



THE TRANSFORMATION COMPANY

PURIUM'S COMPENSATION GUIDE

Effective May 2025



Your Health
Leads to Wealth

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

A LETTER FROM THE FOUNDERS AMY VENNER & DAVID SANDOVAL

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

Handwritten signatures of Amy Venner and David Sandoval in black ink.

Real Impact, Real Income

PURIUM'S BUSINESS MODEL IS ITS BEST PRODUCT

Purium Rank Qualifications Table

Numbers below are the minimum qualifications to be a "Paid As" rank.

Rank	Personal Volume	Personally Enrolled Active Brand Partners/Customers	Group Volume (8 Levels*)	Structure (legs)
Member	0	0	0	0
Associate	50	0	0	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

*Crowns' Group Volume Qualifications Include Level 9

Commission Periods & Payment Schedule

Weekly Commissions

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

Monthly Commissions

- 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

- 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 on the next business day.
- Direct deposit is available at no charge for USD accounts in the US and Canada.

Brand Partner Program Compensation

EXPANDING THE MISSION, VISION, PASSION, PURPOSE AND YOUR LEVEL 1

New Brand Partner First Order Commission - Level 1

25%

Paid on \$

Building Your First-Level Team at any Rank is Rewarding!

- Enrollers earn a 25% commission on the purchase price of items with commissionable volume (CV) from a new Brand Partner's first purchase
- Includes customers that upgrade to become a new Brand Partner
- Paid weekly through your Enroller Tree

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%

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 bringing in someone new to share our mission and purpose with even more people.

EXPANSION THROUGH DUPLICATION

New Brand Partner First Order Commission: Levels 2-5

5%

Paid on CV

When your Level 1s start duplicating and enrolling, you keep earning.

- 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 weekly through the Enroller Tree
- ↑ Indicates Compression (Dynamic Compression applies – see Glossary for details)

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%

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 and training your team to duplicate and enroll!

Brand Partner Program Compensation

UNLIMITED POTENTIAL. UNLIMITED OPPORTUNITY.
THE MORE YOU ENROLL, THE MORE YOU EARN.

Fast Start Match: Up to \$4000 per Enrollee

Lucrative rewards for guiding your team to success on a specified time frame.

The Fast Start Match is a powerful mentoring bonus that rewards you for coaching and supporting your Level 1 (Personally Enrolled) Brand Partners as they rise in ranks at the beginning of their Brand Partner Career.

Here's how it works:

- You can earn up to \$4,000 over 8+ months per Level 1 Brand Partner you enroll
- Each time your enrollee earns a Fast Start Rank Bonus, you receive a matching mentoring bonus
- Fast Start Ranks are calculated through the Enroller Tree
- You must be Paid-As at the same rank (or higher) than the rank your enrollee achieves to earn the match
- You must have an active Monthly Subscription Order of at least 50 BV to qualify
- All bonuses are paid with Monthly Commission, except the Consultant Match, which is paid weekly
- There's no limit to how many mentoring bonuses you can earn – unlimited potential!

Achievement Qualification	Fast Start Match Bonus Amount
Match Mentoring - FS Consultant	\$100
Match Mentoring - FS Director	\$400
Match Mentoring - FS Executive	\$500
Match Mentoring - FS Climb	\$500
Match Mentoring - FS Diamond	\$500
Match Mentoring - FS Green Diamond	\$500
Match Mentoring - FS Blue Diamond	\$500
Match Mentoring - FS Black Diamond	\$500
Match Mentoring - FS Red Diamond	\$500

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 enrollee!

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.

Brand Partner Program Compensation

Recognition for Expansion, Intention, and Impact

Enroller's Pool

10%
Paid on CV

The Enroller's Pool rewards those who consistently share Purium's mission and help grow the community.

- The pool is funded by the total CV from all new Brand Partner orders during a calendar month
- To qualify, you must be a Paid-As Consultant and enroll at least one new Brand Partner who has a purchase 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
- Enroller's Pool payouts are made monthly

Example: You enroll 4 new Brand Partners in a calendar month, each with a ULT order worth 250 CV. You generate 1,000 Group Volume (GV) – qualifying you 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.

Rewarding Level 1 Brand Partner Retention & Product Loyalty

Level 1 Volume K Club

\$40
per 1000 CV

The Level 1 Volume K Club is designed to encourage Brand Partners to stay engaged with their Level 1 (Personally Enrolled) team and promote long-term product usage.

Why?

Because Purium believes in being a product of the products – and that staying connected to your team supports retention, consistency, and wellness.

Here's how it works:

- Earn a \$40 bonus for every 1,000 CV generated in Commissionable Group Volume from your Level 1 Brand Partners each calendar month
- Volume is calculated from all CV in the Enroller Tree Level 1.
- There is no limit to how many \$40 bonuses you can earn
- Paid monthly in your Monthly Commission check

Examples: Your Level 1 team has 1,000 CV this month → You earn \$40
Your Level 1 team reaches 3,000 CV → You earn \$120

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

Celebrate the power of consistency. Support your Brand Partners in using Purium products month after month – and be rewarded for keeping your team healthy, happy, and engaged.

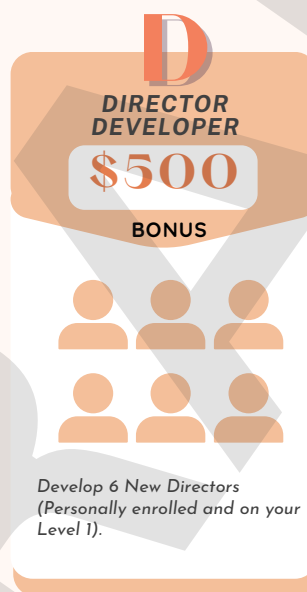
Brand Partner Program Compensation

Create. Develop. Engage. Repeat.

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.

Each bonus is earned through your Level 1 (Personally Enrolled) Brand Partners:

- **Create** - Enroll and promote 6 Consultants → Earn \$300
- **Develop** - Coach and support 6 Directors → Earn \$500
- **Engage** - Build and mentor 6 Executives → Earn \$1,000



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.

**Do it once. Collect the bonus.
Then do it all over again.**

These bonuses are part of the Monthly Commission Period and are paid monthly when applicable.

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.

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.

