

MÖDERE™

COMPENSATION PLAN

WELCOME TO MODERE

OUR PRIMARY FOCUS AT MODERE IS ABOUT ATTRACTING, RETAINING AND GROWING CUSTOMERS.

BRINGING TOGETHER INNOVATION, PEOPLE, PRODUCTS AND EXPERIENCES, THE MODERE MODEL IS AS BOLD AS OUR COMMUNITY IS STRONG. TOGETHER, WE ARE DELIVERING A BRAND NEW APPROACH EMPOWERING EVERY PARTICIPANT TO MAKE A POSITIVE IMPACT AND ATTAIN THEIR OWN DEFINITION OF SUCCESS.

Dedicated to delivering quality at every level as we help shape healthy lifestyles, we are united by passion, driven by belief.

Our customers are our focus. Delivering the best possible experience creates our prime opportunity.

Our compensation model serves to reward behaviours that define the Modere experience and create the values of the Modere brand.

Entrepreneurs who demonstrate the drive and ability to promote the brand and build teams of social marketers will reap the rewards of our value proposition.

Underneath the framework of the Modere Compensation Plan is a foundation of three easily defined key behaviours:

Acquire Customers.

Become a Team Leader.

Develop Team Leaders.

Learn and replicate these three key behaviours and your only limit is your will to succeed.

GLOSSARY

ACRONYM	TERM	DEFINITION
AP	Activity Points	Combined point value of purchases by a Social Marketer and points from their new customers first purchases
ACC	Active Customer Count	Total number of active customers in a Social Marketer's Pod who have purchased products in a given month
-	Breakout Period	A Social Marketer's first thirty days with Modere
CP	Customer Points	Points from products purchased by customers in a Social Marketer's Pod
LC	Lifetime Customer	A customer who has purchased product (no minimum cumulative amount).
LCC	Lifetime Customer Count	Total number of Lifetime Customers in a Social Marketer's Pod
-	Leg	A Social Marketer on your first level based on placement structure. This Social Marketer and their team constitute a Leg in your network.
Max Leg	Maximum Leg Amount	Used to determine the maximum amount of points that can count towards OP monthly qualifications from a leg
MP	Marketer Points	Points from products personally purchased by a Social Marketer
OP	Organisation Points	Includes a Social Marketer's own MP and CP and all MP and CP from the Social Marketer's entire network
OP3	Organisation Points within 3 Actual Levels	Includes a Marketer's own MP and CP and all MP and CP within first three active levels of a Social Marketer's team, based on 100 AP activity
Pod	Personal Customer Pod	A Social Marketer's personally sponsored customers and customers they refer
ES	Enrolment Structure & Enrolment Sponsor	The structure of a Social Marketer's team based on the original enrolment position and sponsor. Enrolment Sponsor is the original Sponsor indicated at the time of sign up.

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

MODERE CAREER PATH

As a Member, you can choose to promote the products (Promoter) or build your Modere business (Builder) to earn an income via Modere. A Member who chooses to be a Builder and/or Promoter becomes a **Social Marketing Consultant**.

As they meet specific monthly requirements, they progress through the Modere Career path, opening new opportunities for recognition and increased earning potential.

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

SOCIAL MARKETER TITLE	SHORT TITLE	ACTIVITY POINTS (AP)	ORG. POINTS 3 LEVELS (OP3)	LIFETIME CUSTOMER COUNT	LEGS	ORG. POINTS (OP)	ORG POINTS (OP) MAX LEG
Social Marketing Consultant 1	C1	100	500	1	1		
Social Marketing Consultant 2	C2	100	1,000	3	1		
Social Marketing Consultant 3	C3	100	2,000	6	1		
Social Marketing Team Leader	TL	150	3,000	9	1	3,000	1,500
Social Marketing Director 1	D1	150	3,000	9	1 Q TL	12,000	7,000
Social Marketing Director 2	D2	150	3,000	9	2 Q TL	25,000	15,000
Social Marketing Director 3	D3	150	3,000	9	3 Q TL	50,000	35,000
Elite Social Marketer 1	E1	150	3,000	9	3 Q TL	100,000	70,000
Elite Social Marketer 2	E2	150	3,000	9	3 Q TL	200,000	140,000
Elite Social Marketer 3	E3	150	3,000	9	3 Q TL	400,000	280,000

CUSTOMER SALES TITLE	AP	CUSTOMER POINTS (CP)	ACTIVE CUSTOMER COUNT (ACC)
Bronze	100	500	5
Silver	100	1,000	5
Gold	100	2,000	10
Platinum	100	3,000	15
Platinum 1	100	5,000	25
Platinum 2	100	7,000	35

The Modere Career Path includes recognition and titles for Social Marketers who reach important milestones in monthly customer sales. This special recognition is added to the Social Marketing title allowing Social Marketers two ways to be recognised for their efforts: promoting product and building teams.

