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 **ELEPRENEURS**

COMPENSATION

PLAN

ELEVATING ENTREPRENEURS

EFFECTIVE
August 1, 2019

COMPENSATION PLAN

If you love our products and want to share your story with others, the Elepreneur Compensation Plan is a unique opportunity to be rewarded for your personal sales, customer acquisition and retention, and organizational growth.

Any person can establish themselves as an Elepreneur by applying online and paying an enrollment fee (currently \$99.00). First time enrollees receive: One D.O.S.E Experience Package (Retail Value \$30.00), a complete Virtual Business System (VBS) which includes a personal replicated and business website, the "Hurdlr" bookkeeping and accounting system, and other printed marketing materials. The annual renewal fee is \$29.95.

DEFINITIONS

Sponsor: A new member's direct upline Elepreneur; the Elepreneur that an individual enrolls under.

Personally Sponsored: An individual that enrolls directly beneath you (both customers and Elepreneurs) and selects you as their sponsor.

Level: The position of an Elepreneur or customer within an organization. Individuals directly sponsored by you are on your first level (Level 1.) Individuals sponsored by your Level 1 Elepreneurs are on your second level (Level 2) and so on.

Downline: All of the individuals (both customers and Elepreneurs) that you personally sponsor along with all of the individuals below those personally sponsored Elepreneurs.

Upline: An individual's sponsor and all of the Elepreneurs in the genealogy above your sponsor.

Leg: When you sponsor a new Elepreneur, a new leg or line is created. Each leg encompasses the entire organization of your personally sponsored Elepreneurs.

Paid as Rank or PAR: The Paid as Rank is your current monthly rank within the compensation plan. This resets to Elepreneur on the first of each month.

Lifetime Rank: The highest Paid as Rank you've achieved.

Commissionable Volume or CV: Each product has a commissionable volume published by the Company. The CV of a product is used to calculate bonuses and PAR advancement.

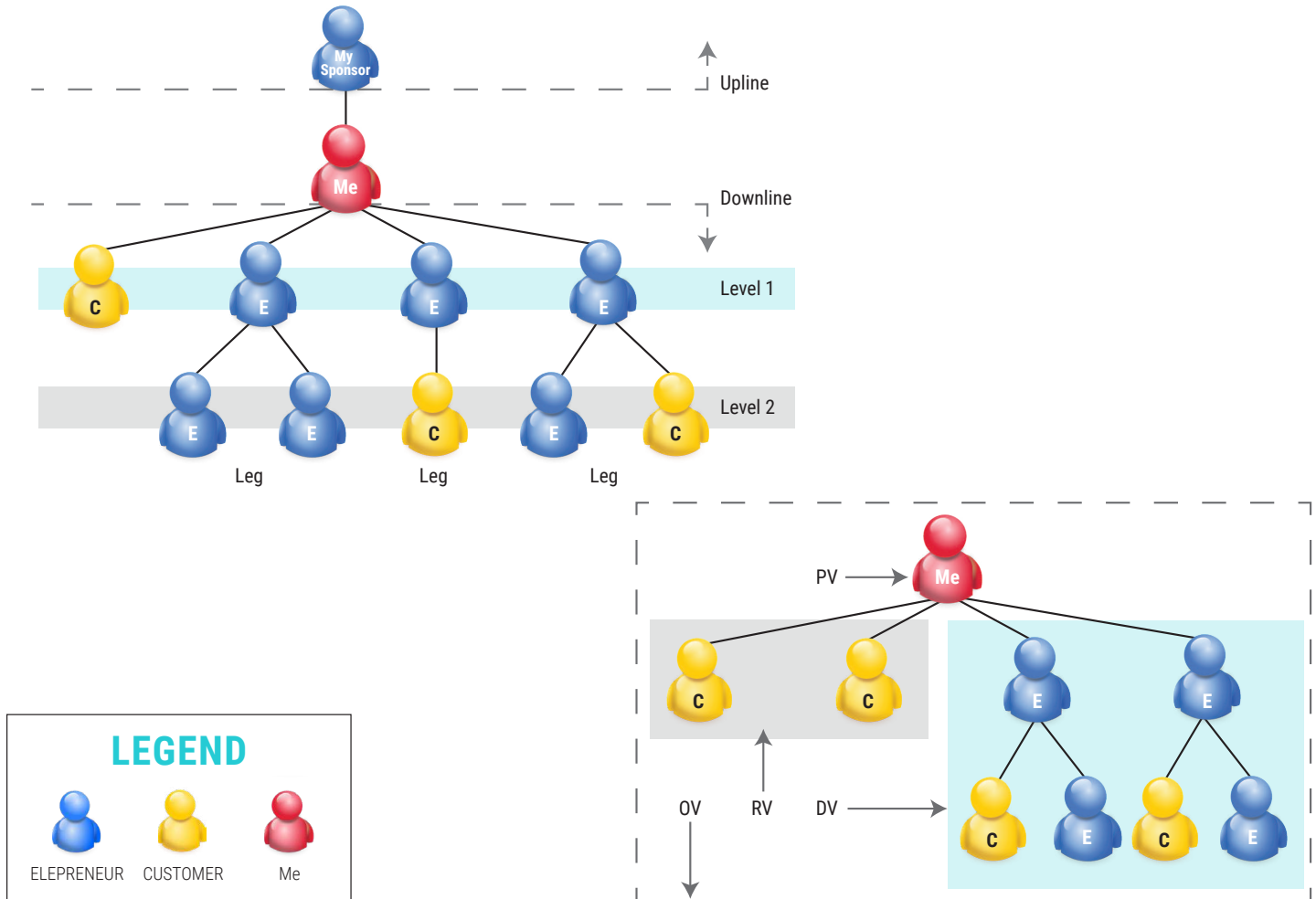
Personal Volume or PV: The total monthly CV of your personal orders.

