper cancellation by the deadline will be considered a forfeiture of the incentive. However, if canceled in advance of the RSVP deadline, the Brand Partner may still qualify to attend a future Diamond Club event under the same eligibility criteria.

See official event communications for exact dates, details, and RSVP instructions.

Diamond Revenue Sharing Pools

The Diamond Revenue Sharing Pool is a monthly bonus Pool shared among Paid As Diamonds through Red Diamonds. The Pool is funded with 2% of the total Commissionable Volume (CV) from Purium North America, split into two 1% Pools, with shares allocated based on Paid As Rank and activity during the Monthly Commission Period.

The Pool is divided as follows:

- 1% Diamond Pool Tier 1 - shared by Diamonds (1 share), Green Diamonds (2 shares), and Blue Diamonds (3 shares)
- 1% Diamond Pool Tier 2 - shared by Black Diamonds (1 share) and Red Diamonds (2 shares)

To qualify for a share in the applicable Pool, a Diamond or higher must complete one of the following in the same Monthly Commission Period:

- Create one new Consultant or above within 8 Levels compressed (who is not below another Diamond or above, except in the first month that Diamond rank is achieved)
- Generate \$1,000 or more in Customer Sales
- Personally Enroll three new Brand Partners with Business Launch Packs

These Pools are designed to reward leadership, duplication, and active team engagement. The Diamond Revenue Sharing Pools are part of the Monthly Commission Period and are paid monthly when applicable.

See the Compensation Plan for full qualification criteria and payout structure.

Diamond Ranks

The Diamond Ranks represent the first tier of leadership and duplication in the Purium Compensation Plan. At this Level, a Brand Partner has built not just personal volume but a structured team, demonstrating the ability to support and grow leaders. These ranks introduce structured leg requirements for the first time in the plan, emphasizing sustainable team building and long-term growth.

The Diamond Rank qualifications are as follows:

- Diamond: 100 PV, 6 AE, 3 Consultant Legs, and 15,000 GV
- Green Diamond: 100 PV, 6 AE, 3 Director Legs, and 30,000 GV
- Blue Diamond: 100 PV, 6 AE, 3 Executive Legs, and 50,000 GV
- Black Diamond: 100 PV, 6 AE, 2 Executive Legs + 1 Diamond Leg, and 75,000 GV
- Red Diamond: 100 PV, 6 AE, 1 Executive Leg + 2 Diamond Legs, and 100,000 GV

At the Diamond Level, Brand Partners are eligible to earn Commissions on 8 Levels in the Unilevel Bonus, 5 Levels in both the BP First Order and Customer Order Bonuses, and Generational Matching Bonuses across two Levels. Qualified Diamonds may also receive a Lifestyle Leadership Bonus and shares in the Diamond Profit Sharing Pools. If qualified, Diamond through Red Diamond Brand Partners may also earn a Fast Start Bonus or an Achievement Bonus.

See the Compensation Plan for full details on qualifications, earnings, and leadership rewards.

Direct Deposit

Direct Deposit is Purium's preferred method of Commission payment, allowing Brand Partners to receive their earnings securely and efficiently via electronic transfer to a U.S. bank account.

Enrolling in Direct Deposit ensures faster access to Commissions and helps Brand Partners avoid the \$3 paper check processing fee applied to mailed checks.

Direct Deposit can be set up at the time of Enrollment or by contacting Purium Customer Care.

Canadian Brand Partners may also access Direct Deposit by using a U.S. dollar cross-border bank account that is compatible with the U.S. ACH system.

GLOSSARY OF TERMS

Director

A Director is a Brand Partner who has achieved 50 Personal Volume (PV), has at least three Active Personally Enrolled Brand Partners or Customers, and a minimum of 2,500 Group Volume (GV) within 8 Levels using Dynamic Compression.

At the Director Level, a Brand Partner becomes eligible to earn deeper Commissions from both team growth and customer activity. Qualified Directors may also earn either a Fast Start Director Bonus or a Director Achievement Bonus, depending on the timeframe and criteria met.

See the Compensation Plan for full details on earnings and qualifications at this rank.

Director Developer Bonus

The Director Developer Bonus, one of 3 Rank Maker Bonuses, rewards Brand Partners for Personally Enrolling and mentoring new Directors within their Enroller Tree. To qualify, a Brand Partner must create 6 new Personally Enrolled Directors—there is no set time frame to achieve this bonus.

The bonus begins accumulating with new Directors created on or after May 2025. Any Brand Partner who has not yet reached the rank of Director becomes eligible to begin accumulating once they advance to Director.

This bonus is designed to incentivize leadership development and deeper team building. It resets and can be earned multiple times, providing ongoing rewards for Brand Partners who consistently duplicate success within their frontline.

To be paid the bonus, the Director Developer must be a Paid As Rank of Director or higher in the month they create the 6th new Personally Enrolled Director. If they are not a Paid As Rank of Director or higher, the bonus is forfeited.

The Director Developer Bonus is paid as part of the Monthly Commission Period.

Dynamic Compression does not apply.

See the Compensation Plan for full qualification and payout details.