Brand Partner Program Compensation

**ONCE-IN-A-CAREER PERSONAL ACHIEVEMENT
BONUSES ARE WAITING TO BE EARNED!**

Personal Rank Advancement Bonuses:

Recognizing Growth, Celebrating Impact

YOUR HARD WORK DESERVES RECOGNITION – AND REAL REWARDS.

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 Personal Rank Advancement Bonuses to reward you – whether you're progressing quickly or steadily building your business over time.

Achieve a Rank = Earn a Bonus!

There are two ways to earn:

- Fast Start Bonus - Reach a new rank within the specified Fast Start time frame and earn a higher payout
- Achievement Bonus - Reach the rank anytime during your Purium career, and still earn a generous reward
- From Consultant through Red Diamond, you'll be rewarded every time you hit a new milestone.

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.

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

Brand Partner Program Compensation

EARN UP TO \$6,500

Fast Start Bonuses

FAST START BONUS SPECIFICS

Unlock a higher bonus by reaching your rank within the Fast Start time frame.

- Must have an active Monthly Subscription Order of 50 BV minimum
- Qualify through the Enrollment Tree
- Paid in the Monthly Commissions from the month the rank is achieved (except for FS Consultant - this is paid in the Weekly Commissions)
- Earn the Fast Start Bonus if you reach the rank within the Fast Start time frame
- Otherwise, you will earn the standard Achievement Bonus anytime in your Purium career
- See Rank Qualifications Table on page 3 for specific rank timelines and details

Achievement Qualification	Time Qualification from Enrollment Date	Fast Start Bonus GV From Enroller Tree	Unique Qualification Detail
FS Consultant	10+ Days	\$100	
FS Director	1+ Months	\$400	
FS Executive	2+ Months	\$500	
FS Climb	3+ Months	\$500	PV 100 GV 10000 5 AE 2 Consultant legs
FS Diamond	4+ Months	\$1,000	
FS Green Diamond	5+ Months	\$1,000	
FS Blue Diamond	6+ Months	\$1,000	
FS Black Diamond	7+ Months	\$1,000	
FS Red Diamond	8+ Months	\$1,000	

DIAMOND CLIMB - NEW FAST START ACHIEVEMENT



A New Milestone on the Path to Diamond. We're excited to introduce a new achievement on your journey to Diamond – the Fast Start Climb at 3+ Months.

Much like a rest stop on a mountain ascent, this milestone gives you a chance to pause, acclimate, and refocus. It acknowledges the intention, consistency, and effort it takes to reach the next level of leadership. Between Executive and Diamond, there's a big leap – a 9,000-point volume gap and added structure requirements. This new milestone helps bridge that gap and gives well-deserved recognition to those steadily climbing.

Reaching this point shows your dedication and vision for what's possible as you continue forward on your leadership journey.

So take a moment to celebrate the climb. Then keep going – because Diamond is within your reach.

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!

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 “+” Mean in Fast Start Timelines?

At Purium, we use the “+” symbol in our Fast Start timelines to give you bonus time starting from 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.

This timing applies to ranks from Director through Red Diamond (e.g., 1+ months to reach Director, 2+ months to reach Executive, and so on up to 8+ months for Red Diamond).

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.

Brand Partner Program Compensation

EARN UP TO \$1,950

Achievement Bonuses

ACHIEVEMENT BONUS SPECIFICS

Earn a bonus for rank advancement – anytime during your Purium career.

- No time restriction – qualify when the time is right for you
- Qualify through the Unilevel Tree
- Paid in Monthly Commissions from the month the rank is achieved
- If you achieve these ranks within the Fast Start time frame and qualifications, you'll receive the Fast Start Bonus instead

Rank	Achievement Bonus GV from Unilevel Tree
<i>Consultant</i>	\$50
<i>Director</i>	\$150
<i>Executive</i>	\$250
<i>Diamond</i>	\$300
<i>Green Diamond</i>	\$300
<i>Blue Diamond</i>	\$300
<i>Black Diamond</i>	\$300
<i>Red Diamond</i>	\$300

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

Customer Program Compensation

**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 \$

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.

Here’s how it works:

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

Rank	Associate	Builder	Consultant	Director	Executive	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
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

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

Why Are Customers Essential to Your Purium Business?

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

Here's why:

Having customers creates a healthy, sustainable business model and aligns perfectly with Purium's mission: to get high-quality superfoods into the hands of people who need them and transform lives in the process.

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. By customers getting familiar with the products, you're building trust, belief, and personal transformation.

Many of Purium's top leaders started as happy customers – simply loving the products before ever considering the business. Their personal experience with the formulas became the fuel for long-term success.

And even 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.

Customer Program Compensation

**EARN AS YOUR TEAM TRANSFORMS LIVES –
THROUGH SUPERFOODS, SUPPORT, AND ONGOING WELLNESS.**

Customer Orders - Levels 2-5

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

When your Level 1-4 Brand Partners enroll customers of their own (Level 2-5 Customers), you earn commissions on both first and ongoing orders. As your team duplicates and shares the mission, you're rewarded for mentoring and building lasting impact.

Rank	Associate	Builder	Consultant	Director	Executive	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
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.

Here's how it works:

- Earn 5% on all purchases from customers enrolled by Level 1-2 Brand Partners
- Earn 4% from Level 3
- Earn 3% from Level 4
- Calculated on Commissionable Volume (CV)
- Paid in Weekly Commission
- First Orders paid through the Enroller Tree
- Subsequent Orders paid through the Unilevel Tree
- See chart for rank qualifications required to earn on each level

Customer Program Compensation

REWARDING CARE AND CONSISTENCY WITH YOUR CUSTOMERS

Customer K Club

The Customer K Club Bonus was created to recognize Brand Partners who consistently support and engage their Personally Enrolled Customers (Level 1). This bonus encourages you to build lasting customer relationships that lead to monthly subscriptions and re-orders – helping your business grow sustainably.

Here's how it works:

- Earn \$25 for every \$1,000 in purchases from your Level 1 Customers
- Calculated on the subtotal of products with Commissionable Volume (CV)
- Paid in Monthly Commission
- No cap – the more your customers order, the more you earn!
- Can be tracked on your back office dashboard - Customer \$

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

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

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'll 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.

The Power of Purium's 8-Level Unilevel Plan

**WHERE LONG-TERM RESIDUAL INCOME IS BUILT
– AND LEGACIES ARE MADE.**

At Purium, we are proudly committed to a true 8-level Unilevel compensation plan – a proven, stable, and fair structure that reflects the best of traditional network marketing. This is where residual income is born and where your consistent efforts create lasting rewards.