Retail Volume or RV: The total monthly CV of your personally sponsored customers.

Downline Volume or DV: The total monthly CV of your personally sponsored Elepreneurs and their entire organizations.

Organization Volume or OV: The total monthly CV of your entire organization including your personal volume, your retail volume, and your downline volume.

Qualified Rank Volume or QRV: The total Organization Volume you can count towards your Paid as Rank or PAR advancement each month. This resets to zero on the first of each month.



ORDERS

Customer Retail Order: Any order placed by a customer who purchases products directly from an Elepreneur either in person or through the Elepreneur’s replicated website.

Customer SmartShip Order: Any order placed by a customer who purchases products monthly with a recurring order. All SmartShip enrollments entitle the customer to a 10% discount off the suggested retail prices.

Elepreneur Order: As an Elepreneur, you may purchase products directly or by enrolling in a monthly recurring SmartShip. All Elepreneur purchases receive a 20% discount off the suggested retail prices.

WEEKLY BONUSES

Our weeks begin on Saturday and end on Friday at 11:59 pm central. The weekly bonuses will be paid on or before 14 days after each week ends. You must have a valid Elepreneur account to participate in the weekly bonuses.

MONTHLY BONUSES

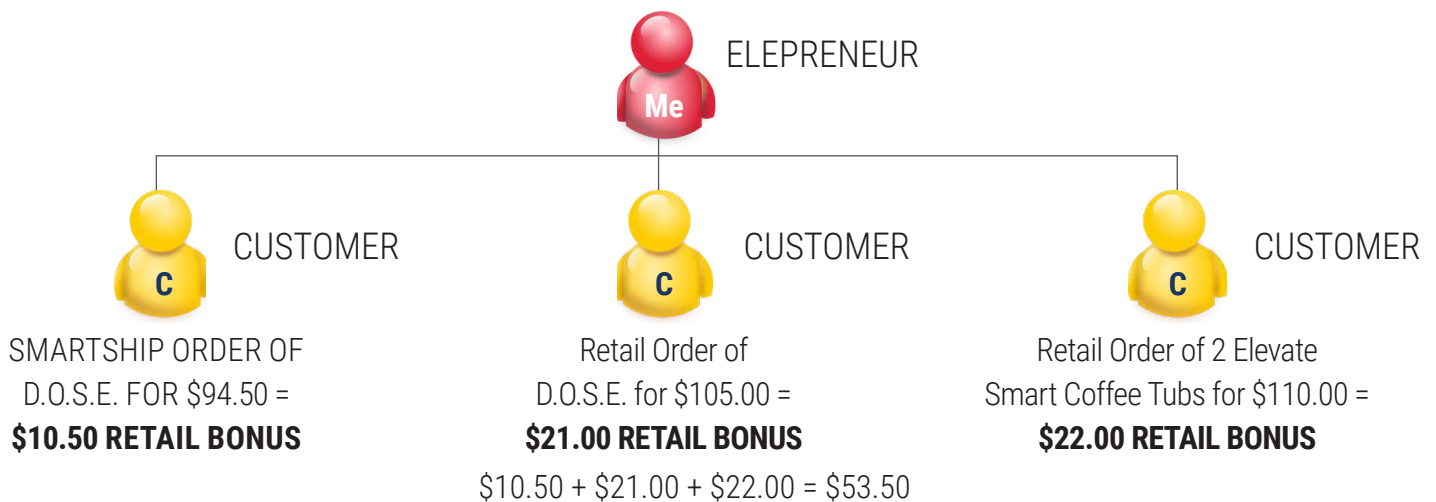
Our months begin on the first of each calendar month and end on the last day of the month at 11:59 pm central. The monthly bonuses are paid on or before the 15th of the following month. In addition to having a valid Elepreneur account, you must have at least 80 PV (volume from your personal orders) or at least 240 RV (volume from your personally sponsored customers) within the month to participate in the monthly bonuses.