Discount Types

Purium offers two main Discount Levels for both Customers and Brand Partners, based on ordering frequency and volume:

- 25% Off - This discount is available to those who place an order every month or who place a single order of \$250 or more. Customers at this Level are referred to as Loyal Customers, while Brand Partners receiving this discount are classified as Brand Partner - 25%.
- 15% Off - This discount applies to those who do not order monthly or do not meet the \$250 threshold. These individuals are referred to as Customers or Brand Partner - 15%, depending on account type.

Discounts apply only to products with Business Volume (BV) and do not apply to event tickets, swag, sales aids, or other non-commissionable items.

See the Compensation Plan and Customer Loyalty resources for additional details.

GLOSSARY OF TERMS

Distributor	<p>Distributor is a synonymous term used interchangeably with Brand Partner, Business Builder, or Member within the Purium Compensation Plan and field communications. While Brand Partner is the preferred and most commonly used title, Distributor may appear in legal documents, tax forms, and historical references.</p> <p>All terms refer to an individual who is actively Enrolled with Purium and eligible to earn income by sharing products and building a team, in accordance with Company policies.</p>
DREAMS Reporting & Phone App	<p>DREAMS stands for Daily Recruiting Earning Activity Management System and is Purium's integrated web and mobile platform that supports Brand Partners in managing and growing their business. It includes extended Back Office reporting, prospect tracking, direct messaging to leads, marketing tools, and access to training materials—all designed to streamline business-building efforts.</p> <p>DREAMS is free for the first year of a new Brand Partner and must be renewed annually or monthly to maintain access. An optional paid upgrade is available for enhanced features on the mobile app. DREAMS is also required to access certain submittal forms for Business Promotions and is considered an essential tool for staying connected and competitive.</p> <p>The platform can be accessed online at puriumbackoffice.com and through the Purium Phone App.</p> <p>More information is available in the Purium Phone App under the "Learn" section.</p>
Dynamic Compression	<p>Dynamic Compression (also referred to simply as Compression) is a feature of the Purium Compensation Plan that ensures unclaimed bonuses do not go to waste when a Brand Partner is not qualified to receive them. If a Brand Partner fails to meet the required qualifications for a bonus, the volume and earning opportunity "compress" upward to the next eligible and qualified Brand Partner in the upline.</p> <p>Dynamic Compression applies to all bonuses in the plan except for Fast Start Matching Bonuses, Lifestyle Bonuses, K Club Bonuses, Rank Maker Bonuses and Bonus Pools. This structure helps maximize payout to active and qualified Brand Partners by ensuring that compensation is rewarded to those who are actively building and supporting their Organization.</p> <p>Group Qualifying Volume (GQV) is also calculated using Dynamic Compression.</p>
Enroll	<p>To Enroll means to sign up a new individual as a Brand Partner through Purium's official Enrollment process. This action establishes the Enroller-Enrollee relationship and places the new Brand Partner into the Enroller Tree.</p> <p>When a Customer upgrades to a Brand Partner, they are also considered to have Enrolled and must complete Purium's Enrollment path, including selecting a Business Launch Pack and accepting the Brand Partner Agreement.</p>

GLOSSARY OF TERMS

Enrollee	<p>An Enrollee is a person who joins Purium as a Brand Partner and is Personally Enrolled by another Brand Partner. This person appears on Level 1 of their Enroller's Enroller Tree.</p> <p>The Enrollee-Enroller relationship is important for determining eligibility for bonuses, promotions, and Rank Advancement. Enrollees may also be referred to as Personally Enrolled Brand Partners.</p>
Enroller	<p>An Enroller is the Brand Partner (or Distributor) who Personally introduces and signs up a new Brand Partner into Purium. The Enroller becomes the first upline connection in the Enroller Tree, and is credited with the Enrollment relationship for purposes of bonuses, Rank Advancement, and recognition.</p> <p>The Enroller is distinct from the Placement Sponsor, and plays a key role in mentoring and supporting the Enrollee's business development.</p>
Enroller's Pools	<p>The Enroller's Pool is a monthly bonus Pool designed to reward Brand Partners for Enrolling new Brand Partners on their First Level who place orders that include products with Commissionable Volume (CV) during their month of Enrollment.</p> <p>The Pool is funded by 10% of the total CV from all orders placed by new Brand Partners during their entire Enrollment month, not just their first order. This includes multiple CV-generating purchases made by the new Brand Partner within that calendar month.</p> <p>To qualify for a share in the Enroller's Pool, a Brand Partner must:</p> <ul style="list-style-type: none"> • Be Paid As Consultant or higher during the calendar month, and • Enroll one or more new Brand Partners on their First Level who place orders with CV during their Enrollment month <p>Qualified participants earn shares proportionally, based on the number of their own CV-qualified Enrollments compared to the total number of Consultant-or-higher CV-qualified Enrollments across the Company that month.</p> <p>The Enroller's Pool is part of the Monthly Commission Period and is paid monthly when applicable.</p> <p>Dynamic Compression does not apply.</p>

GLOSSARY OF TERMS

Enroller Tree

The Enroller Tree is the Organizational structure that reflects who Personally Enrolled whom within Purium. Each Brand Partner's Level 1 in the Enroller Tree includes all individuals they have Personally Enrolled, and subsequent Levels expand based on who those Enrollees go on to Enroll.

