

SUNRIDER®

35
Years

CHANGING LIVES

THE SUNRIDER INFINITY COMPENSATION PLAN

SUNRIDER®

Why Our Plan is “Best in Class”

Dan Jensen Consulting is the industry leader in compensation plan:

- ✓ Designed **hundreds** of compensation plans including Stella & Dot and Youngliving.
- ✓ Worked with over **1,200** direct selling companies

We have spent thousands of hours on **modeling** the income data, refining the plan, training staff and top leaders, and preparing for a successful launch.

We do not want to change this plan for a very long time!



New Plan Advantages: Aligns with Best Practices

A compensation plan is NOT a method for “fair” distribution of corporate revenue (corporate welfare).

Fair is different for each participant.

A compensation plan should balance rewarding the right behaviors.



New Plan Advantages: Rewards Developing Rising Stars



1. **No more breakaway!** You are rewarded for developing rising stars at any level.
2. **Seamless Global Plan** for team leaders—we've removed the travel & local purchase requirements!
3. Earn bonuses on developing team leaders.
4. You are paid on **every piece of volume!**
5. Reach infinitely deep!



New Plan Advantages: It's Worth Your Time

Time is our biggest competitor

How to calculate if a business is worth it?

1. McDonald's average hourly wage x 2.5-3
2. In North America, new IBOs need to earn \$25-\$35 minimum as fast as possible.

Fast Track Program (First 3 Months)

- ✓ Clear career path with "baby steps" for more frequent success.
- ✓ Selling bonuses to reach the \$/hour quickly.
- ✓ Increase in retention and immediate recruiting.



New Plan Advantages: Legal Compliance



FTC settlements will cost Vemma **\$238** million and cost Herbalife **\$200** million!

The change in legal landscape **BENEFITS** us!

- At least 51% of our revenue must come from **retail customers**.
- A retail customer is someone who is not involved in the business. **IBO consumers don't count!**
- Our new Preferred Customer program will help us **distinguish** between retail customers and IBOs.
- This is a huge **opportunity** for Sunrider!
- Sunrider is successful because of our amazing products. And now our customers have an even better loyalty program!

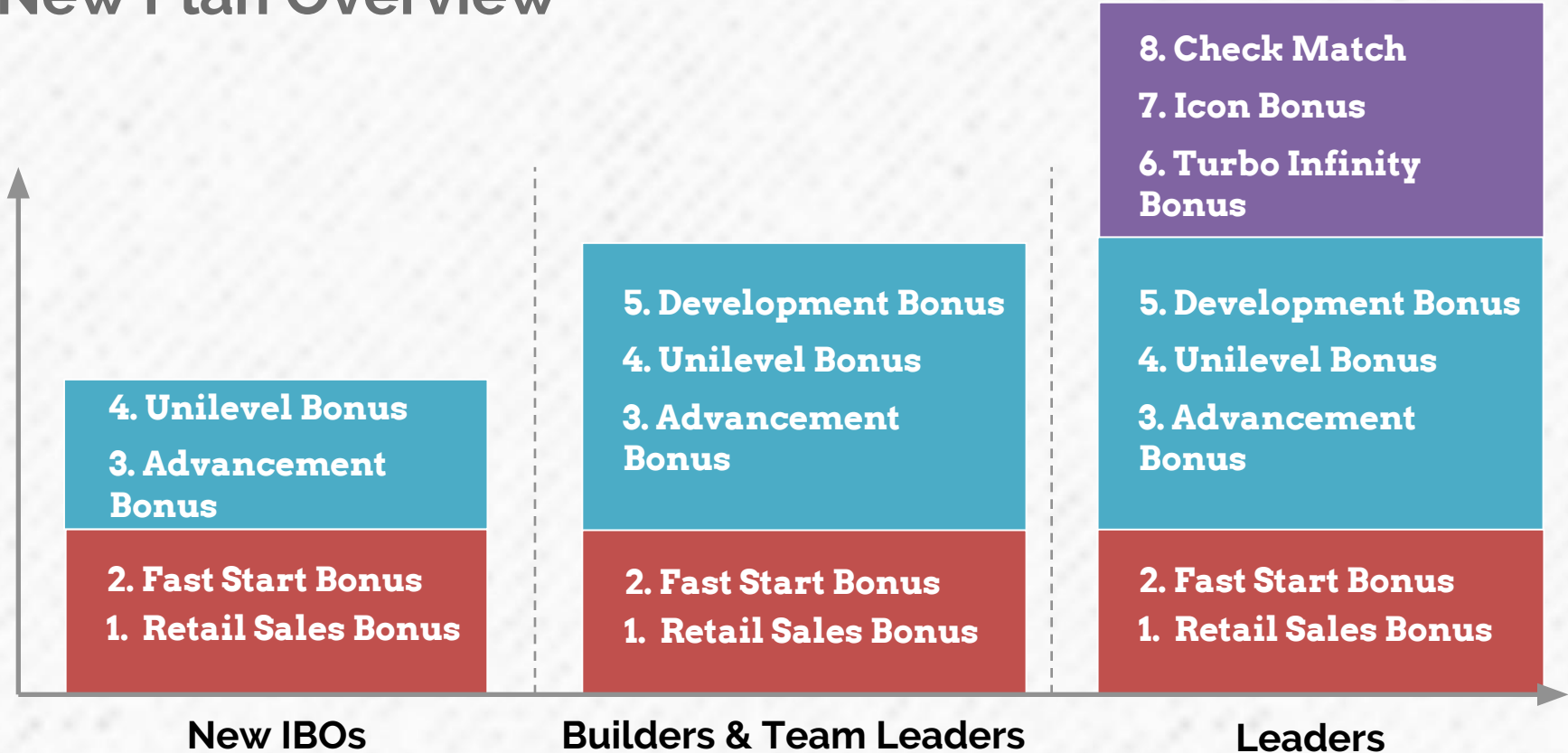
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CHANGING LIVES

OVERVIEW

New Plan Overview



How to Work the Plan

1. DO

Be an example of selling and recruiting.



2



2. FIND

Find your Rising Stars—your IBOs who are actively sponsoring and developing.

4



4. OVERBUILD

Don't just do the minimum. Overbuild so you have a solid foundation.

3



3. DEVELOP

Help your Rising Stars advance to the next rank.

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**HOW TO JOIN
SUNRIDER**

3 Ways to Join Sunrider

1. **Retail Customer** – pay retail price. (Retail Price will be lowered about 10%. IBO price is the same.)
2. **Preferred Customer** – enroll with an annual \$30 fee and enjoy 5% off retail price. Enroll in monthly Autoship and earn 10% off retail price.
3. **Independent Business Owner** – Purchase a Starter Pack (\$120) and enjoy 10% off retail price. Pay an annual renewal fee of \$120. The renewal fee is a standard industry practice and includes:
 - ✓ IBO Pages
 - ✓ Sunrider University
 - ✓ Business Center and Mobile App
 - ✓ SunSpot Newsletter, Product Catalog, SunWriter Magazine, and other printed marketing tools.



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Preferred Customer Program

1. Pay a yearly fee of \$30 → **5% off** retail price.
2. Enroll in monthly Autoship with Sunrider Packs or \$200 → **10% off** retail price.
3. Earn **free** promotional items and other benefits throughout your year of enrollment.

Personalized Monthly Autoship: Design your own pack with a retail value of at least \$200 in one order to earn the 10% off retail price.

IBOs and Preferred Customers on autoship pay the **same price** for products so there is no longer an incentive to become an IBO for a product discount. New people will **self-select** whether they want to become an IBO or a Customer.



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CHANGING LIVES

DEFINITIONS

Commissionable Volume and Qualifying Volume



Commissionable Volume

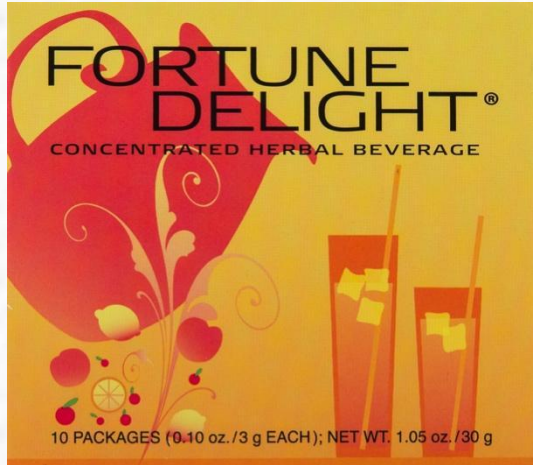
The assigned value of each purchased product on which commissions are paid. It is currency specific in the country where the order is placed.