RETAIL BONUS - WEEKLY

Earned by any Elepreneur who has a personal customer that purchases from the Elepreneurs' inventory at the suggested retail price or above. Retail Bonuses are also earned when customers purchase through an Elepreneur's personal replicated website.

The Retail Bonus is the difference between the Customer purchase price and the Elepreneur price. When a customer purchases at the suggested retail price, you earn 20% of the suggested retail price. When a customer purchases on a recurring monthly order at the Customer SmartShip price, you earn 10% of the suggested retail price. The Retail Bonus is paid weekly on your customer sales.

Example: You have three customers that made purchases. One customer purchased D.O.S.E. on a recurring SmartShip order at \$94.50, one customer purchased D.O.S.E. at the suggested retail price of \$105.00, and one customer purchased two Elevate Smart Coffee Tubs at the suggested retail price of \$110.00. You would earn:



Note: The customer SmartShip orders at the discounted grandfathered price (effective 12/1/2018 through 11/30/2019) are purchased for less than the Elepreneur price and will not generate a Retail Bonus.

FAST START PACKS

When an individual enrolls as an Elepreneur, they have the opportunity to purchase certain packs designated as Fast Start Packs. The Happier Enrollment Pack and the Happiest Enrollment Pack include a myriad of products to sample and share to help start your business.

FAST START BONUS - WEEKLY

If you sponsor a new Elepreneur who purchases one of these packs, you will earn the weekly Fast Start Bonus. The sponsor receives 30% of the CV attached to the pack.

Example: You have sponsored a new Elepreneur that purchased a Happiest Pack. You would earn:



ELEPRENEUR



New Elepreneur
Orders Happiest Pack
for \$500

$$\$500 \times 30\% = \$150$$

DIFFERENTIAL BONUS – MONTHLY

In addition to the Fast Start Bonus, the Fast Start Packs also pay out a monthly Differential Bonus that is equal to 15% of the CV. If the sponsoring Elepreneur achieves the Paid as Rank of Gold or above, they will receive the tiered bonus that corresponds with their rank in the chart below along with any tiers below them. The remaining balance of the Differential Bonus is paid to the first upline Elepreneur(s) that have achieved a Paid as Rank or PAR in a higher tier than the sponsoring Elepreneur until the full Differential Bonus has been paid.

Tier	Paid As Rank	Percentage	Happier Pack 250 CV	Happiest Pack 500 CV
Tier 1	Gold	5%	\$12.50	\$25.00
	Platinum			
Tier 2	Diamond	5%	\$12.50 Plus any unclaimed Tier 1 bonuses below you	\$25.00 Plus any unclaimed Tier 1 bonuses below you
	Black Diamond			
	Royal Black Diamond			
Tier 3	Ambassador	5%	\$12.50 Plus any unclaimed Tier 1 bonuses below you	\$25.00 Plus any unclaimed Tier 1 bonuses below you
	Crown Ambassador			
	Royal Crown Ambassador			
	Triple Crown Ambassador			

Example: You have sponsored a new Elepreneur who purchased a Happiest Pack. At the end of the month your Paid as Rank is Gold. You would earn: \$25 and the rest of the Differential Bonus will be paid out to your upline Elepreneurs:



If you sponsor a new Elepreneur that purchases a Fast Start Pack and your Paid as Rank is Gold or Diamond, you would earn the Tier 1 Differential Bonus. If your Paid as Rank is Diamond, Black Diamond, or Royal Black Diamond, you would earn both the Tier 1 and Tier 2 Differential Bonuses. If your paid as Rank is Ambassador or above, you would then earn the Tier 1, Tier 2, and Tier 3 Differential Bonuses.