< Sales Title Break Down

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

BREAKOUT BONUS

Breakout Bonuses are the commissions paid on a new Social Marketer's Activity Points (AP) generated during the breakout period (first thirty days). To earn Breakout Bonuses, Social Marketers must qualify with 100 Activity Points. All Breakout Bonuses are paid through the enrolment structure.

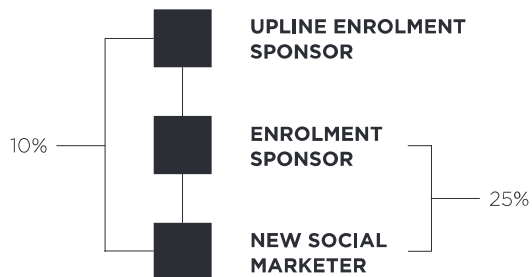
Breakout Bonus

- 25% commission on the first order of a new personally sponsored Social Marketer and a 10% commission on the first orders within the new Social Marketer's Customer Pod.
- 10% commission on the first order of all new second level enrolment Social Marketers.

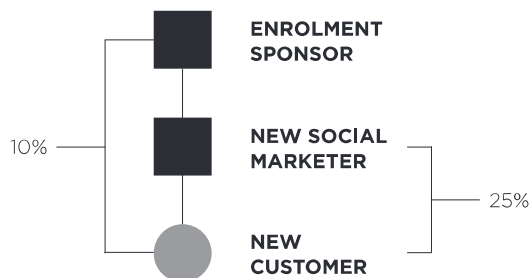
During the breakout period, all new Social Marketers earn a 25% sharing bonus on all Customer Points, to help experience a powerful and productive first month!

After the first order, all other Marketer Points (MP) and Customer Points (CP) from subsequent orders are paid through the Social Marketer and Customer Unilevel commissions based on the placement structure.

**Qualified Social Marketers include all Social Marketers that qualify as a Social Marketing Consultant 1, or higher; New Social Marketers within their breakout period can qualify with 100 AP.*



Breakout Bonus Paid on New Social Marketer Points from the First Order



Breakout Bonus Paid on New Customer Points

SOCIAL MARKETER UNILEVEL COMMISSIONS

Marketer Points (MP) from product purchases made by your team of Social Marketers are paid through the Social Marketer Unilevel Matrix.

As a Social Marketer progresses further through the career path, they can earn anywhere from 3%-5% on a pay level.

Team Leaders (TL) enjoy the Dynamic Team Leader Bonus on their Marketer Unilevel Commissions allowing a Team Leader to earn an extra 5%, for a total of 10% on the paid level that has the largest amount of MP. (See the Dynamic Team Leader Bonus for more information.)

	C1	C2	C3	TL	D1	D2	D3	E1	E2	E3
Level 1	3%	3%	4%	5%	5%	5%	5%	5%	5%	5%
Level 2		3%	4%	5%	5%	5%	5%	5%	5%	5%
Level 3				5%	5%	5%	5%	5%	5%	5%
Level 4					3%	3%	4%	4%	5%	5%
Level 5						3%	3%	4%	4%	5%
Level 6							3%	3%	4%	4%
Level 7								3%	4%	4%
Level 8									3%	4%

Paid Level

Level 1



Actual Level

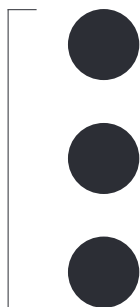
Level 1 C1
100 AP
500 OP3

Level 2 C
75 AP
1000 OP3

Level 3 C1
50 AP
875 OP3

Level 4 C1
100 AP
500 OP3

Level 2



< Payout Compression Example

The Social Marketer Unilevel Matrix features compression, which allows Social Marketers to earn the highest possible payout. If a Social Marketer in your team does not qualify as C1 or higher, their MP is added to the MP of the next Social Marketer below them who meets the C1 qualification requirements. This group of Social Marketers and their MP are then considered one pay level.

RANK ADVANCEMENT BONUS

Earn up to \$750 at TL and \$12k at E1 for Rank Advancement

When a Social Marketer is promoted to Social Marketing Team Leader for the first time, they will receive a \$250.00 one-time rank advancement bonus. If the Social Marketer maintains Team Leader, or higher, qualifications in the following two months, they are eligible to receive additional second and third month consistency bonuses of \$250.00 each month for holding rank.

When a Social Marketer is promoted to Elite Social Marketer 1 for the first time, they will receive a \$4,000.00 one-time rank advancement bonus. If the Social Marketer maintains Elite Social Marketer 1 (E1), or higher, qualifications in the following two months, they are eligible to receive additional second and third month consistency bonuses of \$4,000.00 each month for holding rank.