Qualifying Volume

The value of a commissionable product which is applied toward IBO qualifications in the compensation plan. QV is not currency specific so qualifications apply internationally.

Commissionable Volume and Qualifying Volume

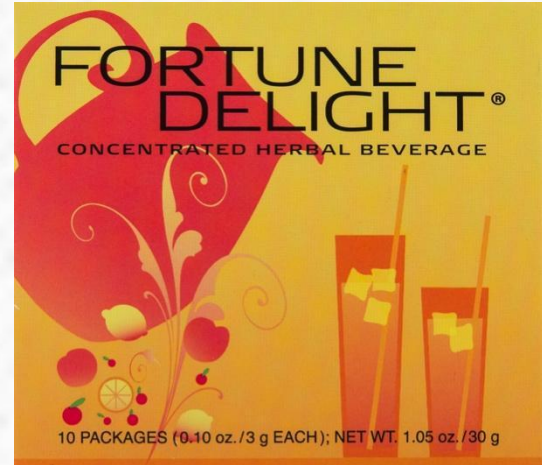


Fortune Delight 10-pack in US

Current IBO price = US\$10.20

QV: 11.33

CV: 10.20



Fortune Delight 10-pack in Hungary

Current IBO Price: HUF 2,746

QV: 11.33

CV: 2,746

Qualifying Volume



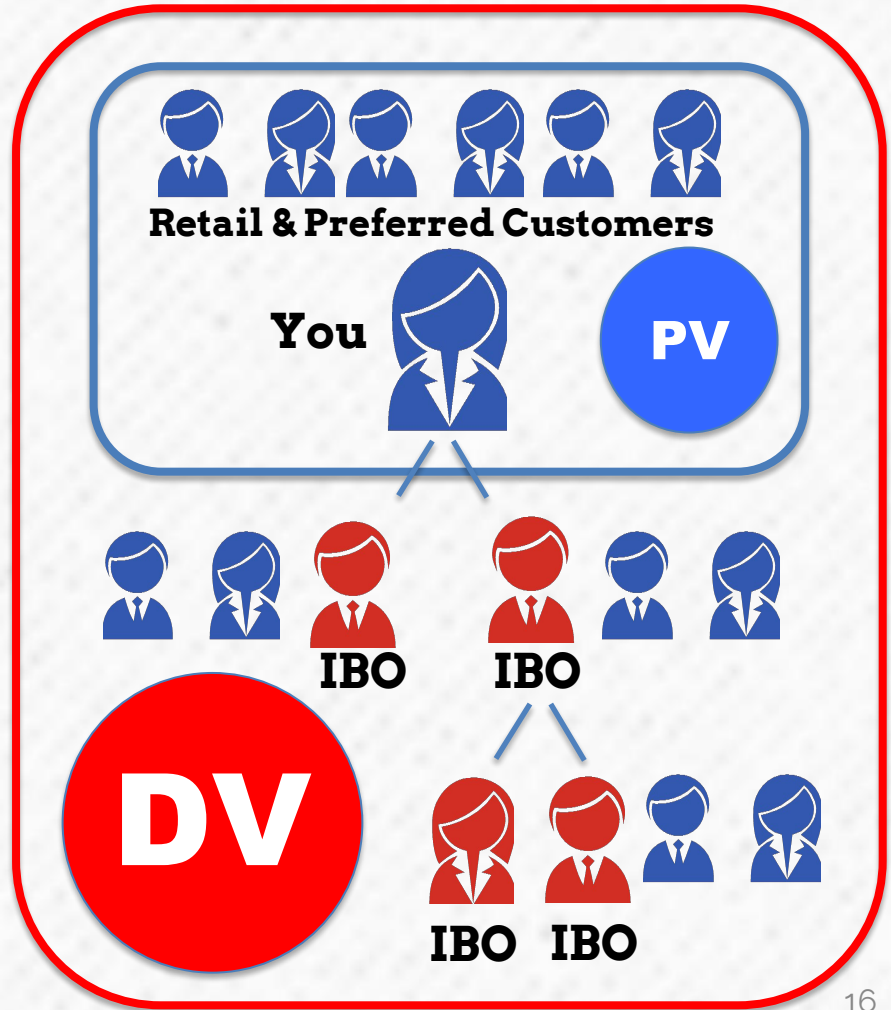
Personal Volume

The total Qualifying Volume (QV) from your personal purchases and your customers' purchases (Retail and Preferred Customer). This does NOT include the purchases of downline IBOs.



Downline Volume

The total Personal Volume (PV) from you and all IBOs in your entire downline. This goes infinitely deep, regardless of titles. This will NEVER breakaway.





1. DO

**Be an example
of selling and
recruiting.**

1



2. FIND

2



4



3



4. OVERBUILD

3. DEVELOP

**NEW IBOs
FIRST 3 MONTHS**

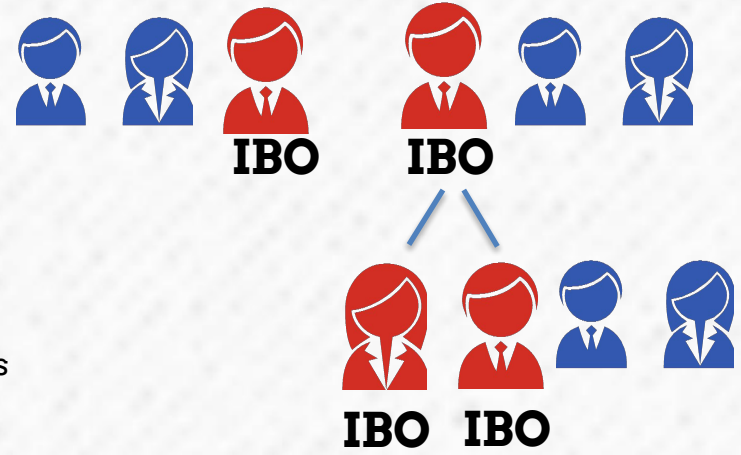
Career Path to Star Elite

YOUR FIRST 3 MONTHS					BONUSES
Paid-As Title	IBO	Star	Star Prime	Star Elite	<ol style="list-style-type: none"> 1. Retail Sales Bonus 2. Fast Start Bonus * 3. Star Elite Advancement Bonus * 4. Unilevel Bonus
Foundation Requirements	Enroll	200 PV 500 DV	300 PV 1,000 DV	400 PV 1,800 DV	
Max Vol Rule	-	-	-	900	
Quality Structure	-	-	-	-	

* Fast Start Bonus & Star Elite Advancement Bonus have a time limit of your first 3 full months.
Max Volume Rule - Applied to DV only. You can count up to this amount of DV (usually 50% of required DV) from any one leg or from the IBO's PV. Applies only to **qualification of rank** – the IBO will be paid on **all volume** including the volume that exceeds the Max Volume Rule.

Retail Sales Bonus

PV Personal Volume	Personal sales commissions	+ Retail profit	= Earn up to
0-499		5% - 10%	10%
500-1,999	5%	5% - 10%	15%
2,000-4,999	10%	5% - 10%	20%
5,000+	15%	5% - 10%	25%



Paid on net Retail Price (not including taxes such as VAT, sales tax, etc.) of an IBO's personal purchases and their Customers' purchases (both Retail and Preferred Customers)

Unilevel Bonus

Unilevel Bonus is paid on CV. Ranks are determined by QV.