This structure is used to calculate several bonuses, including the Fast Start Program, BP First Order Bonus, Generational Matching Bonuses, and other bonuses tied to Personal Enrollment activity. It remains permanently tied to the Enroller-Enrollee relationship and does not change if someone is moved to a different position in the Placement Tree.

The Enroller Tree is a key part of recognizing and rewarding personal recruiting, mentorship, and leadership development within the Purium Compensation Plan.

See the Compensation Plan for full details on bonuses connected to the Enroller Tree.

Executive

An Executive is a Brand Partner who has achieved 50 Personal Volume (PV), has at least four Active Personally Enrolled Brand Partners or Customers, and a minimum of 6,000 Group Volume (GV) within 8 Levels using dynamic compression.

At the Executive Level, a Brand Partner qualifies for deeper Commissions on both customer and team activity. If qualified, Executives may also earn either a Fast Start Executive Bonus or an Executive Achievement Bonus, depending on which requirements are met during the Commission Period.

See the Compensation Plan for full details on earnings and qualifications at this rank.

Executive Engager Bonus

The Executive Engager Bonus, one of three Rank Maker Bonuses, rewards Brand Partners for Personally Enrolling and developing new Executives within their Enroller Tree. To qualify, a Brand Partner must create 6 new Personally Enrolled Executives—there is no set time frame to achieve this bonus.

The bonus begins accumulating with new Executives created on or after May 2025. Any Brand Partner who has not yet reached the rank of Executive becomes eligible to begin accumulating once they advance to Executive.

This bonus is designed to reward deep leadership duplication and strong frontline engagement. It resets and can be earned multiple times, recognizing Brand Partners who consistently mentor others to higher Levels of success.

To be paid the bonus, the Executive Engager must be a Paid As Rank of Executive or higher in the month they create the 6th new Personally Enrolled Executive. If they are not a Paid As Rank of Executive or higher, the bonus is forfeited.

The Executive Engager Bonus is paid as part of the Monthly Commission Period.

Dynamic Compression does not apply.

See the Compensation Plan for full qualification and payout details.

GLOSSARY OF TERMS

Fast Start

The Fast Start Program is a Personal Rank Advancement bonus that rewards Brand Partners for achieving specific Paid As Rank qualifications through the Enroller Tree within a designated timeframe after Enrollment. This incentive structure supports early momentum and focused team building in a Brand Partner's first months of business.

Fast Start runs from Consultant through Red Diamond and includes a unique mid-tier milestone called the Diamond Climb, positioned between Executive and Diamond. Qualification timeframes range from 10+ days to 8+ months, depending on the rank.

Each Fast Start Bonus also includes a Mentor Match Bonus, rewarding the Enroller of the qualifying Brand Partner—creating an added incentive for effective support and leadership development.

Fast Start Bonuses are once-in-a-career rewards of up to \$6,500, and earning a Fast Start Bonus negates eligibility for the corresponding Achievement Bonus at that rank.

To be eligible, Brand Partners must have an active Monthly Subscription of 50 BV or more on file during the qualification period. Dynamic Compression does not apply to Fast Start qualification.

- The Consultant Fast Start Bonus is paid weekly
- All other Fast Start Bonuses are paid monthly

See the Compensation Plan for full qualification timelines, bonus amounts, and payout structure.

**Fast Start
Diamond Climb**

The Diamond Climb is a mid-tier Rank Advancement milestone within Purium's Fast Start Program, positioned between the Executive and Diamond ranks. It serves as a strategic benchmark that recognizes Brand Partners progressing toward full leadership while encouraging consistency and structure in team development.

To achieve the Diamond Climb, a Brand Partner must, within the Fast Start timeframe of 3+ months after Enrollment, achieve 100 Personal Volume (PV), 10,000 Group Volume (GV), have 5 Active Enrolled (AE), and develop 2 Consultant legs. An active Monthly Subscription of 50 BV or more is also required.

This milestone is part of the once-in-a-career Fast Start Program and highlights a Brand Partner's momentum and leadership potential.

See the Compensation Plan for full qualification details and associated rewards.

GLOSSARY OF TERMS

Fast Start Match Mentoring Bonus

The Fast Start Mentor Match Bonus is a companion bonus to the Fast Start Program, awarded to the Enroller of a Brand Partner who qualifies for any Fast Start Bonus, including the Diamond Climb. This bonus rewards ongoing mentorship and leadership, based on the First-Level Enrollee's progress, and can be earned at any point during a Brand Partner's career.

Mentor Match Bonuses follow the Enroller Tree and are paid out in alignment with the qualifying Enrollee's Fast Start achievement. To be eligible for a Mentor Match Bonus, the Enroller must:

- Have an active Purium Subscription of 50 BV or more during the Commission Period when the Fast Start Bonus is earned
- Be Paid As the same rank or higher than the Fast Start Bonus their Enrollee has achieved within the period of achievement

The Consultant Mentor Match Bonus is paid weekly, while all other Mentor Match Bonuses are paid monthly.