Why a Unilevel Plan?

Unlike binary or matrix systems that can limit your growth or earnings potential, a Unilevel Plan rewards you for building wide and deep – giving you the flexibility to personally enroll as many Brand Partners as you like and to support duplication across generations.

Here's what makes our plan powerful:

- 8 levels of payout potential – the deeper your organization grows, the more you can earn
- Unlock additional levels as you rank advance – rewarding leadership and development
- No caps on how many people you can personally enroll
- Residual income builds as your team reorders month after month
- Built to support duplication, long-term strategy, and legacy income

As your team grows and their teams grow, your Unilevel earnings expand across 8 generations – 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.

This is the heart of network marketing – helping others succeed, and being rewarded for leadership, mentorship, and consistency.

At Purium, we believe in rewarding those who build strong, stable businesses that last. Our 8-level Unilevel Plan is a commitment to sustainability, fairness, and the kind of income that grows while you sleep.

Unilevel Payout Rules & Qualifications

UNLOCK DEEPER REWARDS AS YOUR TEAM GROWS.

- Paid Monthly
- Calculated from the Commissionable Volume (CV) of all Brand Partner purchases and activity
- 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)
- Includes Dynamic Compression – unqualified Brand Partners are skipped so commissions roll up to the next eligible upline
- Residual income is earned as your team reorders month after month
- This structure rewards steady team building, leadership, and duplication – the key ingredients to long-term success and sustainable income.

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%

The Perks of Rising To Diamond & Above Leadership

TO KICKOFF THIS NEW LEVEL OF EARNINGS, ENJOY THE EXCLUSIVE DIAMOND CLUB WEEKEND TRIP WITH PURIUM'S CO-FOUNDERS & LEADERS.



**Diamond Club Trip
& Purium Tour**

PURIUM *Diamond* CLUB

- Enjoy a complimentary 2-night hotel stay in Southern California
- Spend quality time with Purium's co-owners and Crown Leaders
- See where Purium's products are made on the Facility Tour
- Gain insight and expertise from specialized leadership trainings



Leadership Level - Brand Partner Program Compensation

GENERATIONAL MATCHING BONUS: LEADERSHIP THAT PAYS IT FORWARD

Generational Matching Bonuses

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.

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	RoyalCrown 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%

The Generational Matching Bonuses match a % of the earnings of Unilevel Commissions, BP First Orders and Customer Orders. Paid monthly through the Enroller Tree.

How It Works:

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
- Dynamic Compression ensures the bonus rolls up when someone in the upline is not qualified
- Paid monthly through the Enroller Tree

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.

Why It Matters:

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.

Leadership Level - Brand Partner Program Compensation

Monthly Lifestyle Leadership Bonuses



DIAMOND

\$300



GREEN DIAMOND

\$600



BLUE DIAMOND

\$1,200



BLACK DIAMOND

\$1,800



RED DIAMOND

\$2,500

Qualifications: Diamond – Red Diamond

- Create a new rank advancement of Consultant or above during the month.
- New Consultant (or above) must not be below another Paid as Diamond (or above) except the first month in which a downline Member achieves the rank of Diamond (or above) from Executive (or below), then the Consultants in this leg will count toward achievement of the bonus in this month only.
- New Consultant does not have to be personally enrolled.
- An alternative method of earning the Lifestyle Bonus is to enroll 3 new Brand Partners with a Launch Pack during the month.
- Another method is to have \$1000 in Customer sales (personally enrolled Customers) during the month.

Qualifications: Crown – Royal Crown II



Crown

\$3,000



2-Star Crown

\$4,000



3-Star Crown

\$5,000



4-Star Crown

\$7,500



5-Star Crown

\$10,000



Royal Crown I

\$10,000



Royal Crown II

\$10,000

- Create a new rank advancement of Director or above during the month.
- New Director (or above) must not be below another Paid as Crown (or above).
- New Director does not have to be personally enrolled.
- Another method is to have \$2000 in Customer sales (personally enrolled Customers) during the month.

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.

Leadership Level - Brand Partner Program Compensation

Monthly Profit Sharing Pools

Earn income beyond the limits of your own downline. The Diamond Pools pay 2% on all Purium BV across North America to our qualified Diamonds. The Crown Pool pays 3% of all Purium BV across North America to our qualified Crowns.

1% Diamond Pools



Qualifications: Diamond - Red Diamond

- Create a new rank advancement of Consultant or above during the month.
- New Consultant (or above) must not be below another Paid as Diamond (or above) except the first month in which a downline Member achieves the rank of Diamond (or above) from Executive (or below), then the Consultants in this leg will count toward achievement of the bonus in this month only.
- New Consultant does not have to be personally enrolled.
- An alternative method of earning the Lifestyle Bonus is to enroll 3 new Brand Partners with a Launch Pack during the month.
- Another method is to have \$1000 in Customer sales (personally enrolled Customers) during the month.

3% Crown Pool



Qualifications: Crown - Royal Crown II

- Create a new rank advancement of Director or above during the month.
- New Director (or above) must not be below another Paid as Crown (or above).
- New Director does not have to be personally enrolled.
- Another method is to have \$2000 in Customer sales (personally enrolled Customers) during the month.

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.