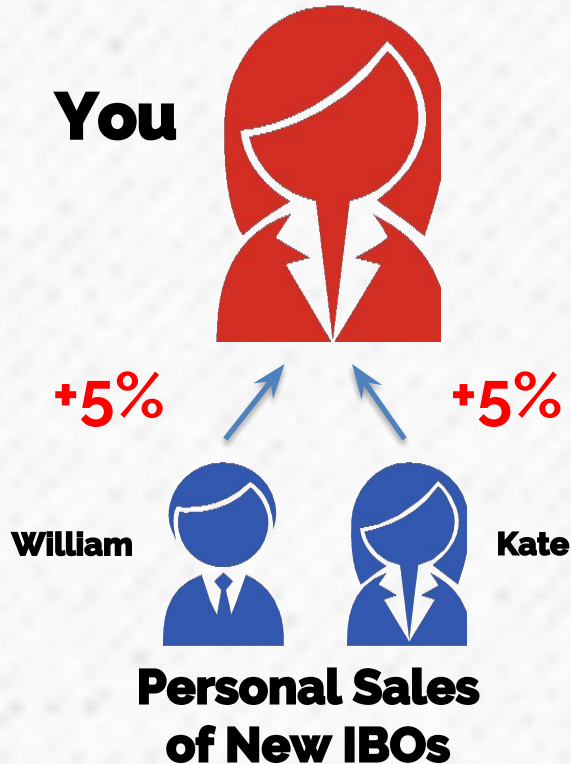
Paid-As Title	New IBO	Star	Star Prime	Star Elite
Level 1 Bonus		5%	7%	9%
Level 2 Bonus				2%



A level is based on location in your organization, regardless of title.

Unilevel Bonus – no blocking, no differential, no stair-step.
Based on location, not title.

Fast Start Bonus – First 3 Full Months

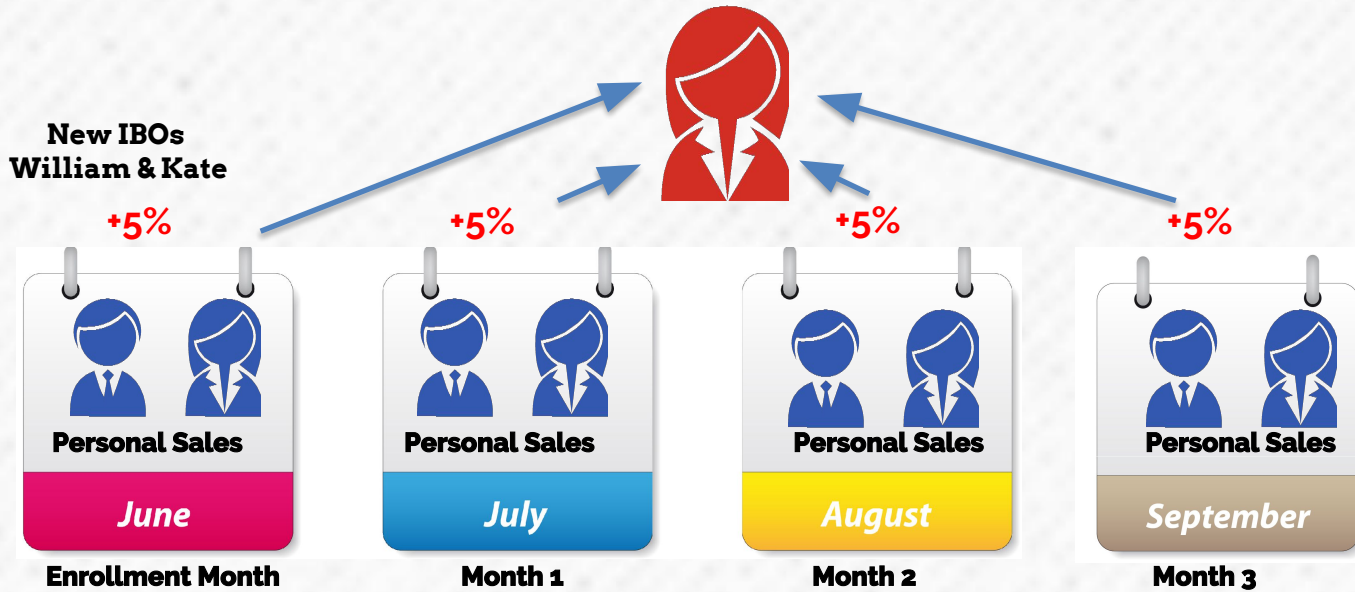


When you sponsor new IBOs and teach them to sell, you will receive a **5% Fast Start Bonus** on their personal sales for their first 3 full months, i.e., their enrollment month + next 3 full months.

This is paid on Commissionable Volume (CV).

The Fast Start Bonus is paid **in addition** to other commissions you can earn.

Fast Start Bonus – First 3 Full Months



When you sponsor new IBOs and teach them to sell, you will receive a **5% Fast Start Bonus** on their personal sales for their first 3 full months, i.e., their enrollment month + next 3 full months. This is paid on Commissionable Volume (CV).

The Fast Start Bonus is paid **in addition** to other commissions you can earn.

Enrollment month + next 3 full months

Work with your upline and downline

Max Volume Rule

Applied to DV only. You can count up to this amount of DV (usually 50% of required DV) will be counted from any one leg or from the IBO's PV. Applies only to **qualification of rank** – the IBO will be paid on **all volume** including the volume that exceeds the Max Volume Rule.

1. Star Elite

You



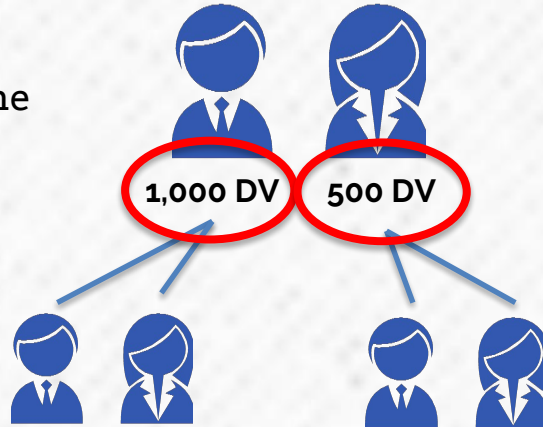
400 PV

400 PV,
1,800 DV &
900 DV Max
Volume Rule

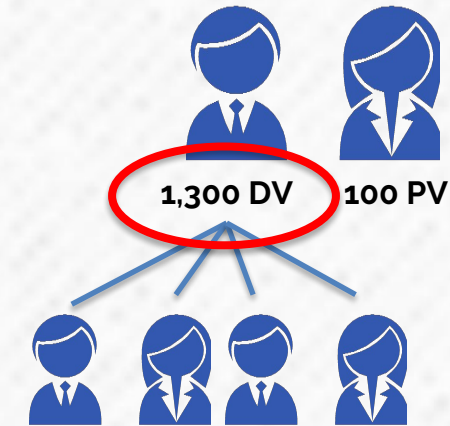


You

400 PV



CORRECT



INCORRECT

Up to 900 DV counts in this leg

Star Elite Advancement Bonus – First 3 Full Months

Star Elite Advancement Bonus	\$100	Star Elite: 400 PV, 1,800 DV (900 Max Volume Rule)
Matching Star Elite Advancement Bonus	\$100	

When you promote to Star Elite within your enrollment month + first 3 full months, you will receive a **one-time bonus**. When you qualify as a Star Elite or higher and help someone that you sponsor to promote to Star Elite within their first 3 full months, you will receive a **matching** Star Elite Advancement Bonus.

While you can receive your own Advancement Bonus only once, there is an unlimited number of times that you can earn the Matching Star Elite Advancement Bonus.

Maximize Your Fast Start Bonus

Help your new IBOs reach **Star Elite** in their first three full months:

1. Earn up to **25%** on the Retail Sales Bonus.
2. Earn **5%** Fast Start Bonus on the personal sales of your new IBOs.
3. Help your new IBOs work with their new recruits so they can take advantage of the **5%** Fast Start Bonus.
4. Reach Star Elite in 3 months and earn the **\$100** Advancement Bonus. Match this up with their **WHY**.
5. Become a Star your first month to start earning the Unilevel Bonus.





1. DO

Be an example of selling and recruiting.

1



2



2. FIND

Find your Rising Stars—your IBOs who are actively sponsoring and developing.