Each match bonus is a once-in-a-career reward per qualifying Enrollee, but Enrollers can earn this bonus multiple times by mentoring additional Personally Enrolled Brand Partners who meet Fast Start qualifications.

Dynamic Compression does not apply.

See the Compensation Plan for full payout details and eligibility.

First Level

A Brand Partner's First Level consists of all individuals they have Personally Enrolled into Purium, including both Customers and Brand Partners. These enrollees appear on Level 1 of the Enroller Tree and represent the Brand Partner's direct frontline.

Purium encourages a "go wide" approach to building a strong and stable First Level. A broader First Level increases opportunities for volume, bonuses, and leadership development across the Compensation Plan.

First Level volume and activity are used to determine eligibility for various rewards and qualifications, including the Enroller's Pool, Mentor Match Bonuses, and Active Enrolled requirements for Rank Advancement.

Form 1099-NEC (Nonemployee Compensation)

Form 1099-NEC is used to report income earned by independent contractors. At Purium, Brand Partners are considered independent business owners, not employees. If a Brand Partner earns \$600 or more in Commissions during a calendar year, Purium issues a Form 1099-NEC by January 31 of the following year, reporting earnings to both the Brand Partner and the IRS.

To comply with IRS regulations, Brand Partners must provide a valid Social Security Number (SSN), Employer Identification Number (EIN), or an equivalent taxpayer identification number. The IRS requires that the name and TIN combination provided match their records to ensure accurate reporting.

If a Brand Partner earns \$600 or more and has not provided a valid TIN, Purium is legally obligated to withhold 35% of earnings for federal and state taxes. This withholding continues until the necessary tax identification information is provided and validated.

Form 1099-NEC is available electronically and can be accessed in the Brand Partner's Back Office under the "Personal Reports" section. It is the responsibility of each Brand Partner to retrieve their form and report this income when filing personal taxes.

Generation

A Generation refers to a distinct Active Level of an Associate or higher within the Enroller Tree, used specifically for calculating Generational Matching Bonuses.

Unlike standard Levels, which are counted by placement, Generations are determined by Brand Partner ranks—beginning with the first downline Brand Partner who meets the minimum rank requirement (typically Associate or above), and continuing to the next qualifying Brand Partner further down the Enroller Tree.

Generational Matching Bonuses use Dynamic Compression to skip over inactive or unqualified Brand Partners and maximize payout to the next eligible upline. Generations are rank-based, not position-based, and are a key component of long-term residual income.

The wider your First Level, the more potential you have to earn larger Generational Matching Bonuses as your Organization grows in rank and volume.

See the Compensation Plan for full details on Generation structure and bonus payout eligibility.

Generational Matching Bonus

The Generational Matching Bonus is a monthly bonus available at the Paid As Diamond Rank and above, designed to reward mentorship by paying a percentage match on the Commissions earned by downline Brand Partners across up to three Generations in the Enroller Tree.

This bonus matches a percentage of earnings from three key Commission types:

- Unilevel Bonus
- BP First Order Bonus
- Customer Order Bonus

Matching percentages range from 5% to 12% and are determined by the Paid As Rank of the Brand Partner. The bonus is paid on compressed Generations, ensuring volume skips over inactive or unqualified Brand Partners using Dynamic Compression.

For example:

If a Brand Partner has Personally Enrolled 10 Active Brand Partners (their Level 1 Enroller Tree) who each earn \$100 in eligible Commissions, and the Brand Partner qualifies for a 10% Generational Match on Generation 1, they would earn:

$$10\% \times \$100 \times 10 = \$100 \text{ Generational Matching Bonus (Generation 1)}$$

The Generational Matching Bonus is calculated during the Monthly Commission Period and is paid monthly when applicable.

See the Compensation Plan for full details on qualification requirements, Generation structure, and payout percentages.

Gift Code (Aka Referral Code)

A Gift Code, also known as a Referral Code, is a unique identifier created by each Brand Partner upon Enrollment with Purium. This code is used to link new Customer and Brand Partner sign-ups directly to the Enrolling Brand Partner, ensuring they receive proper credit and compensation for all associated activity.

When shared, the Gift Code allows new customers (Retail Customers) in North America to receive either \$50 off or 25% off their first purchase—whichever provides the greater discount. A Gift Code may only be used once per household.

All Brand Partners receive unlimited gift card codes upon Enrollment and are encouraged to share them as a tool for customer acquisition and business growth.

Referral Code Guidelines:

- Must be 6-25 characters
- Must include at least one letter
- May contain letters, numbers, dashes (-), or underscores (_)
- No spaces allowed
- May not contain the word "Purium," any trademarked product or program names, or anything confusingly similar

See the Brand Partner for complete policies regarding code creation and usage.