Note: A Fast Start Pack is not a required purchase to enroll as an Elepreneur. The Fast Start Pack’s CV does not participate in any other bonuses, but is included in your Rank calculation.

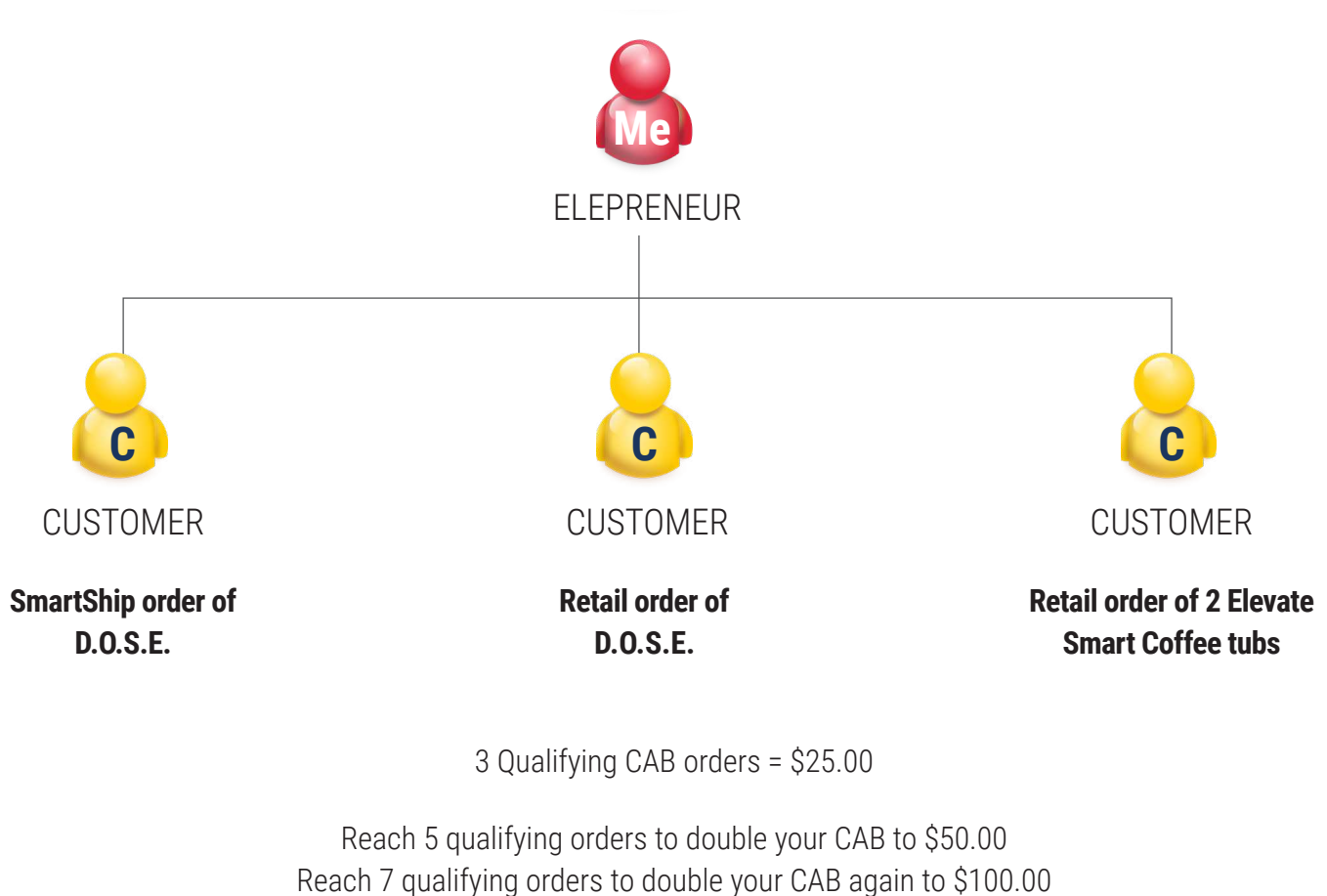
CUSTOMER ACQUISITION BONUS OR CAB

The Customer Acquisition Bonus, or CAB, rewards you for enrolling new personally sponsored customers. Each new customer that purchases an order with 80 CV or more during their enrollment month will count towards your CAB total.