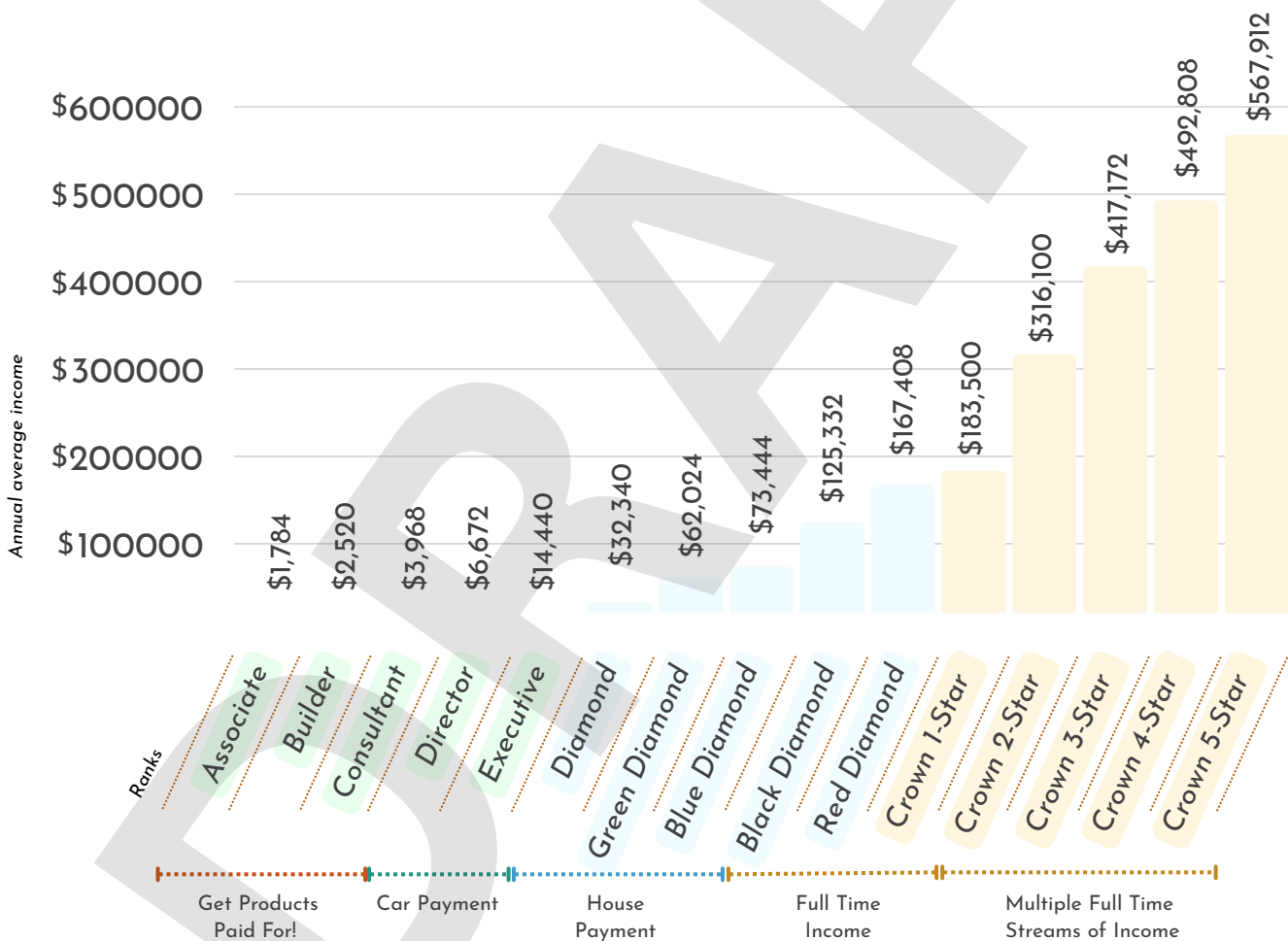
Income Disclosure

2021 INCOME DISCLOSURE STATEMENT

Example of Average Diamond Annual Earnings:

(weekly earnings + monthly earnings)

$\$273 \times 52 \text{ weeks} = \$14,196$ $\$1,512 \times 12 \text{ months} = \$18,144$ Total
Average Annual earnings for Diamond = $\$32,340$ Total
Average Monthly earnings for Diamond = $\$2,695$



Note: The income statistics above are for all active U.S. Purium Brand Partners who were eligible to earn downline commissions in 2021. 98% of the Launch Packs in 2021 were complimentary based upon a Brand Partner purchasing a Featured Product Pack (ranging from \$179 - \$525). An "active Brand Partner" is defined as a Brand Partner who earned at least \$10 of commission in 2021. Brand Partners who were inactive in 2021 accumulated less than \$10 of commission per year. The average annual income for all Brand Partners (active and inactive) in 2021 was \$1,280, and the median annual income for all Active Brand Partners in 2021 was \$258. In 2021, 50.23% of all Brand Partners received no income at all. Note that these figures do not represent a Brand Partner's profit, as they do not consider expenses incurred by a Brand Partners in operation or promotion of his/her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses a Brand Partner incurs in the operation of his or her Purium business vary widely. Expenses for Brand Partners can be several hundred or thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and Internet costs, business equipment, and miscellaneous expenses. The earnings of the Brand Partners in this chart are not necessarily representative of the income, if any, that a Purium Brand Partner can or will earn through his or her participation in the Purium Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with Purium results only from successful sales efforts, which require hard work, diligence, leadership. Your success will depend upon how effectively you exercise these qualities. Please note that many Purium Promotions reward QV (Qualifying Volume) that help to rank advance, but do not include CV (Commissionable Volume) for payout.

GLOSSARY OF TERMS

1099	United States tax form for self-employed or independent contractors. A 1099 is available to Purium Brand Partners that earn \$600 or more in commissions in a calendar year to inform them and the government how much money Purium paid to each of its distributors. The 1099 can be accessed in the BP personal backoffice.
50% Rule	An alternative qualification structure that allows a Crown to use the Group Volume of one leg to count towards 50% of the total Group Volume requirement for that rank. The other 50% of the Group Volume will come from all other legs. Does not apply to ranks below Crown or Royal Crown I and II.
Accounting Fee	There is a \$3 Accounting Fee that is deducted from each commission check that is physically printed and mailed out. There is no Accounting Fee for Brand Partners signed up with Direct Deposit. Purium recommends that all Brand Partners sign up for Direct Deposit. To do so, log into your Back Office or contact Customer Service with the Name of the Bank, Name on the Back Account, Bank Routing number, Bank Account number, and Bank Account type (checking or savings). Exception - Canadian Brand Partners are not charged an Accounting Fee.
Achieved Rank	The highest rank a Brand Partner has obtained since their initial enrollment. This rank is used mainly for recognition purposes. See definition "Paid As Rank" for details regarding rank earnings.
Achievement Bonus	For those who do not achieve FAST Start Bonuses within the required time frame, Achievement Bonuses are available as Brand Partners move through the ranks. These are INSTEAD OF (and not in addition to) FAST Start Bonuses and do not include Matching Bonuses for the upline Enroller. Achievement Bonuses are paid out to the ranks of Consultant through Red Diamond. The Achievement Bonus is structured within the Monthly Commission Period and is paid monthly when applicable.
Active Brand Partner	Must have a subscription on file and order 50 BV of personal volume in a monthly commission period. Please note, 50 BV is the minimum requirement to remain active as a Brand Partner. It does not mean requalification has occurred.
Active Customer	Must order at least 50 BV of product in each monthly commission period and they qualify as a 25% Off Loyal Customer. If a customer skips a month or is downgraded to a 15% Off Loyal Customer, they can order \$250+ to reclaim the "active" status or add a monthly subscription to their account.
Active Enrolled (AE)	Personally Enrolled Active Brand Partners and/or Customers with 50 BV or more in personal volume a month.
Associate	<p>A Brand Partner achieves the rank of Associate when they have a Personal Volume of 50. An Associate is eligible to earn:</p> <ul style="list-style-type: none"> • commissions 1 level deep in the Unilevel Bonus • 1 levels in the BP First Order Bonus • 1 levels in the Customer Order Bonus