Group Qualifying Volume (GQV)

Group Qualifying Volume (GQV) is the total Qualifying Volume (QV) generated by a Brand Partner's entire downline Organization, including their own Personal Volume (PQV), within a specified Commission Period. GQV serves as a critical metric for assessing overall business growth, determining rank advancements, and qualifying for various bonuses within the Purium Compensation Plan.

- Calculation Depth: GQV is calculated based on compressed levels within the Organizational Structure:
 - 8 Compressed Levels for most ranks
 - 9 Compressed Levels for Crown rank and above
- Inclusions: GQV encompasses the QV from all active Brand Partners in the downline, including the Brand Partner's own PV. It may also include promotional volume, such as gifted points or incentives, which count toward rank qualifications but do not generate Commissions.

Understanding GQV is essential for Brand Partners aiming to track their team's performance, strategize for rank advancements, and maximize earnings potential. For a detailed breakdown of how GQV interacts with other volume metrics, refer to the "Volume Chart" in the Purium Compensation Plan.

GLOSSARY OF TERMS

Launch Pack

A Launch Pack is required to become a Brand Partner, whether joining Purium directly or upgrading from a customer account. It includes unlimited gift codes, one year of access to Dreams Technology, and the essential digital tools to launch a Purium business. The contents of the Launch Pack can be viewed at puriumenrollment.com.

Launch Packs are complimentary with the purchase of a qualifying product pack.

Level

A Level refers to the depth or position of a Brand Partner or Customer within an Organization, relative to another Brand Partner. For example, someone Personally Enrolled is on your Level 1; if they Enroll someone, that person is on your Level 2, and so on.

Levels are used in both the Unilevel Tree and Enroller Tree to determine Commission payout depth, bonus eligibility, and Compression calculations.

A Brand Partner's compensation often depends on how many Levels deep their Commissions or qualifications are paid.

Lifestyle Leadership Bonus

The Lifestyle Leadership Bonus is a fixed monthly cash bonus awarded to Brand Partners who qualify with a Paid As Rank of Diamond or higher. It is part of the Monthly Commission Period and is paid monthly when applicable.

This bonus is designed to reward team leadership and Organizational growth. The fixed amount increases as a Brand Partner advances in rank, reflecting the size and impact of their team.

Unlike many MLM companies that require funds to be used for a car or other specific expense, Purium provides this bonus as flexible cash, allowing Brand Partners to use it in a way that best supports their personal lifestyle.

See the Compensation Plan for current payout amounts and qualification requirements.

Member

A Member is the entry-Level rank of a Brand Partner who has less than 50 Personal Qualifying Volume (PQV) in a given Commission Period. While considered Enrolled with Purium, Members do not meet the active requirement and are therefore not eligible to earn Commissions.

Members retain access to the Back Office, may share their Gift Code, and are bound by the Brand Partner Agreement. Once they place an order of 50 PQV or more, they become an Active Brand Partner and may begin earning Commissions.

Under Dynamic Compression, Members are considered inactive and are therefore compressed out, meaning they do not occupy a Level when GQV and bonuses are calculated—ensuring that volume and payout moves up to the next eligible Brand Partner.

GLOSSARY OF TERMS

Minimum Payment Amount

The Minimum Payment Amount is the lowest earnings threshold required for Purium to issue a Commission payment. The current minimums are:

- \$10 for payments made via Direct Deposit
- \$13 for payments issued by paper check

Commission earnings are accumulated and held until the minimum is met, at which point payment is released during the regular payout schedule.

MLM (Multi-Level Marketing)

Multi-Level Marketing (MLM) is a business model in which independent Brand Partners earn income by sharing products and building a team of others who do the same. Income is generated through Commissionable product orders placed by Customers and Brand Partners within their Organization.

Brand Partners are encouraged to enroll, mentor, and support others, creating multiple Levels of volume and activity. Compensation is based on a Brand Partner's Paid As Rank and the volume generated within their Organization.

MLM is also known as network marketing and emphasizes relationship-based marketing, personal development, and team building.

Monthly Commission

Monthly Commission refers to the earnings paid to Brand Partners based on their rank qualifications and team volume during the Monthly Commission Period (from 12:00 AM on the 1st day of the month through 11:59 PM Central on the last day of the month).

This includes bonuses such as the Unilevel Bonus, Achievement Bonus, Fast Start Bonus + Match (Director and higher), Generational Matching Bonus, Lifestyle Leadership Bonus, and various Pool Bonuses. Monthly Commissions are typically paid on the 15th of the following month, or on the next business day if the 15th falls on a weekend or holiday.

See the Compensation Plan for full details and payout structure.

GLOSSARY OF TERMS

New Brand Partner First Order Commission

The New Brand Partner First Order Commission is a weekly bonus paid on the first product order placed by a newly Enrolled Brand Partner, whether joining through a Launch Pack or upgrading from Customer status.

This bonus pays up to 5 Compressed Levels in the Enroller Tree, based on the Paid As Rank from the previous month or current month to date. The Commission is part of the Weekly Commission Period and is paid weekly when applicable.

The volume used for this bonus is excluded from the Monthly Unilevel Bonus to prevent duplicate payout on the same order.