3



3. DEVELOP

Help your Rising Stars advance to the next rank.



4



4. OVERBUILD

BUILDING A TEAM

Career Path to Ace Royal (Team Leader)

	Getting Started			Building a Team				Team Leader
Paid-As Title	IBO	Star	Star Prime	Star Elite	Ace	Ace Prime	Ace Elite	Ace Royal (New Generation)
Foundation Requirements	Enroll	200 PV 500 DV	300 PV 1,000 DV	400 PV 1,800 DV	500 PV 3,000DV	600 PV 5,000 DV	700 PV 7,000 DV	800 PV 10,000 DV
Max Vol Rule	-	-	-	900	1,500	2,500	3,500	5,000
Quality Structure	-	-	-	-	1 Builder Leg	2 Builder Legs	3 Builder Legs	4 Builder Legs



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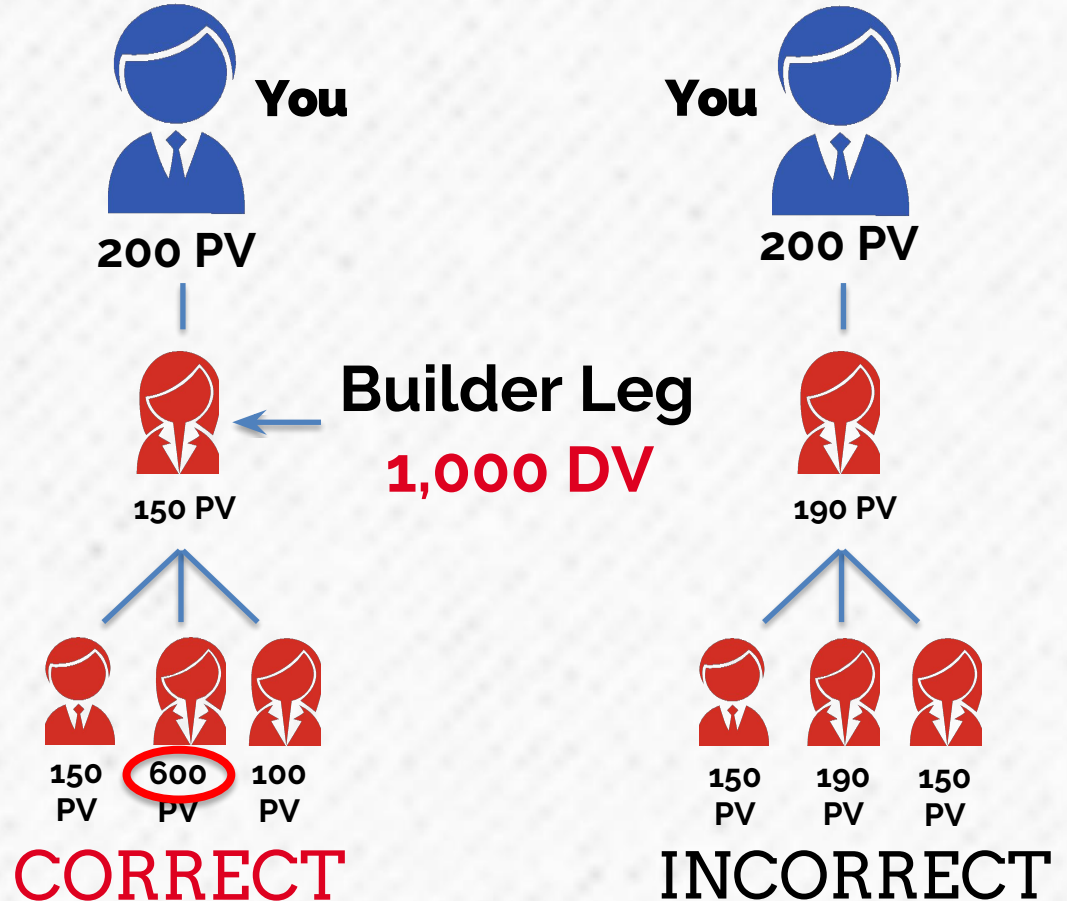
Builder Leg

A Leg with at least one Active IBO (200 PV) and at least **1,000 DV** in the entire leg.

You cannot count yourself as a builder leg. No structure requirement so it's flexible.

PV - Personal Volume: the total Qualifying Volume (QV) from your personal purchases and your customers' purchases (Retail and PC). Does NOT include the purchases of downline IBOs.

DV – Downline Volume: the total Personal Volume (PV) from you and all IBOs in your entire downline. This goes infinitely deep, regardless of titles. This will NEVER breakaway.



Ace Royal – Key Rank

800 PV & 10,000 DV
4 Builder Legs
Max Vol Rule 5,000

Max Vol Rule – To qualify for ranks and achievements, no more than 50% of DV may be used from any one leg.



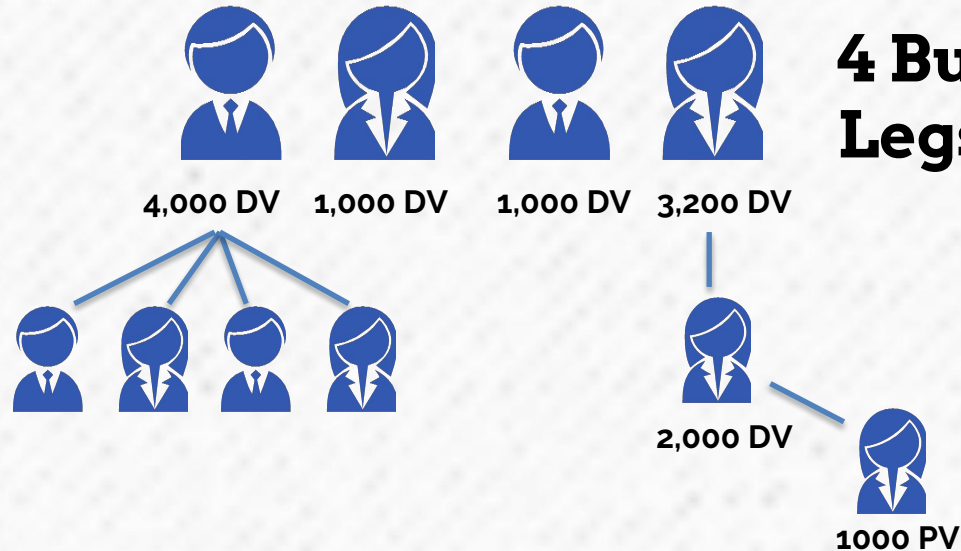
800 PV

Ace Royal

10,000 DV

(includes your own PV)