GLOSSARY OF TERMS

Back Office

A password-protected website that is for Brand Partners only. It is a hub for Brand Partners to not only access their business reports, personalized dashboards and important company news, but also change their profile image/name, contact customer service, submit forms and much more.

Brand Partner

A Brand Partner (BP) is an individual, business entity or non-profit organization that enrolls into Purium as a distributor with a Business Launch Pack and has the right to earn income. Purium Brand Partners choose a unique Gift Code so they can become authorized to sell Purium products and services, participate in the Purium Compensation Plan, and sponsor new Brand Partners into Purium anywhere within the United States, Canada and other countries where Purium does business within the guidelines of Purium's Policies and Procedures. Brand Partners are eligible to receive 20% profit on their Customers commission product order and receive a 15% or 25% discount, depending on their order frequency or total amount.

Brand Partner Price

The Brand Partner price is the price that Brand Partners pay for Purium products and sales materials. Standard Brand Partner Price is a 15% discount from the Manufacturer's Suggested Retail Price (MSRP) on products (not including Sales Aids). If a Brand Partner has a Monthly Subscription Order on file, orders on a monthly basis, or has an order over \$250 then their Brand Partner Price is 25% discount from the Manufacturer's Suggested Retail Price (MSRP) on products (not including Sales Aids or Enrollment Launch Packs).

BP Volume K Club

Effective May 2025, Brand Partners earn \$40 extra for every 1000 Commissionable Group Volume accrued in Personally Enrolled Brand Partners CV on a monthly basis (i.e., 2K PE BP Group Volume = \$80 Bonus). This bonus type is structured within the Monthly Commission Period and is paid monthly when applicable..

Builder

A Brand Partner achieves the rank of Builder when they have a Personal Volume of 50, 1 Active Personally Enrolled BP/Customer and a Group Volume of 300 (within 8 levels compressed). A "Paid As Builder" is eligible to earn:

- 2 levels deep in the Unilevel Bonus
- 2 levels in the BP First Order Bonus
- 2 levels in the Customer Order Bonus

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 50BV on file and an active subscription to Purium's Phone App (base version, aka Dreams) to be eligible for participation. Details regarding current Promotions can be found in Purium's Phone App.

GLOSSARY OF TERMS

Business Volume (BV)	The point value assigned to each product that's used to calculate commission and qualifications for rank advancement. BV consists of Qualifying Volume (QV) for qualifications and Commissionable Volume (CV) for commission payouts.
Business Volume Cap (BV Cap):	<p>To help encourage personal enrolling and the creation of structure, the ranks of Builder-Executive have a BV Cap. This means that if a Brand Partner has a lot of Group Volume underneath him or her and is not advancing in rank, the volume above the "cap" will go to a more active Brand Partner above. This rewards the people (especially Diamonds and above) who are doing the work and helping to build the team volume. The BV Cap is on Unilevel and Professional volume for "Paid As Ranks" as follows:</p> <ul style="list-style-type: none"> • Builder Cap: 2000 GV • Consultant Cap: 5000 GV • Director Cap: 12,000 GV • Executive Cap: 30,000 GV <p>Important: the volume that is "unlocked" goes to other Brand Partners, not to the company.</p>
Commission	The income earned from the published Purium Compensation Plan and is based on your Rank achieved. The Rank is determined by the activity requirements and group volume you have achieved in any month. See the Compensation Plan for details. Brand Partners are encouraged to sign up for Direct Deposit to avoid the \$3 accounting fee (see Accounting Fee).
Commission Period	<p>Purium pays Brand Partners within two types of periods: weekly and monthly.</p> <ul style="list-style-type: none"> • Weekly Commission Period is Saturday through Friday 11:59 pm central, paid the following Friday. • Monthly Commission Period ends 11:59 pm central on the last day of every month, paid on the 15th of the following month. <p>If a pay day lands on a holiday or Sunday, then payments are transacted on the following business day. See the Compensation Plan for more details on weekly and monthly payouts.</p>
Commissionable Volume (CV)	The point value assigned to each product that's used to calculate commissions. This Volume is used for commissions only. Enrollment Packs do not have CV and have only QV. All other products have BV (QV and CV).
Company	The term Company as it is used throughout policies, procedures, legal documents or literature refers to Purium (aka Purium Health Products or PHP).
Compensation Plan	System and structure used to calculate the rank and commission payout for a Purium Distributor. The Purium Compensation Plan includes Weekly and Monthly payouts. The Compensation Plan structure is outlined in the published, legal document referred to as Purium's Compensation Plan.
Compression (aka Dynamic Compression)	Dynamic Compression occurs when a Brand Partner fails to meet the required qualifications for receiving a bonus. The non-qualifying Brand Partner (and associated customer) volume available in their downline will compress to the next qualified person in their upline. The Purium Compensation Plan uses Dynamic Compression to calculate all bonuses (except FAST Start Matching Bonuses, Pools, and Lifestyle Bonuses) in an effort to maximize payout to qualified Brand Partners.

GLOSSARY OF TERMS

Consultant

A Brand Partner achieves the rank of Consultant when they have a Personal Volume of 50, 2 Active Personally Enrolled BP/Customers and a Group Volume of 1,000 (within 8 levels compressed). A

Consultant is eligible to earn:

- 4 levels deep in the Unilevel Bonus
- 3 levels in the BP First Order Bonus
- 3 Levels in the Customer Order Bonus
- Also, if qualified, Consultants may earn either a Fast Start Consultant or a Consultant Achievement Bonus

Consultant Creator Bonus

Create 6 New Consultants (Enroller Tree, Personally Enrolled) and earn the Consultant Creator Bonus. This Bonus resets and can be earned again. Bonuses paid in Monthly Commission.