If the Social Marketer does not qualify for the rank advancement consistency bonus in the second month, they are still eligible for the corresponding third month rank advancement consistency bonus, if the corresponding rank is achieved.

RANK ADVANCEMENT MATCHING BONUS

Earn \$250 for Team Leader Rank Advancements within Your Team

Another incentive to achieve Social Marketing Team Leader and develop new Social Marketing Team Leaders is the Team Leader Rank Advancement Matching Bonus.

Social Marketing Team Leaders, or higher, are eligible to earn a \$250 Rank Advancement Matching Bonus each time they develop a new Social Marketing Team Leader that earns the Team Leader Rank Bonus. The second and third month \$250 Team Leader Consistency Bonus is also matched.

RANK TITLE	RANK ADVANCEMENT BONUS X 3 MONTHS	QUALIFIED UPLINE RANK MATCHING BONUS X 3 MONTHS
TL	\$750.00	\$750.00
E1	\$12,000.00	—

DYNAMIC TEAM LEADER AND DIRECTOR BONUS

Earn 10% on your largest paid level within 3 levels of both the Social Marketer Unilevel Commissions and Customer Unilevel Commissions

Achieving and maintaining Social Marketing Team Leader or Director is rewarding for many reasons. One of the advantages is the Dynamic Bonus. The Dynamic Bonus is an extra 5% bonus that is applied to the paid level within the first three paid levels with the most points. This allows Team Leaders and Directors to earn 10% on the paid level that has the largest amount of points.

Dynamic Team Leader and Director Bonus Example

In this example, the Dynamic Team Leader Bonus is applied to the second level that contains the most points.

PAID LEVELS	POINTS PER LEVEL	DYNAMIC BONUS APPLIED
Level 1	1,000	
Level 2	1,500	+ 5%
Level 3	500	

4 & MORE BUILDER BONUS

Earn an additional 2-4% on your 4th Team and beyond within the Social Marketer Unilevel Commissions and Customer Unilevel Commissions

Team Leader, Director and Elite Social Marketers who develop more than three personally sponsored teams are eligible to receive the Four & More Builder Bonus.

The three personally sponsored Teams with the most Organizational Points are considered Teams one through three. All other personally sponsored Teams are considered four & more. For Teams four & more, Social Marketers earn an extra 2-4% commission on all Unilevel pay levels in addition to the standard Unilevel Commissions.

TITLE	POINTS PER LEVEL
Team Leader	2%
Director	3%
Elite	4%

CUSTOMER UNILEVEL COMMISSIONS

Personal Customer Points (CP) from purchases made by your Social Marketers' customers are paid through the Customer Unilevel Matrix. As a Social Marketer progresses further through the career path they can earn anywhere from 3%-5% on a pay level.

Similar to the compression in the Social Marker Unilevel Matrix, the Customer Unilevel Matrix features compression as well. If a Social Marketer in your network does not qualify as C1 or higher, their Customer Points (CP) are added to the CP of the next Social Marketer below them who meets the C1 qualification requirements. This group of Social Marketers and their Customer Points (CP) are then considered one pay level.

Team Leaders also enjoy the Dynamic Team Leader Bonus on their Customer Unilevel Commissions allowing a Team Leader to earn an extra 5%, for a total of 10% on the paid level that has the largest amount of CP.

	C1	C2	C3	TL	D1	D2	D3	E1	E2	E3
Level 1	3%	3%	4%	5%	5%	5%	5%	5%	5%	5%
Level 2		3%	4%	5%	5%	5%	5%	5%	5%	5%
Level 3				5%	5%	5%	5%	5%	5%	5%
Level 4					3%	3%	4%	4%	4%	4%
Level 5									3%	3%

SHARING BONUS

Earn up to an additional 20% on your Customer Points (CP)

Sharing Bonuses are just one of three ways a Social Marketer can earn commission from their personal customers' purchases, which are the purchases from all customers within the Social Marketer's Pod. Based upon the amount of CP in their Pod, a Social Marketer can earn anywhere from 10%-20% of the CP amount.

The more CP a Social Marketer has in their Pod, the greater their earning ability.

Social Marketers with less than 100 AP or less than 300 CP can earn a maximum of 10%. Social Marketers must have at least 100 AP to earn 15% or 20% on monthly CP.

CP	PERCENT EARNED
< 300 CP	10%
300+ CP	15%
500+ CP	20%

**Social Marketers must have at least 100 AP to earn 15% or 20% on monthly CP*

MONTHLY SELLING REWARD

Earn up to an additional \$1,000 every month

Social Marketers who achieve select levels of CP and a minimum Active Customer Count (ACC) in the same month earn the Monthly Selling Reward. This reward can be earned each month a Social Marketer meets the requirements. These generous bonuses range from \$100 to \$500 and are in addition to the Sharing Bonus.