**4 Builder
Legs**



Ace Royal Advancement Bonus

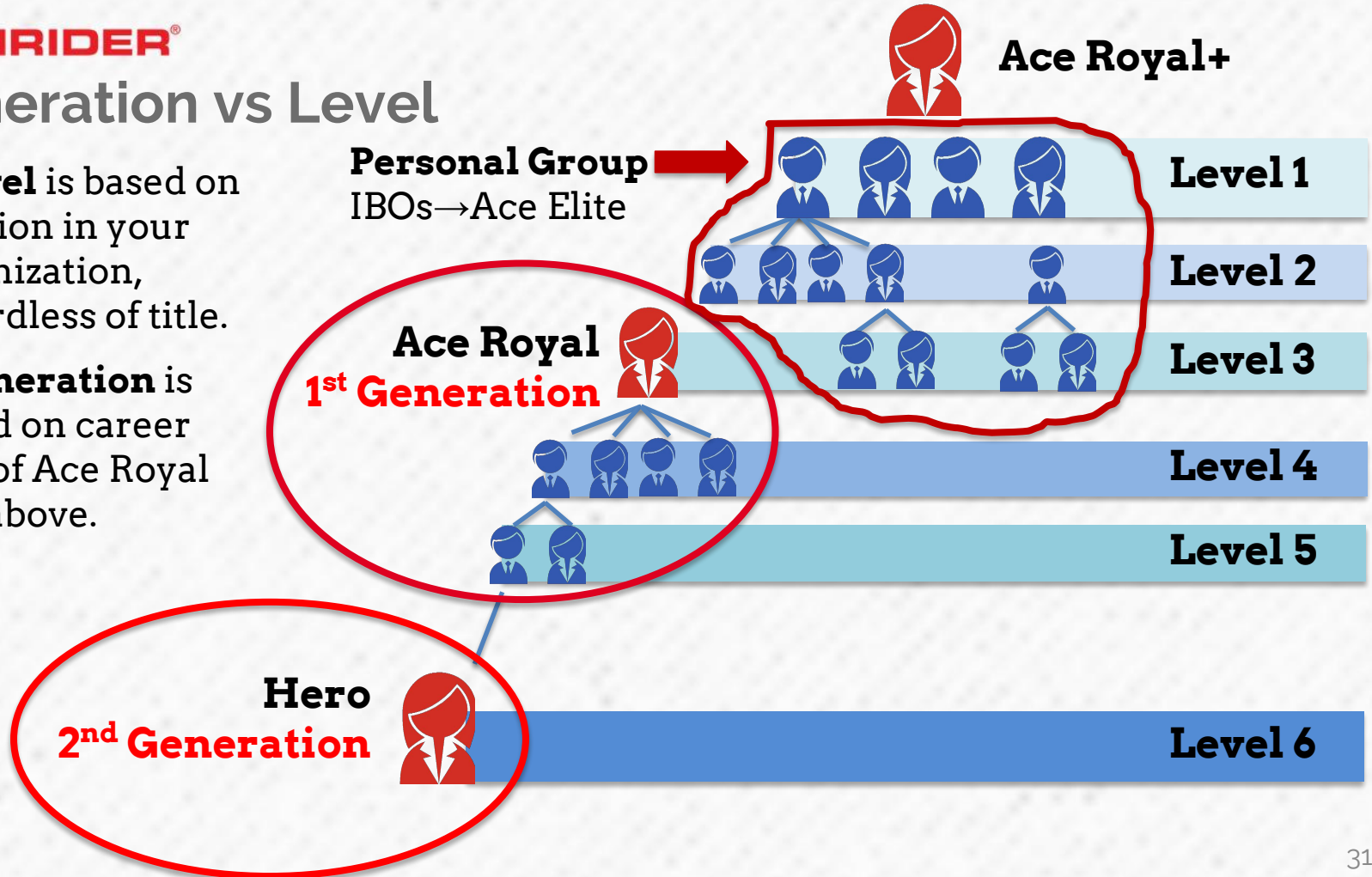
Ace Royal Advancement Bonus	\$500	Ace Royal: 800 PV, 10,000 DV 4 Builder Legs
Matching Ace Royal Advancement Bonus	\$500	

Explanation: When you promote to Ace Royal for the first time, you will receive a **one-time bonus of \$500**. When you are qualified as a Ace Royal or higher and have someone in your personal group that promotes up to an Ace Royal for the first time, you will receive a Matching Ace Royal Advancement Bonus. While you receive your own Advancement Bonus only once, you can receive the Matching Bonus an unlimited number of times. **There is no time limit for this bonus.**

Generation vs Level

A **level** is based on location in your organization, regardless of title.

A **generation** is based on career title of Ace Royal and above.



Development Bonus

Each month, when you are qualified as an Ace Prime or higher, earn the Development Bonus on:

- Each leg in your **personal group** that has at least one qualified Ace+. The amount is based on their paid title or your paid title, whichever is lower.
AND
- Each leg in your organization that has at least one **1st Generation IBO who is paid-as an Ace Royal** or higher in that month, anywhere in that leg. The amount is \$100 when you qualify as Ace Royal or higher or equal to your own title if Ace Prime – Ace Elite.

Paid-as Title of Pay-on IBO 1 per leg in personal group + 1 per leg w/ 1 st Gen	Monthly Fixed Bonus Paid to Ace Prime and above (2% Cap)
Ace	\$30
Ace Prime	\$60
Ace Elite	\$80
1st Generation ACE ROYAL+	\$100




Development Bonus

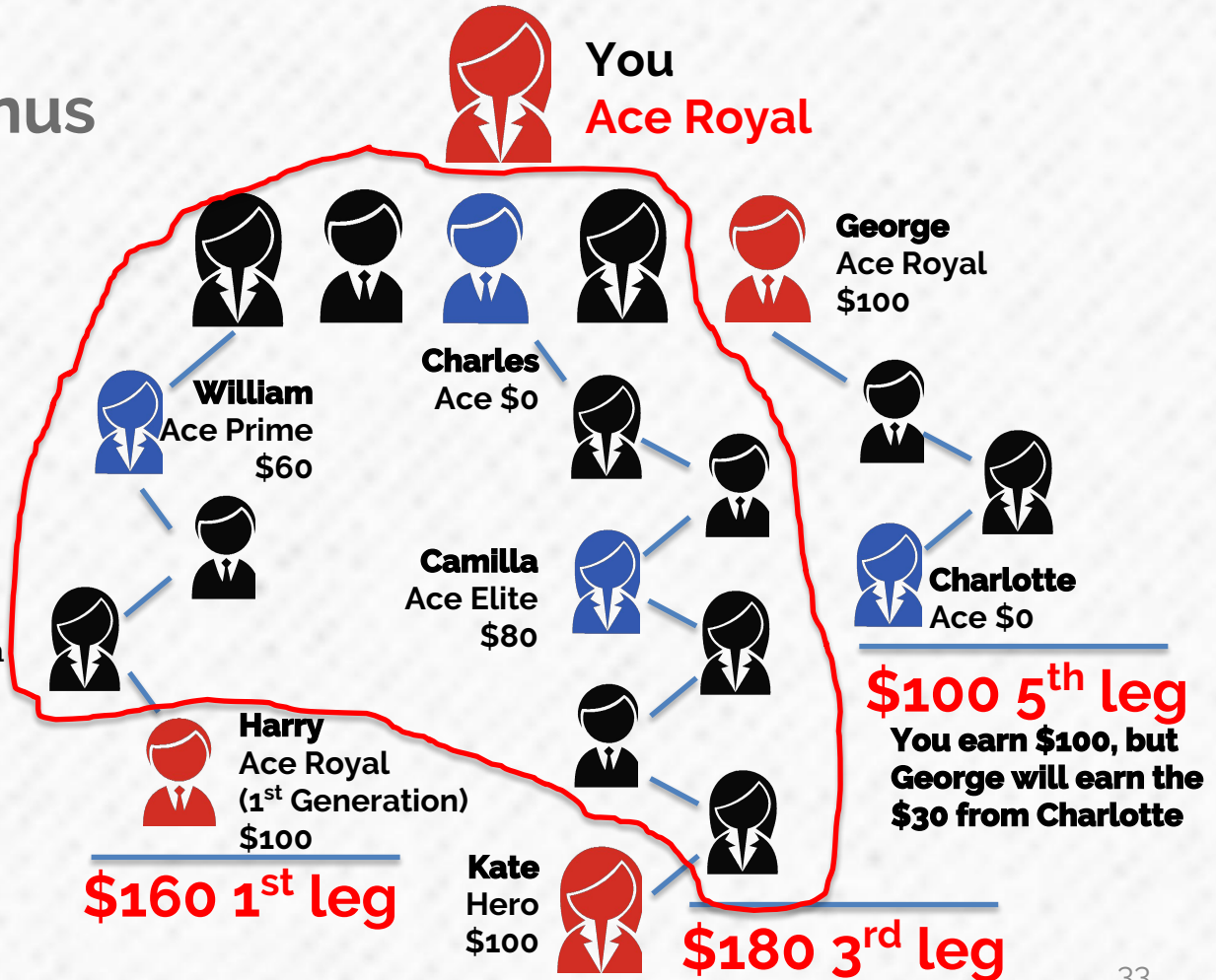
Each month, when you are qualified as an Ace Prime+, earn the Development Bonus on:

- Each leg in your personal group that has at least one qualified Ace+. The amount is based on their paid title or your paid title, whichever is lower.

AND

- Each leg in your organization that has at least one 1st Generation IBO who is paid-as an **Ace Royal** or higher in that month, anywhere in that leg. The amount is \$100 when you qualify as Ace Royal or higher or equal to your own title of Ace Prime – Ace Elite.