You can earn \$25.00 for three new qualifying customer orders, \$50.00 for five new qualifying orders, or \$100.00 for seven new qualifying customer orders. The CAB is paid monthly.

Example: You have three new customers that made purchases. One new customer purchased D.O.S.E. on a recurring SmartShip order at \$94.50 (84 CV), one new customer purchased D.O.S.E. at the suggested retail price of \$105.00 (84 CV), and one new customer purchased two Elevate Smart Coffee Tubs at the suggested retail price of \$110.00 (88 CV). You would earn:

CAB Total	CAB Bonus
3 to 4	\$25.00
5 to 6	\$50.00
7 or more	\$100.00



Note: The Company will pay the highest CAB Bonus earned each month. The \$25.00, \$50.00, and \$100.00 bonuses are not cumulative.

PAID AS RANK OR PAR

You work hard and deserve recognition for your efforts. It is impossible to describe the feeling and excitement of an Elepreneur who reaches their goal of achieving the next rank. To achieve a PAR, each rank has minimum monthly requirements of organizational volume and personally sponsored customer purchases with a limit on the amount of volume you can use from any one leg of your organization.

Paid As Rank (PAR)	Required QRV	Customers with 40 CV or More	Max % per Leg	Cap per Leg
Elepreneur	-	-	-	-
Star	1,250	1	100%	1,250
Bronze	2,500	2	100%	2,500
Silver	5,000	3	90%	4,500
Gold	10,000	4	80%	8,000
Platinum	20,000	6	70%	14,000
Diamond	40,000	8	60%	24,000
Black Diamond	80,000	8	50%	40,000
Royal Black Diamond	150,000	8	50%	75,000
Ambassador	300,000	8	40%	120,000
Crown Ambassador	500,000	8	40%	200,000
Royal Crown Ambassador	1,000,000	8	40%	400,000
Triple Crown Ambassador	2,000,000	8	40%	800,000

Note: Until January 1st, 2020, the Max % per Leg for the ranks of Ambassador and above will be 50%. The volume from your personal orders does not count towards rank qualifications and your PAR resets each month.

UNILEVEL BONUS

Your monthly PAR determines the number of levels from which you can receive compensation and the percentage for each level. The volume from orders placed by both your personally sponsored customers and Elepreneurs is on level 1.

Level	Paid as Rank (PAR)												
	Elepreneur	Star	Bronze	Silver	Gold	Platinum	Diamond	Black Diamond	Royal Black Diamond	Ambassador	Crown Ambassador	Royal Crown Ambassador	Triple Crown Ambassador
Level 1	7%	7%	7%	7%	7%	7%	7%	7%	7%	5%	4%	3%	2%
Level 2	6%	6%	6%	6%	6%	6%	6%	6%	6%	5%	4%	3%	2%
Level 3		5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	3%
Level 4			4%	4%	4%	4%	4%	5%	5%	5%	5%	4%	4%
Level 5				3%	3%	3%	4%	4%	5%	5%	5%	5%	5%
Level 6					2%	2%	3%	4%	5%	6%	6%	6%	6%
Level 7						2%	3%	4%	5%	6%	6%	7%	7%
Level 8										1%	2%	3%	4%
Level 9											1%	2%	3%
Level 10												1%	2%
Dynamic Compression	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑

Our Unilevel Bonus dynamically compresses each month to bring up volume below Elepreneurs that are not eligible to participate in the monthly bonuses (80 PV or 240 RV) which gives you the opportunity to earn on additional levels.

LEADERSHIP BONUS

As you build your business, more time and effort is spent supporting your team. Qualifying Elepreneurs have the opportunity to earn a Leadership Bonus based on your monthly PAR. The Leadership Bonus pays out monthly to Elepreneurs that have achieved a PAR of Platinum, Diamond, Black Diamond, or Royal Black Diamond according to the chart below:

Paid as Rank (PAR)	Leadership Bonus
Platinum	\$400.00
Diamond	\$600.00
Black Diamond	\$800.00
Royal Black Diamond	\$1,000.00

DIAMOND POOL

The Diamond Pool is reserved for qualifying Elepreneurs that achieve a PAR of Diamond, Black Diamond, or Royal Black Diamond. The Diamond pool is divided based on a weighted percentage of each participant's Qualified Rank Volume. The Company pays 0.5% of the Global CV to Diamond leaders as a reward for reaching the Diamond Ranks.