See the Compensation Plan for payout percentages, eligibility, and Level requirements.

Organization

An Organization refers to the entire downline team of a Brand Partner, including all Personally Enrolled Brand Partners and everyone Enrolled beneath them, regardless of depth.

For example, if Brand Partner A Enrolls B, who Enrolls C, who Enrolls D, then B, C, and D are all part of A's Organization. This structure is used to calculate Group Volume, rank qualifications, and team-based bonuses.

An Organization can grow across both the Unilevel Tree and Enroller Tree, depending on how Brand Partners are placed and Enrolled.

Paid As Rank

Paid As Rank (also known as Qualifying Rank) refers to the rank at which a Brand Partner qualifies to earn Commissions during a specific Commission Period, based on their actual activity and volume.

This rank is used to calculate bonuses, payout Levels, and eligibility for Pools and matching Commissions. It is determined by meeting all requirements within the period and may change month to month or week to week, such as PQV, GQV, Active Enrolled, and structure.

To be eligible for Weekly Commission, you must be a minimum Paid As Rank of Associate in the current weekly period or prior month.

Paid As Rank is different from Achieved Rank, which is the highest rank ever earned, regardless of current qualification status.

See the Purium Rank Qualifications Table for full requirements by rank.

Personal Qualifying Volume (PQV)

Personal Qualifying Volume (PQV) refers to the total Business Volume (BV) accumulated from a Brand Partner's own personal purchases within a given Commission Period. PQV is a critical metric used to determine a Brand Partner's eligibility for active status, rank advancement, and bonus qualifications within the Purium Compensation Plan.

While PQV contributes to these qualifications, it's important to note that Brand Partners do not earn commissions on their own PQV. Instead, Commissions are earned based on the Commissionable Volume (CV) generated by the sales of downline Brand Partners and customers.

Maintaining a minimum PQV is essential for staying active and eligible for various incentives. For instance, a monthly PQV of 50 BV is typically required to maintain active status and qualify for certain bonuses. Setting up a recurring monthly subscription can help ensure consistent PQV accumulation and uninterrupted qualification status.

Understanding PQV helps Brand Partners effectively manage their personal purchasing activities to meet the necessary thresholds for rank advancements and bonus eligibility. For a detailed breakdown of how PQV interacts with other volume metrics, refer to the "Volume Chart" in the Purium Compensation Plan.

Personally Enrolled

A Personally Enrolled Customer or Brand Partner is someone who is directly Enrolled by a Brand Partner using their Gift Code or Referral Link. Personally Enrolled individuals are placed on the Brand Partner's Level 1 in the Enroller Tree, and this relationship is permanent.

The term "going wide" refers to the strategy of Personally Enrolling multiple individuals on Level 1 to maximize rank qualification and compensation potential.

See the term "Active Enrolled" for more information.

Pool

A Pool is a portion of Purium's shared Commission payout, distributed among Brand Partners who qualify based on rank or specific activity during a Commission Period. Pools are funded by a percentage of the CV (Commissionable Volume) generated within specific categories of business activity in North America.

There are multiple types of Pools, including the Enroller's Pool, which rewards Brand Partners for Personally Enrolling new Brand Partners with qualifying orders, and Leadership Pools (such as Diamond and Crown), which reward higher ranks for sustained team growth and engagement.

Shares in each Pool are distributed proportionally, based on performance and qualification criteria outlined in the Compensation Plan.

See the Compensation Plan for Pool types, qualification requirements, and payout structures.

GLOSSARY OF TERMS

Qualifying Rank	See "Paid As Rank."
Qualifying Volume (QV)	<p>Qualifying Volume (QV) is the portion of Business Volume (BV) used solely for rank qualifications and bonus eligibility. QV may include promotional volume (such as gifted points or incentives), which counts toward rank but does not generate Commissions.</p> <p>QV is derived exclusively from personal purchases made by Brand Partners. Qualifying customer orders do not contribute to a Brand Partner's QV.</p> <p>Enrollment Packs contribute only QV, serving as a pathway for new Brand Partners to meet initial qualification requirements. All other products are assigned Business Volume (BV), which includes both QV and Commissionable Volume (CV). Swag, Business materials and Event Tickets are non-BV items.</p> <p>Understanding QV is essential for Brand Partners aiming to track their progress toward rank qualifications and bonus eligibility. For a comprehensive overview of how QV interacts with other volume types, please refer to the "Volume Chart" in the Purium Compensation Plan.</p>
Retail Price	The set price from which all discounts are calculated. See terms "Discount Types" and "Retail Customer" for more details.
Sponsor	<p>A Sponsor is the Brand Partner under whom a new Brand Partner is placed in the Unilevel Tree. The Sponsor relationship determines the structure of the Unilevel Organization, which is used to calculate team Commissions and volume-based bonuses.</p> <p>The Sponsor and Enroller are typically the same person, but in some cases, a new Brand Partner may be Enrolled by one person and placed under another for team-building purposes. This results in the new Brand Partner appearing on a lower Level, pushing volume deeper into the Organization.</p> <p>While placement is allowed, Purium does not actively promote or encourage the practice. It may reduce long-term earning potential and complicate Organizational growth. Brand Partners are advised to build wide and place with clear intent if doing so.</p> <p>Sponsorship placement is permanent unless corrected within the allowed adjustment window as defined in Purium's Policies and Procedures.</p>

GLOSSARY OF TERMS

Structure

In the Purium Compensation Plan, Structure refers to the organizational arrangement of a Brand Partner's downline, specifically focusing on the development of distinct Legs. A Leg is a separate line of sponsorship within a Brand Partner's Organization, extending downward through multiple levels of Brand Partners.