Crown

A Brand Partner achieves the rank of Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled BP/Customers, 1 Blue Diamond leg + 2 Diamond legs (or 50% rule) and a Group Volume of 150,000 (within 9 levels compressed). A Crown is eligible to earn:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching Bonus on Generations 1 and 2
- 5% Matching bonus on Generation 3
- Also, if qualified can share in the 3% Crown Profit Share Pool and earn a Lifestyle Leadership Bonus

Crown (2-Star)

A Brand Partner achieves the rank of 2-Star Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled BP/Customers, 2 Blue Diamond legs + 1 Diamond legs (or 50% rule) and a Group Volume of 200,000 (within 9 levels compressed). A 2-Star Crown is eligible to earn:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching Bonus on Generations 1 and 2
- 5% Matching bonus on Generation 3
- Also, if qualified can share in the 3% Crown Profit Sharing Pool and earn a Leadership Lifestyle Bonus

Crown (3-Star)

A Brand Partner achieves the rank of 3-Star Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled BP/Customers, 3 Blue Diamond legs (or 50% rule) and a Group Volume of 300,000 (within 9 levels compressed). A 3-Star Crown is eligible to earn commissions:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching bonus on Generations 1, 2, and 3
- Also, if qualified can share in the 3% Crown Profit Sharing Pool and earn a Lifestyle Leadership Bonus.

GLOSSARY OF TERMS

Crown (4-Star)

A Brand Partner achieves the rank of 4-Star Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled BP/Customers, 4 Blue Diamond legs (or 50% rule) and a Group Volume of 400,000 (within 9 levels compressed). A 4-Star Crown is eligible to earn:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching bonus on Generations 1, 2, and 3
- Also, if qualified can share in the 3% Crown Profit Sharing Pool and earn a Lifestyle Leadership Bonus.

Crown (5-Star)

A Brand Partner achieves the rank of 5-Star Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled BP/Customers, 5 Blue Diamond legs (or 50% rule) and a Group Volume of 500,000 (within 9 levels compressed). A 5-Star Crown is eligible to earn commissions:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching bonus on Generations 1, 2, and 3
- Also, if qualified can share in the 3% Crown Profit Sharing Pool and earn a Lifestyle Leadership Bonus

Crown Profit Sharing Pool

A Pool Bonus shared by Paid As Crowns or Higher Ranks. It pays 3% based on the Total CV for Purium in North America, which is split between each qualified Crown depending on shares obtained in a Commission Period. In order to qualify, the Crown must create 1 new Director or above (which must not be below another Diamond) or have \$2000 in Customer sales in the month. The shares obtained are dependent upon the Paid Rank achieved. The Crown Pool is part of the Monthly Commission Period and is paid monthly when applicable.

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 - Customer 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

Brand Partners earn \$25 extra for every \$1,000 purchased by Personally Enrolled Customers (subtotal amount of products with BV) on a monthly basis (i.e., \$2,000 = \$50 Bonus). Excludes products with 0 BV (swag, business materials, event tickets, etc.). This bonus type is structured within the Monthly Commission Period.

Customer Program Bonuses

A bonus that pays on the Customers Orders. First orders pay up to 5 levels compressed in your Enroller Tree. Subsequent orders pay up to 5 levels compressed in your Placement Tree. Bonuses are paid based on Paid As Rank in the previous month or current month to date. The Customer Program Bonus is part of the Weekly Commission Period and is paid weekly when applicable. The Customer Order volume that is paid as part of the weekly Customer Program Bonus is not paid again in the Monthly Unilevel bonus.

GLOSSARY OF TERMS

Diamond

A Brand Partner achieves the rank of Diamond when he/she has Personal Volume of 100, 6 Active Personally Enrolled BP/Customers, 3 Consultant legs and a Group Volume of 15,000 (within 8 levels compressed). A Diamond is eligible to earn commissions:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching Bonus on Generation 1
- Also if qualified can share in the 1% Diamond Profit Sharing Pool and earn a Lifestyle Bonus.
- Also if qualified, Diamonds may earn either a Fast Start Diamond or Diamond Achievement Bonus.

Diamond (Black)

A Brand Partner achieves the rank of Black Diamond when they have a Personal Volume of 100, 6 Active Personally Enrolled BP/Customers, 2 Executive legs and 1 Diamond Leg and a Group Volume of 75,000 (within 8 levels compressed). A "Paid As Black Diamond" is eligible to earn:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching Bonus on Generation 1
- 10% Matching Bonus on Generation 2
- Also, if qualified can share in the 1% Black/Red Diamond Profit Sharing Pool and earn a Lifestyle Bonus
- Also if qualified, Black Diamonds may earn either a Fast Start Black Diamond or Black Diamond Achievement Bonus.

Diamond (Blue)

A Brand Partner achieves the rank of Blue Diamond when they have a Personal Volume of 100, 6 Active Personally Enrolled BP/Customers, 3 Executive legs and a Group Volume of 50,000 (within 8 levels compressed). A "Paid As Blue Diamond" is eligible to earn:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching Bonus on Generation 1
- 5% Matching Bonus on Generation 2
- Also, if qualified can share in the 1% Diamond Pool and earn a Lifestyle Bonus
- Also if qualified, Blue Diamonds may earn either a Fast Start Blue Diamond or Blue Diamond Achievement Bonus.

Diamond (Green)

A Brand Partner achieves the rank of Green Diamond when they have a Personal Volume of 100, 6 Active Personally Enrolled BP/Customers, 3 Director legs and a Group Volume of 30,000 (within 8 levels compressed). A Green Diamond is eligible to earn:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching Bonus on Generation 1
- 5% Matching bonus on Generation 2
- Also if qualified can share in the 1% Diamond Profit Sharing Pool and earn a Lifestyle Leadership Bonus
- Also if qualified, Green Diamonds may earn either a Fast Start Green Diamond or Green Diamond Achievement Bonus.