-  Regular IBOs
-  Ace Royal and above
-  Ace to Ace Elite



Unilevel Bonus

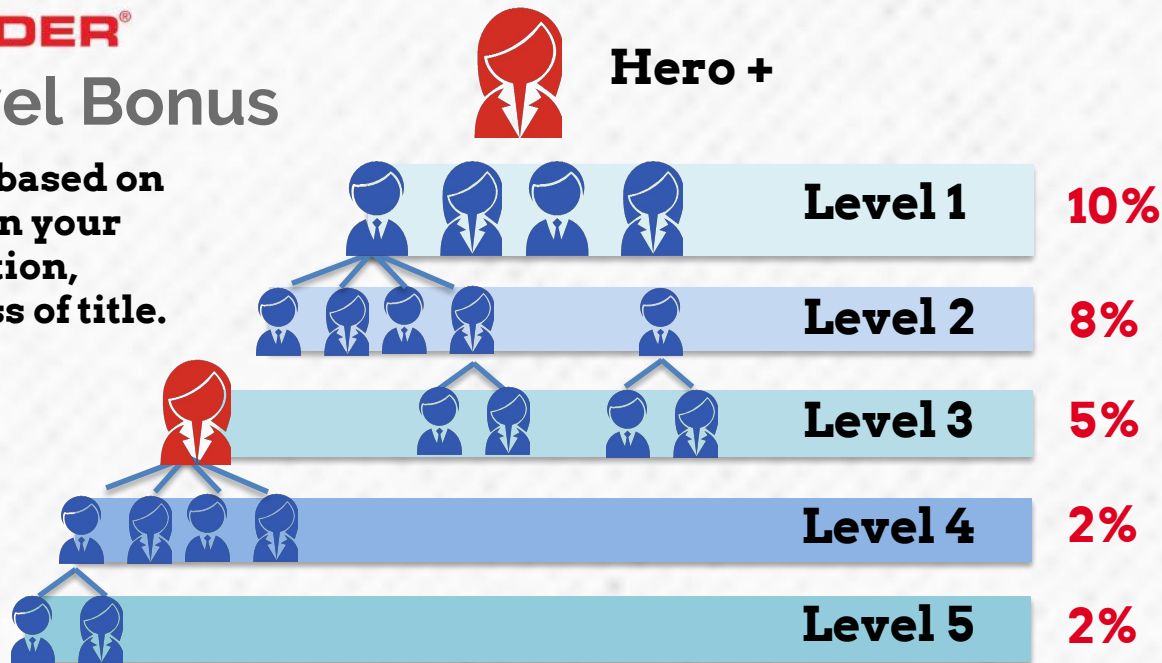
Unilevel Bonuses are paid on CV. Ranks are determined by QV.

Paid-As Title	New IBO	Star	Star Prime	Star Elite	Ace	Ace Prime	Ace Elite	Ace Royal	Hero+
Fast Start Bonus Lvl 1	+5%	+5%	+5%	+5%	+5%	+5%	+5%	+5%	+5%
Level 1 Bonus		5%	7%	9%	10%	10%	10%	10%	10%
Level 2 Bonus				2%	4%	5%	6%	8%	8%
Level 3 Bonus						2%	4%	5%	5%
Level 4 Bonus								2%	2%
Level 5 Bonus									2%

Unilevel Bonuses – no blocking, no differential, no stair-step.
Based on location, not title.

Unilevel Bonus

A level is based on location in your organization, regardless of title.



Unilevel Bonuses are paid on CV up to 5 levels deep.

NO BLOCKING



1. DO

Be an example of selling and recruiting.

1



2



2. FIND

Find your Rising Stars—your IBOs who are actively sponsoring and developing.



4



4. OVERBUILD

Don't just do the minimum. Overbuild so you have a solid foundation.

3



3. DEVELOP

Help your Rising Stars advance to the next rank.



DEVELOPING LEADERS

Leader Career Path to Icon Royal

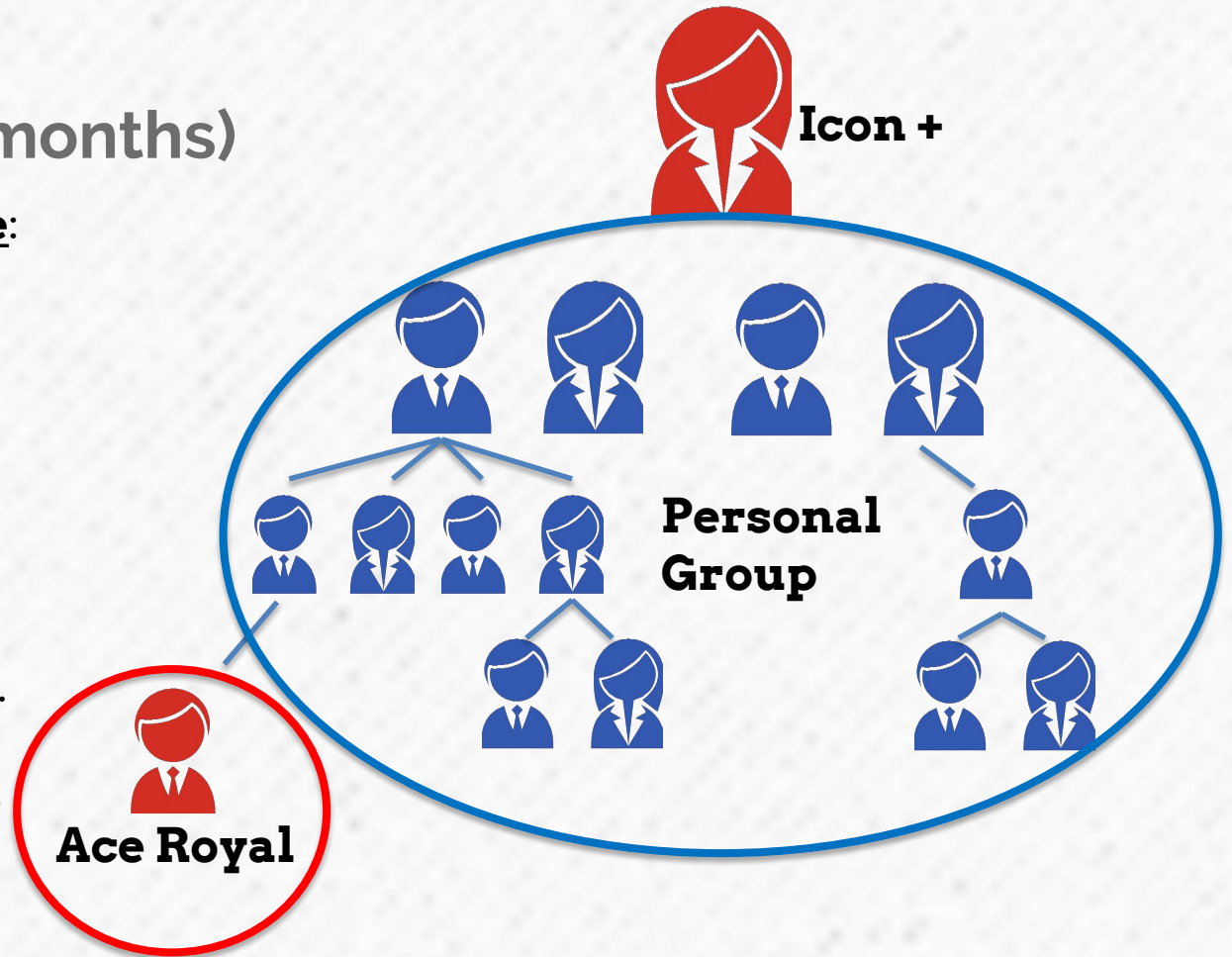
Paid-As Title	Hero	Hero Elite	Hero Royal	Icon	Icon Elite	Icon Royal
Foundation Requirements	800 PV 18,000 DV	800 PV 36,000 DV	800 PV 90,000 DV	800 PV 225,000 DV	800 PV 600,000 DV	800 PV 1,650,000 DV
Max Vol Rule	9,000	18,000	45,000	112,500	300,000	825,000
Quality Structure	3 builder legs+ 1 ACE Royal+ Leg	2 builder legs+ 2 ACE Royal+ Legs	1 builder legs+ 3 ACE Royal+ Legs	3 ACE ROYAL+ Legs +2 HERO+Legs NewGenQ (total of 5legs)	3 ACE ROYAL+ Legs +2 HERO E+ Legs NewGenQ (total of 5legs)	3 ACE ROYAL+ Legs +2 HERO R+ Legs NewGenQ (total of 5legs)