- **Legs:** Each Leg begins with a personally enrolled Brand Partner and includes all subsequent downline Brand Partners in that line. Legs are instrumental in achieving Rank Advancements, as certain ranks require a specific number of Legs with designated qualifications.
- **Structure Requirements:** Advancement to higher ranks necessitates the development of multiple legs meeting specific criteria. For example, achieving the rank of Diamond requires three legs, each with a Paid As Consultant, along with other qualifications. These structural requirements ensure balanced growth and leadership development within the organization.

Understanding and strategically building your Structure is essential for maximizing the benefits of the Purium Compensation Plan. For detailed information on rank qualifications and structural requirements, please refer to the "Rank Advancement" section of the Purium Compensation Plan.

Subscription

A Subscription, aka Monthly Subscription or Smart Order, is a recurring monthly product order set up by a Customer or Brand Partner through their Purium account. Subscriptions help maintain PQV (Personal Qualifying Volume) for Active status, commission eligibility, and participation in Business Promotions.

Unilevel Bonus

The Unilevel Bonus is a Monthly Commission paid to Brand Partners based on Commissionable Volume (CV) from product orders placed within their Unilevel Tree, up to 8 Compressed Levels.

This bonus is based on the Sponsor structure and reflects the depth and activity of a Brand Partner's Organization. The number of Levels paid is determined by the Brand Partner's Paid As Rank.

Unilevel Bonuses are calculated after the close of the Monthly Commission Period and are paid on the 15th of the following month.

See the Compensation Plan for payout percentages and Level qualifications.

GLOSSARY OF TERMS

Unilevel Tree	<p>The Unilevel Tree is the Organizational structure based on Sponsorship, where each Brand Partner's personally Sponsored Brand Partners are placed on their Level 1, and the team continues downward Level by Level.</p> <p>This structure is used to calculate the Unilevel Bonus and other volume-based qualifications. Compression is applied when calculating eligible Commissions, meaning inactive Brand Partners are compressed out, and volume rolls up to the next qualified Brand Partner.</p>
Upgrade to Brand Partner	<p>An Upgrade to Brand Partner occurs when an existing Customer becomes a Brand Partner by purchasing a qualifying pack or completing the upgrade process from their customer account at ishoppurium.com. This is considered an alternate path to Enrollment.</p> <p>There is no charge to upgrade during the month of or the month following the purchase of a qualifying pack. Upon upgrade, the individual receives a Gift Code, access to the Back Office, and becomes eligible to earn Commissions, subject to the Brand Partner Agreement.</p> <p>The first purchase made by an upgraded Brand Partner that contains Commissionable Volume (CV) qualifies for the 25% New Brand Partner First Order Commission, and all orders placed during the Enrollment month count toward the Enroller's Pool.</p> <p>The original Enroller remains the same, and the upgrade is treated as a New Brand Partner Enrollment for qualification and bonus purposes.</p>
Weekly Commission	<p>Weekly Commission refers to the earnings paid to Brand Partners based on qualified activity during the Weekly Commission Period, which runs from 12:00 AM Saturday through 11:59 PM Central the following Friday.</p> <p>This includes earnings from the BP First Order Bonus, the Customer Program Compensation, and Fast Start Consultant Bonus + Match.</p> <p>Weekly Commissions are typically paid the following Friday, unless delayed by a holiday.</p> <p>See the Compensation Plan for full details on eligible bonuses and payout timing.</p>

Volume Relationship Chart

UNDERSTANDING THE VOLUME TYPES & HOW THEY INTERACT

Volume Type	Source	Use	Rolls Into
BV	Assigned to every product	Base value for CV and QV	Splits into CV and QV
CV	Portion of BV	Commission payouts	Rolls into GCV
QV	Portion of BV	Rank and bonus qualification	Rolls into PQV and GQV
PQV	QV from personal orders	Active Status	Rolls into GQV
GCV	Team CV from 8 levels	Team Commissions	-----
GQV	Team QV from 8-9 levels + promo points	Rank qualification	-----
Promo Points	Earned via contest/incentives	Rank Qualification (GQV Only)	Rolls into GQV only