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Diamond (Red)

A Brand Partner achieves the rank of Red Diamond when he/she has Personal Volume of 100, 6 Active Personally Enrolled BP/Customers, 2 Diamond legs + 1 Executive leg and a Group Volume of 50,000 (within 8 levels compressed). A Red Diamond is eligible to earn:

- 8 levels deep in the Unilevel Bonus
- 5 levels in the BP First Order Bonus
- 5 Levels in the Customer Order Bonus
- 10% Matching Bonus on Generation 1 and 2
- Also, if qualified can share in the 1% Black/Red Diamond Profit Sharing Pool and earn a Lifestyle Leadership Bonus
- Also if qualified, Red Diamonds may earn either a Fast Start Red Diamond or Red Diamond Achievement Bonus.

Diamond Club

When a Brand Partner achieves the rank of Diamond for the first time, they are invited to participate in the Diamond Club event with a 2-night stay at a hotel, 2 dinners and a tour of Purium's facility. This is a once-in-a-career experience. Crowns have a lifetime invitation (must pay their own hotel costs). To attend, Brand Partners must be an active Purium Brand Partner who has qualified or re-qualified at the Diamond rank (or above) within the most recent 6-month period (from the date of the event) to participate in a Diamond Event. Brand Partners must RSVP in advance of the published deadline date. If you are considered a "no-show" or do not cancel by the published deadline, this incentive trip will be considered forfeited. If you cancel prior to the published deadline, you are still able to qualify for a future trip based on the above qualifications.

Diamond Profit Sharing Pools

Pool Bonus shared by Paid As Diamond Ranks. Diamond Profit Sharing Pool is part of the Monthly Commission Period and is paid monthly when applicable. There are 2 Levels of the Diamond Profit Sharing Pool that each payout 1%. Each pool pays based on the Total CV for Purium in North America, which is split between each qualified Diamond depending on shares obtained in a Commission Period. The Levels of Diamond Pools are as follows:

- 1% Diamond Pool – Diamond, Green Diamond, Blue Diamond
- 1% Black/Red Diamond Pool – Black Diamond and Red Diamond

To qualify, the Paid As Diamond (or colored Diamond) must create 1 new Consultant (or above) during the month (which must not be below another Diamond or above). The New Consultant (or above) must not be below another Diamond except the first month in which a downline Brand Partner achieves the rank of Diamond (or above) then, the Consultants in this leg will count toward achievement of the bonus in this month only. The New Consultant does not have to be personally enrolled.

Other ways to qualify are to have \$1000 in Customer sales or enroll 3 new Brand Partners with Launch Packs.

The Diamond Profit Sharing Pool Level and shares obtained are dependent upon the Paid As Rank achieved.

Director

A Brand Partner achieves the rank of Director when they have a Personal Volume of 50, 3 Active Personally Enrolled BP/Customers and a Group Volume of 2,500 (within 8 levels compressed). A Director is eligible to earn:

- 5 levels deep in the Unilevel Bonus
- 4 levels in the BP First Order Bonus
- 4 Levels in the Customer Order Bonus
- Also, if qualified, Directors may earn either a Fast Start Director or a Director Achievement Bonus

GLOSSARY OF TERMS

Director Developer Bonus	Create 6 New Directors (Enroller Tree, Personally Enrolled). and earn the Director Developer Bonus. This Bonus resets and can be earned again. Bonuses paid in Monthly Commission.
Distributor	A synonymous term that is used interchangeably with "Brand Partner" and "Business Builder."
DREAMS Reporting & Phone App	Acronym: Daily Recruiting Earning Activity Management System. The DREAMS technology platform is a completely integrated web and mobile App that includes specialized reporting, prospect tracking, direct messaging to leads and prospects, marketing materials, and much more. This platform is free for the first year of a new Brand Partner and must be renewed annually or monthly to continue access. For an additional charge, users can upgrade and access a suite of features on the Phone App. More information in the Purium Phone App - Learn.
Enroller	A Distributor that introduces and signs up another Distributor. An Enroller is the first upline Distributor of any given Distributor in the Enroller Tree.
Enrollers Pools	Pool is calculated by adding the total CV of all New Brand Partners orders in a calendar month. To qualify - Must be a Paid as Consultant and BP Enrollment must have CV.
Executive	<p>A Brand Partner achieves the rank of Executive when they have a Personal Volume of 50, 4 Active Personally Enrolled BP/Customers and a Group Volume of 6,000 (within 8 levels compressed). An Executive is eligible to earn:</p> <ul style="list-style-type: none"> • 7 levels deep in the Unilevel Bonus • 4 levels in the BP First Order Bonus • 4 Levels in the Customer Order Bonus • Also, if qualified, Executives may earn either a Fast Start Executive or a Executive Achievement Bonus
Executive Engager Bonus	Create 6 New Executives (Enroller Tree, Personally Enrolled). and earn the Executive Engager Bonus. This Bonus resets and can be earned again. Bonuses paid in Monthly Commission.
Fast Start	This one-time bonus plan rewards Brand Partners for achieving ranks in a timeframe that determines a "fast start" to growing their business. Fast Start Bonus GV follows the Enroller Tree (not Placement Tree) and participants must have a Purium subscription on file of 50 BV or more. It does not include roll-up. The Consultant Fast Start Bonus is paid weekly. All other Fast Start Bonuses are paid monthly. See the Compensation Plan for Fast Start qualifications and bonus amounts