NewGenQ (12 months)

Icon ranks and above:

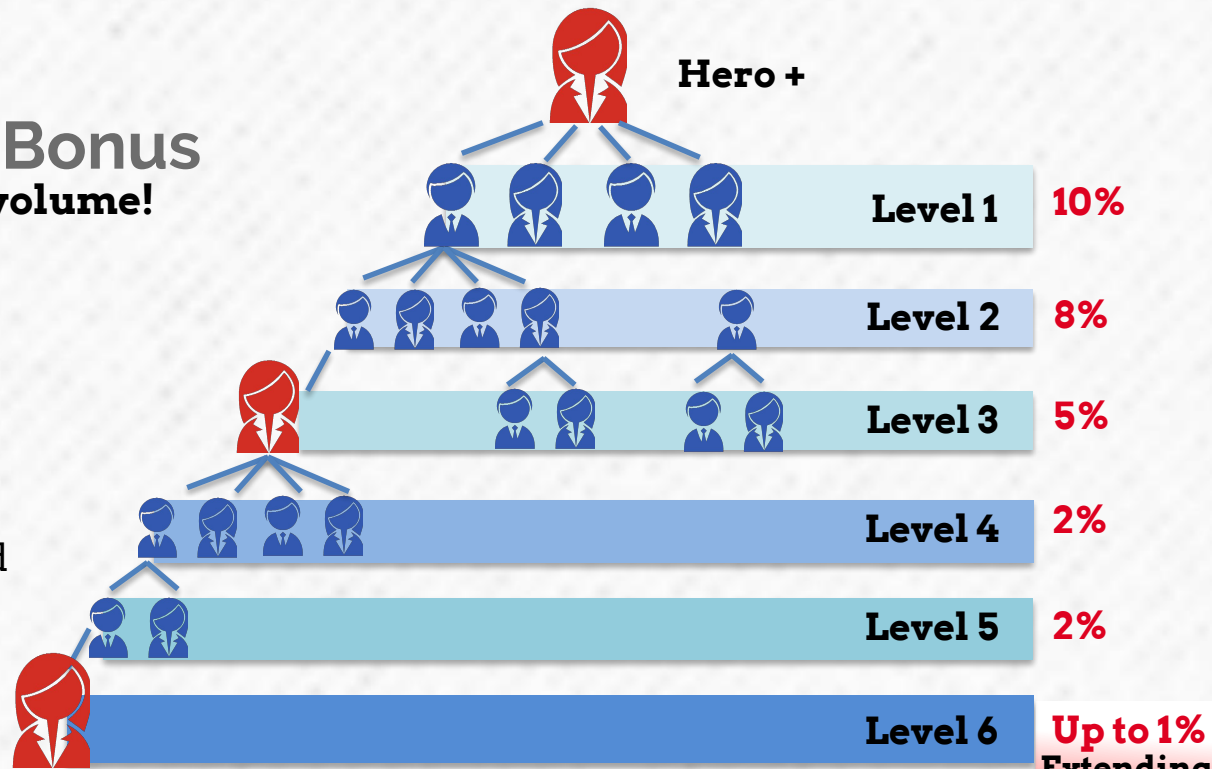
At least once every 12 months, you have someone in your **Personal Group** that promotes up to an Ace Royal and becomes your **New First Generation Qualified** (NewGenQ). Your personal group includes IBOs through Ace Elite.



6. Turbo Infinity Bonus

Be paid on every piece of volume!

There is **no blocking** so you can have leaders with your same or higher title and still earn on the sales in their downline. If the total payout for the bonus exceeds 3% of total company CV, then all of these payouts will be reduced by an equal percentage to remain within budget (but you still earn on all of that volume).



Title Abbreviations	HERO	HERO E	HERO R	ICON	ICONE	ICON R
Turbo Infinity Bonus - 3%Cap	0.5%	0.5%	0.5%	0.5%	0.5%	1%

NO BLOCKING

7. Icon Bonus

Title Abbreviations	HERO	HERO E	HERO R	ICON	ICONE	ICON R
Advancement Bonus / months				\$10,000/5	\$20,000/8	\$50,000/12

After the Transition Period:

If you become Icon for the first time, you will receive a **\$10,000** Icon Bonus paid over 5 months.

If you become an Icon Elite for the first time, you will receive a **\$20,000** Icon Bonus paid over 8 months.

If you become an Icon Royal for the first time, you will receive a **\$50,000** Icon Bonus paid over 12 months.

8. Check Match – 8% Company CV Cap

You will earn a Check Match up to the maximum cap for every career title Ace Royal+ in your downline at the qualifying generation depths. Check Match % payout is based on the paid-as title of your pay on IBO. Per Match Cap is based on your own paid-as title.

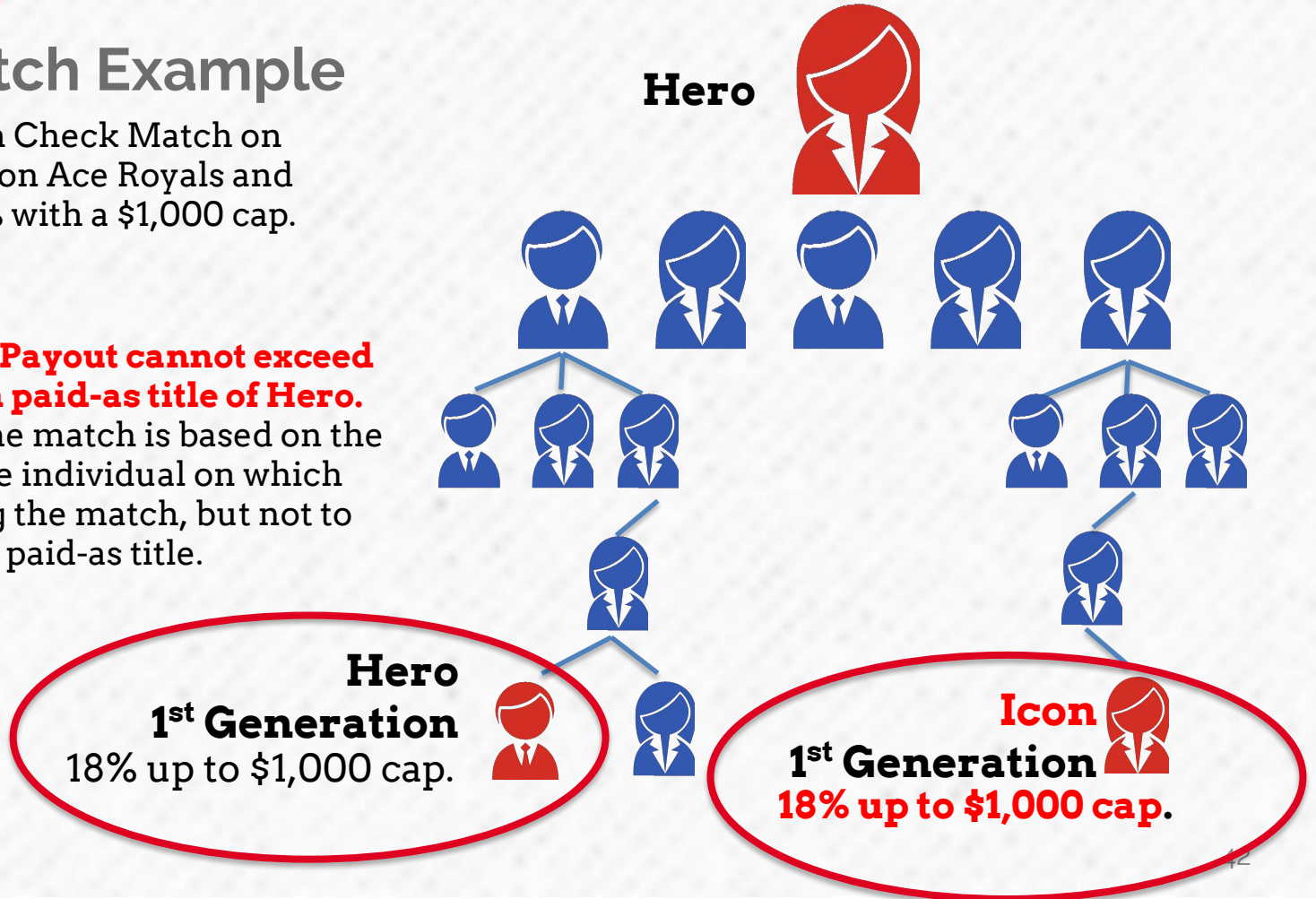
Paid-as Title	Generation Depth	Per Match Cap	Paid-as Title of Pay On IBO	Check Match %
Check Match is paid on the Unilevel Bonuses, Fast Start Bonuses, and Turbo Infinity Bonus of the generations below you.			ACE ELITE or lower (Career Title ACE ROYAL+)	10%
			ACE ROYAL	15%
HERO	1	\$1,000	HERO	18%
HERO E	2	\$2,000	HERO E	20%
HERO R	3	\$3,000	HERO R	22%
ICON	4	\$4,000	ICON	25%
ICON E	5	\$5,000	ICON E	27%
ICON R	6	\$6,000	ICON R	30%