Example: You achieved the PAR of Diamond with 40,000 QRV and there are three other participants. At the end of the month, the Company's Global CV is 1,000,000. The Diamond Pool, or 0.5% of the Company's Global CV is divided according to the chart below.

Participant	QRV	Total QRV	Weighted %	0.5% of Global CV	Bonus
Me	40,000	210,000	19.05%	5,000	\$952.38
Elepreneur A	45,000	210,000	21.43%	5,000	\$1,071.43
Elepreneur B	50,000	210,000	23.81%	5,000	\$1,190.48
Elepreneur C	75,000	210,000	35.71%	5,000	\$1,785.71

$$(\text{My QRV}) / (\text{Total QRV}) \times (0.5\% \text{ Global CV}) = \text{Bonus Amount}$$

$$40,000 / 210,000 \times 5,000 = \$952.38$$

AMBASSADOR POOL

By qualifying at top ranks, Elepreneurs have the opportunity to benefit from the Company's Global CV. The Ambassador Pool is reserved for qualifying Elepreneurs that achieve a PAR of Ambassador, Crown Ambassador, Royal Crown Ambassador, or Triple Crown Ambassador. The Company pays 1.5% of the total Global CV each month to Ambassador leaders as a reward for reaching the highest ranks and helping build the Company.

One Third, or 0.5% of Company's Global CV, is divided equally amongst the participants of the Ambassador Pool.

Two thirds, or 1.0% of Company's Global CV, is divided based on a weighted percentage of each participant's Qualified Rank Volume.

Example: You achieved the PAR of Ambassador with 350,000 QRV and there are three additional participants. At the end of the month, the Company's Global CV is 2,000,000. One third of the Ambassador Pool, or 0.5% of the Company's Global CV, is 10,000 and is divided equally amongst the participants who each receive \$2,500. Two thirds of the Ambassador Pool, or 1.0% of the Company's Global CV, is 20,000 and is divided according to the chart below.

Participant	QRV	Total QRV	Weighted %	1% of Global CV	Bonus
Me	350,000	1,700,000	20.59%	20,000	\$4,117.65
Elepreneur A	400,000	1,700,000	23.53%	20,000	\$4,705.88
Elepreneur B	450,000	1,700,000	26.47%	20,000	\$5,294.12
Elepreneur C	500,000	1,700,000	29.41%	20,000	\$5,882.35

$$(\text{My QRV}) / (\text{Total QRV}) \times (1\% \text{ Global CV}) = \text{Bonus Amount}$$

$$350,000 / 1,700,000 \times 20,000 = \$4,117.65$$

EARNINGS CAP

If the total earnings of an Elepreneur (monthly + all of the weekly bonuses paid on orders dated within the monthly pay period) is greater than the Earnings Cap for the Elepreneur’s PAR according to the table below, we will shave their monthly check down to the Earnings Cap total.

Paid as Rank (PAR)	Required Volume	Earnings Cap
Elepreneur	-	\$750
Star	1,250	\$1,250
Bronze	2,500	\$2,500
Silver	5,000	\$5,000
Gold	10,000	\$7,500
Platinum	20,000	\$12,500
Diamond	40,000	\$20,000
Black Diamond	80,000	\$32,500
Royal Black Diamond	150,000	\$50,000
Ambassador	300,000	\$70,000
Crown Ambassador	500,000	Uncapped
Royal Crown Ambassador	1,000,000	Uncapped
Triple Crown Ambassador	2,000,000	Uncapped

CAP ADJUSTMENT

A Cap Adjustment to every Elepreneur’s monthly bonus may be applied if the Company’s total bonus payout exceeds the monthly cap. If the total payout exceeds 47% of the Company’s total commissionable product sales, each Elepreneur’s check will be reduced. The adjustment would be calculated by first dividing the total bonus payout by each Elepreneur’s check and then multiplying the quotient by the overage amount to shave each check by a weighted amount.

COMPENSATION

Rewards earned through the Elepreneur Compensation Plan are based on results achieved when selling and servicing customers and building a downline of other Elepreneurs who also build businesses based upon successful customer acquisition and retention. Examples provided are for explanation purposes only.