BRIEF DEFINITIONS OF VOLUME TYPES

See full definitions in the Glossary of Terms



Glossary of Terms
Starts on Page 20

Business Volume (BV)	BV is the point value assigned to each product for the purposes of calculating commissions and rank qualifications.
Commissionable Volume (CV)	CV is the portion of BV used to calculate commissions. CV excludes promotional volume and is what Brand Partners are paid on.
Qualifying Volume (QV)	QV is the portion of BV used to determine rank and bonus eligibility. QV may include launch packs but does not generate commissions.
Personal Qualifying Volume (PQV)	PQV is the QV from a Brand Partner's own orders. PQV is used to meet the active requirement and counts toward GQV.
Group Commission Volume (GCV)	GCV is the total CV from a Brand Partner's team, counted up to 8 compressed levels. GCV is used to calculate team commissions.
Group Qualifying Volume (GQV)	GQV is the total QV from a Brand Partner's team, including their own PQV, counted up to 8 or 9 compressed levels. GQV may include promo points that are used to determine rank and bonus qualifications.
Promotional Points	Promotional Points are GQV-only points earned through contests, incentives, or special activities. They count rank qualification but do not count as BV or generate commission.

QUICK GLANCE

COMPENSATION PLAN PAYOUTS OVERVIEW

Brand Partner Program Compensation

Brand Partner First Order Commission: Level 1

Details on Page 2

Paid as Rank	Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 1	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%

Brand Partner First Order Commission: Levels 2-5

Details on Page 2

Paid as Rank	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 2	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%

Enroller's Pool - 10% Paid on CV

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BP Volume K Club: First Level - \$40 per 1000 CGV

Details on Page 4

Rank Maker Bonuses

Consultant Creator = \$300

Director Developer = \$500

Executive Engager = \$1,000

Details on Page 5

6 New Consultants (Personally Enrolled)

6 New Directors (Personally Enrolled)

6 New Executives (Personally Enrolled)

QUICK GLANCE

COMPENSATION PLAN PAYOUTS OVERVIEW

Brand Partner Program Compensation

Fast Start Bonuses
Details on Page 7

Fast Start
Mentoring Match
Bonuses
Details on Page 3

Personal Rank
Advancement
Bonuses
Details on Page 6

Paid as Rank	Page No.	Consultant	Director	Executive	FS Climb*	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond
Fast Start / Mentoring Match Bonuses	Pages 3 & 7	\$100/ \$100	\$400/ \$400	\$500/ \$500	\$500/ \$500	\$1,000/ \$500	\$1,000/ \$500	\$1,000/ \$500	\$1,000/ \$500	\$1,000/ \$500
Fast Start Time Qualifications		10+ Days	1+ Months	2+ Months	3+ Months	4+ Months	5+ Months	6+ Months	7+ Months	8+ Months
Personal Rank Advancement Bonuses (no time qualifications)	Page 6	\$50	\$150	\$250	N/A	\$300	\$300	\$300	\$300	\$300

Ongoing Orders -
Unilevel Payout
Details on Page 8

Paid as Rank	Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 1	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 2	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 6	↑	↑	↑	↑	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Level 7	↑	↑	↑	↑	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Level 8	↑	↑	↑	↑	↑	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

QUICK GLANCE

COMPENSATION PLAN PAYOUTS OVERVIEW

Customer Compensation Program

Customer K Club- \$25 per \$1,000 Paid on CV subtotal

Details on Page 10

Customer Order Commission - Level 1

Details on Page 9

Paid as Rank	Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 1	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%

Customer Order Commissions-Levels 2-5

Details on Page 10

Paid as Rank	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	1-Star Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
Level 2	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4	↑	↑	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Level 5	↑	↑	↑	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

See Next Page for BP Leadership Program Compensation

QUICK GLANCE

COMPENSATION PLAN PAYOUTS OVERVIEW

BP Leadership Program Compensation



Details on Page 12

Generational Matching Bonuses
Details on Page 12

Paid as Rank	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	Crown 1-Star	Crown 2-Star	Crown 3-Star	Crown 4-Star	Crown 5-Star	Royal/Crown I	Royal Crown II
Gen 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	11%	12%
Gen 2	↑	5%	5%	10%	10%	10%	10%	10%	10%	10%	11%	12%
Gen 3	↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	11%	12%

Lifestyle Leadership Bonuses: Diamond to Royal Crown II
Details on Page 13

Paid As Rank	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	Crown 1-Star	Crown 2-Star	Crown 3-Star	Crown 4-Star	Crown 5-Star	Royal/Crown I	Royal Crown II
Bonus Amount	\$300	\$600	\$1,200	\$1,800	\$2,500	\$3,000	\$4,000	\$5,000	\$7,500	\$10,000	\$10,000	\$10,000

5% Total Revenue Shared With
Leaders Through 3 Rank Based Pools
Details on Page 14

Paid-As Rank	Name of Pool	Shares
Diamond	1% Diamond Pool-Tier 1	1
Green Diamond	1% Diamond Pool-Tier 1	2
Blue Diamond	1% Diamond Pool-Tier 1	3
Black Diamond	1% Diamond Pool-Tier 2	1
Red Diamond	1% Diamond Pool-Tier 2	2
Crown	3% Crown Pool	1
2-Star Crown	3% Crown Pool	2
3-Star Crown	3% Crown Pool	3
4-Star Crown	3% Crown Pool	4
5-Star Crown	3% Crown Pool	5