Check Match Example

A HERO will earn Check Match on their 1st Generation Ace Royals and Heroes up to 18% with a \$1,000 cap.

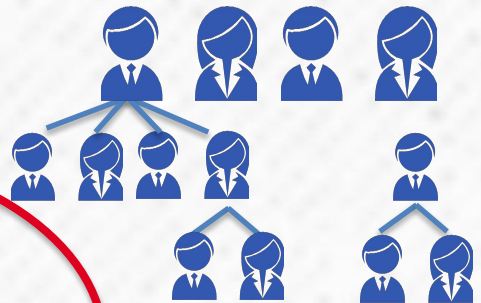
Check Match % Payout cannot exceed you're your own paid-as title of Hero.

The amount of the match is based on the paid-as title of the individual on which you are receiving the match, but not to exceed your own paid-as title.

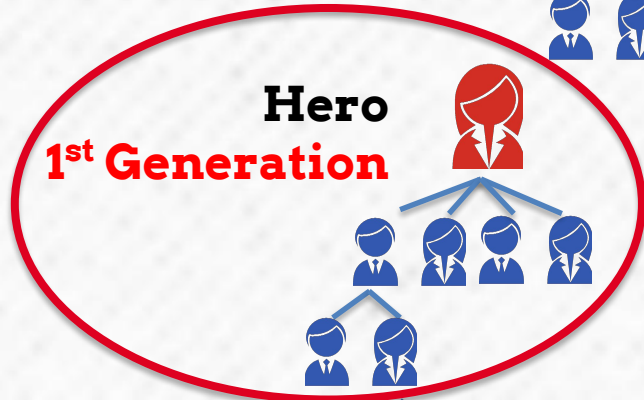


Check Match Example

You
Icon 



**18% up to
\$4,000 cap**



**20% up to
\$4,000 cap**



The \$4,000 cap is based on your paid-as title of Icon.

The amount of the match is based on the paid-as title of the individual on which you are receiving the match, but not to exceed your own paid-as title. The cap per check match is based on your own paid-as title.

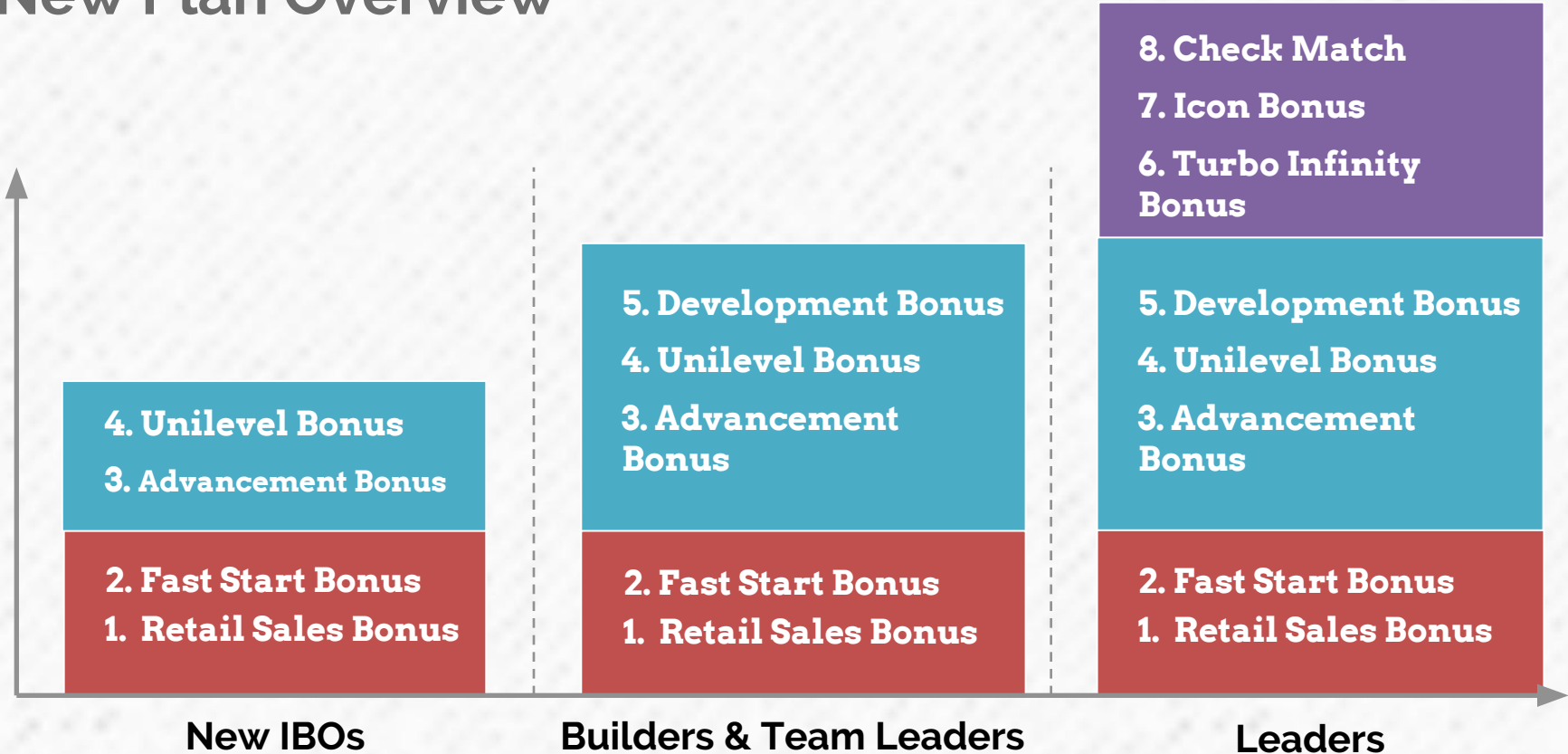


A compensation plan is NOT a method for “fair” distribution of corporate revenue (corporate welfare).
Fair is different for each participant.

A compensation plan should balance rewarding the right behaviors.

RECAP

New Plan Overview



	RETAIL BONUS	FSB	ADV BONUS	UNI-LEVEL	DEV BONUS	CHECK MATCH	INFINITY
SUNRIDER	\$	\$	\$	\$	\$	\$	\$
NERIUM	\$	\$	\$	\$		\$	\$-Diff
doTERRA	\$	\$		\$			
IT WORKS!	\$	\$		\$	\$	GEN	
JEUNESSE	\$	\$				\$	
NuSKIN	\$			1 LEVEL		GEN	
YOUNG LIVING	\$	\$		\$		GEN	46

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