TITLE	AP	CP	ACC	MONTHLY SELLER REWARDS BONUS
Silver	100	1,000	5	\$100
Gold	100	2,000	10	\$250
Platinum	100	3,000	15	\$500
Platinum 1	100	5,000	25	\$750
Platinum 2	100	7,000	35	\$1,000

CONSISTENCY SELLING REWARD

Earn up to \$4,000 annually for Consistent Selling

When a Social Marketer qualifies for a Monthly Selling Reward for three consecutive months they earn a Consistency Selling Reward. The Consistency Selling Reward is based upon the minimum Monthly Selling Reward.

For example, if a Social Marketer qualifies for the \$250 Monthly Selling Reward in September, \$100 Monthly Selling Reward in October and a \$250 Monthly Selling Reward in November, they will qualify for an additional \$100 Consistency Selling Reward paid in November. If a Social Marketer qualifies for the \$500 Monthly Selling Reward in September, \$500 Monthly Selling Reward in October and \$500 Monthly Selling Reward in November, they will qualify for an additional \$500 Consistency Selling Reward paid in November.

TITLE	AP	CP	ACC	3 MONTH
Silver	100	1,000	5	\$100
Gold	100	2,000	10	\$250
Platinum	100	3,000	15	\$500
Platinum 1	100	5,000	25	\$750
Platinum 2	100	7,000	35	\$1,000

LEADERSHIP MANAGEMENT BONUSES

Earn a match on all Social Marketer and Customer Unilevel Bonuses earned within your team

The Leadership Development Bonuses are the most attractive and exciting bonuses for Social Marketers. Through a modern and innovative approach it allows them to earn deep into their organisation.

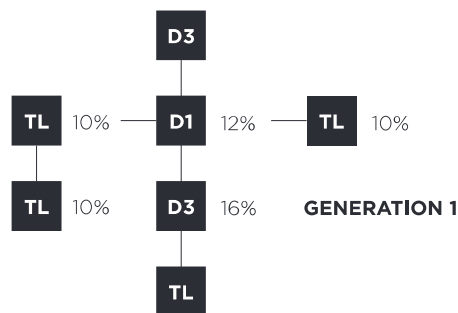
Social Marketing Directors and Elite Social Marketers are eligible to earn Leadership Development Bonuses based on the Social Marketing and Customer Unilevel and Breakout Bonus earnings paid to Social Marketing Team Leaders, Directors and Elite Social Marketers within the qualifying Social Marketer's sales organisation.

Social Marketing Directors are able to earn Leadership Development Bonuses through 1 dynamic generation and Elite Social Marketers are able to earn Leadership Development Bonuses through 2 dynamic generations. To maximise Leadership Development Bonuses, a generation includes all Team Leaders, Directors and Elite Social Marketers down to the first similar, or higher, qualified Social Marketer. Team Leaders are not eligible for any Leadership Development Bonuses.

Of the total commission payout, Modere reserves the right to cap the total Leadership Development Bonus at 10%.

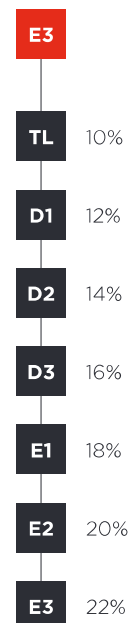
PAY RANK	# GENERATIONS DEEP	% OF MATCH
TL	N/A	10% on TL
D1	1	12% on D1+
D2	1	14% on D2+
D3	1	16% on D3+
E1	2	18% on E1+
E2	2	20% on E2+
E3	2	22% on E3+

For example, a Social Marketing Director 3 will earn a 10% match on TLs, 12% match on D1s, 14% match on D2s and a 16% match on D3, or higher, qualified total unilevel and Breakout Bonuses. This generous commission will continue to be paid down to and including the first similarly or higher qualified Social Marketer in each leg, which is considered a generation.



For Social Marketers who qualify as E1 or higher, they have the ability to earn down two generations of similarly or higher qualified Social Marketers. In this scenario the E3 qualified Social Marketer will earn 10% on TLs, 12% on D1s, 14% on D2s, 16% on D3s, 18% on E1s, 20% on E2s and 22% on up to two generations of E3 qualified Social Marketers.

Leadership Development bonuses are distinctly different than other bonuses because of the rare way they allow a Social Marketer to be rewarded for building leaders within their team. Additionally these bonuses allow the potential for a Social Marketer to be paid on the same points, multiple times.



Continues to pay, down to and including the next E3 qualified marketer in the leg



MODERE

LEVEL 1
200 EAST TERRACE
ADELAIDE
5000

REVISION 1
11/14