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Fast Start Match Mentoring Bonus	Given to the Enroller of a Brand Partner that receives a Fast Start Bonus, these types of bonuses can be received as many times as an Enroller coaches their Level 1 Brand Partners through the Fast Start path. Fast Start Bonus GV follows the Enroller Tree (not Placement Tree) and Enrollers must be qualified at the paid rank of Achievement or above during the month of Fast Start Achievement Month payout. They also must have a Purium subscription on file of 50 BV or more. It does not include roll-up. The Consultant Fast Start Match Mentoring Bonus is part of the Weekly Commission Period and is paid weekly. All other Fast Start Match Mentoring Bonuses are paid monthly. See the Compensation Plan for Fast Start qualifications and bonus amounts
Generation	A Generation is an Active Level of Associate which follows the Enroller Tree. Generation Matching Bonuses use Dynamic Compression on all Generations to maximize payout.
Generational Matching Bonus	A monthly bonus that is paid to Diamond Rank and higher. The Generational Matching Bonuses match a % of the earnings of Unilevel, BP First Orders and Customer Orders. Paid monthly through the Enroller Tree. Matching bonuses of 5%-12% are also paid out on Generations 2 and 3 (depending upon rank achieved). Matching Bonuses use Dynamic Compression on all Generations to maximize payout. Example – Mary enrolls Fred. Fred gets a commission check in the amount of \$50 on his Unilevel/BP First Order/Customer Orders. Mary will get a Matching Bonus of \$5 (i.e. 10% of \$50). The Matching Bonus is part of the Monthly Commission Period and is paid monthly when applicable.
Generational Matching Bonus	A monthly bonus that is paid to Diamond Rank and higher. The Generational Matching Bonuses match a % of the earnings of Unilevel, BP First Orders and Customer Orders. Paid monthly through the Enroller Tree. Matching bonuses of 5%-12% are also paid out on Generations 2 and 3 (depending upon rank achieved). Matching Bonuses use Dynamic Compression on all Generations to maximize payout. Example – Mary enrolls Fred. Fred gets a commission check in the amount of \$50 on his Unilevel/BP First Order/Customer Orders. Mary will get a Matching Bonus of \$5 (i.e. 10% of \$50). The Matching Bonus is part of the Monthly Commission Period and is paid monthly when applicable.
Gift Code	New Purium Brand Partners create their own unique Gift Code that is generated when they enroll into Purium. This code is how each new Brand Partner ensures they are linked to everyone they sign up with Purium. Each new Brand Partner receives unlimited gift card codes upon enrolling. Brand Partners share their Gift Code with prospects in North America to receive \$50 or 25% off their first purchase (whichever is the best discount). Only one Gift Code is allowed for use per household.
Group Volume (GV)	The Volume in your Organization, from 8 levels deep (using compression) including your own Personal Volume. The Group Volume for Crown Rank and higher is based on 9 levels deep (using compression).

GLOSSARY OF TERMS

Level	<i>The depth of a Brand Partner in an Organization, i.e., first level, second level, etc.</i>
Lifestyle Leadership Bonus	A Bonus dollar amount that is paid to those that qualify and have a Paid Rank of Diamond or higher. The Lifestyle Bonus is part of the Monthly Commission Period and is paid monthly. See Compensation Plan for details on qualifications.
Manufacturer's Suggested Retail Price (MSRP)	The Manufacturer's Suggested Retail Price (MSRP) is the recommended price for selling Purium products to Retail Customers and no Brand Partner or Customer may publicly advertise below this price on websites or flyers.
Minimum Payment Amount	The Minimum Payment Amount for commissions is \$10 for Direct Deposit (\$13 for checks). Commission Earnings are accumulated and held until the minimum payout amount is reached.
MLM	MLM is where Brand Partners build and manage their own sales force by recruiting, motivating, supplying, and training others to sell products. A Brand Partner's compensation is based on their Paid As Rank in any given month.
New Brand Partner First Order Commission	A bonus that pays on the first orders of Brand Partners, whether it be initial entry into the business or an upgrade from Customer. These bonuses pay up to 5 levels compressed in your Enroller Tree, based on Paid As Rank in the previous month or current month to date. The First Order Bonus for New Brand Partners is part of the Weekly Commission Period and is paid weekly when applicable. The First Order volume that is paid as part of the weekly First Order Bonus is not paid again in the Monthly Unilevel bonus. See the Compensation Plan for numbers and specifications.
Organizations	All Brand Partners sponsored directly by a Brand Partner, as well as those sponsored by other Brand Partners below that Brand Partner. For example: If A sponsors B, who sponsors C, who sponsors D, who sponsors E- then B, C, D and E are all in A's Organization.
Orphan	Brand Partners who join Purium without being referred by any active Purium Brand Partner. This is not a common occurrence.
Paid Rank	aka "Paid As Rank" The rank at which a Brand Partner qualifies and is paid within a specific Commission Period. This is different than Achieved Rank. This rank is used for payment purposes.

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Personal Volume	Personal Volume (PV) - The total Business Volume of products purchased by a Brand Partner.
Pool	Shared commissions money paid out to those Distributors that qualify based on the Total BV of Purium in North America.
Qualifying Rank	Based on the previous month's commission statement "paid as" rank.
Qualifying Volume (QV)	The point value assigned to each product that's used to qualify for rank advancement. This Volume is used for rank advancement purposes only. Enrollment Packs have only QV. All other products have QV and CV.
Royal Crown I	<p>A Brand Partner achieves the rank of Royal Crown I when they have a Personal Volume of 200, 12 Active Personally Enrolled BP/Customers, 3 Crown legs (no 50% rule) and a Group Volume of 750,000 (within 9 levels compressed). A Royal Crown is eligible to earn:</p> <ul style="list-style-type: none"> • 8 levels deep in the Unilevel Bonus • 5 levels in the BP First Order Bonus • 5 Levels in the Customer Order Bonus • 11% Matching bonus on Generations 1, 2, and 3 • Also, if qualified can share in the 3% Crown Profit Sharing Pool and earn a Lifestyle Leadership Bonus
Royal Crown II	<p>A Brand Partner achieves the rank of Royal Crown II when they have a Personal Volume of 200, 12 Active Personally Enrolled BP/Customers, 3 Crown legs (no 50% rule) and a Group Volume of 1,000,000 (within 9 levels compressed). A Royal Crown is eligible to earn:</p> <ul style="list-style-type: none"> • Commissions 8 levels deep in the Unilevel Bonus • 5 levels in the BP First Order Bonus • 5 Levels in the Customer Order Bonus • 12% Matching bonus on Generations 1, 2, and 3 • Also, if qualified can share in the 3% Crown Profit Sharing Pool and earn a Lifestyle Leadership Bonus
Subscription	<p>A monthly recurring order by a Customer or Brand Partner that will be automatically shipped on a chosen date. Brand Partners must have a 50 BV minimum subscription to qualify in promotions and certain bonus programs. There are two types of subscriptions:</p> <ul style="list-style-type: none"> • Always Ship: Ships no matter what, unless it is canceled • Back Up Order: Only ships if no other purchase is made prior to the processing date

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Sponsor

A Brand Partner's upline by "placement." In most cases, the Enroller and the Sponsor are the same person, however, an Enroller may choose to "place" a new Brand Partner (within 1+ months) underneath another downline Brand Partner to assist with training, in which case the Enroller and Sponsor are then different people.

Unilevel Bonus

A monthly bonus that pays on your Group Volume on all Brand Partners up to 8 levels compressed in your Unilevel Placement Tree, based on Paid Rank. The Monthly Unilevel bonus does not include volume that was paid out as a part of the weekly First Order Bonus or Customer Bonus.