

Marketingplan



*In addition to the contract
from March 2015*



Registration

Upon registration, you will receive tools to market your business:

- Your personalized back office
- Your referral link
- Your own Karatbars Shop
- Your own Landing page

These Online Marketing tools are offered absolutely free of charge.



Registration

FREE Starterset

A stack of three items: a dark brown folder with the Karatbars logo, a yellow card with a white semi-circle, and a dark brown card with a white semi-circle.

- Your own Shop
- Your own Landing Page
- Digital Brochures
- Presentation
- Your own Karatbars Site

Start today!

The Karatbars logo, consisting of a white 'K' on a dark brown background.



Karatbars Affiliate Program

The 7 Primary income options for affiliates

Free affiliate	<ul style="list-style-type: none">➤ Double Income➤ Direct Commission/Unilevel Bonus➤ Generation Bonus➤ Karatbars Pool➤ Karatbars Gold Fund
Optional	<ul style="list-style-type: none">➤ Packages Bonus➤ Dual Team Bonus

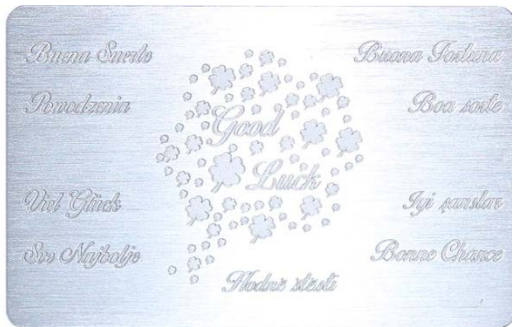
A 3D graphic illustration featuring a blue line graph with a white wave-like line, a stack of gold coins, and a blue bar chart with five bars of varying heights. The text 'July' and 'Aug' is visible at the bottom of the line graph.



1. Double Income

Extra income to get started

During the first six weeks of becoming a new registered affiliate with Karatbars, new affiliates will have the opportunity to earn double commissions (30€) from the direct sale of all products within our 3D product line.





2. Direct Commission / Unilevel Bonus

Distribution of points
for all sales:



= 1 point



= 50 points

Title	Points	Qualification	Commission
Gold Manager	9,000	per month	3.5 %
Silver Manager	6,000	per month	3.0 %
Bronze Manager	4,000	per month	2.5 %
Gold Supervisor	2,500	per month	2.0 %
Silver Supervisor	1,250	per month	1.5 %
Bronze Supervisor	500	accumulated	1.0 %
Supervisor	200	accumulated	0.5 %
Distributor	-	-	-

For all products sold, you receive between 0.5% and 6% on your entire organization.



2. Direct Commission / Unilevel Bonus

With the Unilevel Bonus you start as a Distributor and receive points for each sale, from your own sales or from your whole organization's sales.

For every 2 Euro in sales you get 1 point. For example, for 100 Euros in sales you get 50 points.

You qualify for a rank in the Unilevel plan on the achieved points in a certain period. The total points that you and your organization produce determines your rank.

Example:

You achieve the rank of Bronze Supervisor (1% in direct commission) by earning 500 points. That is 1,000 Euros in total group sales. For this rank there is no time limit.

For the rank of Silver Supervisor you need 1,250 points in a one-month period. This can be achieved by personal sales volume or by organizational volume. All the points from your entire organization count.



2. *Direct Commission / Unilevel Bonus*

From the rank of Gold Supervisor to Gold Manager, the ranks must be achieved 3 times within 12 months to retain this rank for life.

Each time the affiliate achieves the respective ranks, the qualifying rank income counts for that period.

From Bronze Director rank, points and sales are achieved monthly to get the commission. Once you reached Bronze Director, the lifetime rank of Gold Manager is guaranteed, even if this has not been confirmed 3 times.

In addition to the direct commissions on your personal referrals, you receive the differential commissions from the sales of your affiliates, but only if your rank is higher than any of your direct affiliate referrals.

For points, a month is measured from the 11th through the 10th of the following month and then reset. Unilevel commissions are paid on or about the 1st of the next month. E.g. January 11-February 10th is paid on March 2nd (the first business day following the 1st).



2. Direct Commission / Unilevel Bonus

<i>Gold Director Elite</i>	Qualification like Gold Director	1 Gold Director in one line	5.5 %
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Title	Points	Lines	Qualification	Contracts	Commission
Gold Director	9,000 4,000 3,000	3	per month	200	5.0 %
Silver Director	6,000 3,000 2,000	3	per month	100	4.5 %
Bronze Director	4,000 2,000	2	per month	50	4.0 %



2. Direct Commission / Unilevel Bonus

To qualify for the director positions you need at least 2 or 3 direct lines (direct affiliates) and a certain number of sales per month.

Example:

As a Bronze Director you need at least 2 lines where one line generates 4,000 points (8,000 Euros turnover) and the other line(s) or rather the rest of your organization generate 2,000 points (4,000 Euros turnover).

To qualify for the Gold Director Elite you need at least 3 lines, where one line generates at least 9,000 points, another line at least 4,000 points, and the third or rather the rest at least 3,000 points in a month.

Also required is at least 200 additional sales and a qualified Gold Director in your organization.

A sale is any single purchase (of any amount) by someone in your organization other than purchases within your own account.



3. *Unilevel Generation Bonus*

<i>Gold Director Elite</i>	3 Gold Director Elite in one line	6.00 %
<i>Gold Director Elite</i>	2 Gold Director Elite in one line	5.90 %
<i>Gold Director Elite</i>	1 Gold Director Elite in one line	5.75 %

If you have a Gold Director Elite in one line in your organization, you receive a differential commission of 0.25% on all sales from the organization of this Gold Director Elite. That is to say, you are at 5.75%.

If a second one from the same line achieves it, you get the level 5.90%.

That means 0.15% of their total sales and if a third one achieves it from the same line, you get the level of 6.0% and thus 0.1% of their total sales.



4. Karatbars Pool

Earn on World Wide Turnover

From each gram of gold bars sold worldwide in Karatbars, 0.95 Euros goes in the Karatbars pool. This pool is divided into 8 levels.





4. Karatbars Pool

Pool	Points 1 st Leg	Points 2 nd Leg	Points 3 rd Leg	Points Remaining Legs	Contracts
1 st Pool	5,000	-	-	1,000 (per part, max. 5)	50
2 nd Pool	10,000	-	-	2,000 (per part, max. 5)	80
3 rd Pool	20,000	-	-	4,000 (per part, max. 5)	130
4 th Pool	40,000	-	-	8,000 (per part, max. 5)	200
5 th Pool	100,000	50,000	-	-	350
6 th Pool	150,000	100,000	-	-	500
7 th Pool	500,000	250,000	100,000	-	
8 th Pool	1,000,000	500,000	250,000	-	

Each sale of a product is considered a contract.



4. Karatbars Pool

Example:

Level 1: 0.20 € per gram will be distributed in the first level.

If Karatbars sells 250 kg in a billing cycle this would be 250,000 grams.
 $250,000 \times 0.20 = € 50,000$ will be distributed in the first level.

50 people qualified for this level as follows:

- 25 people have 1 line with 5,000 points and a residual turnover with 1,000 points
- 10 people have 1 line with 5,000 points and a residual turnover with 2,000 points
- 7 people have 1 line with 5,000 points and a residual turnover with 3,000 points
- 5 people have 1 line with 5,000 points and a residual turnover with 4,000 points
- 2 people have 1 line with 5,000 points and a residual turnover with 5,000 points

The residual turnover on the weaker side per 1,000 points counts as a part:

- 25 people have 1 part = 25 parts
- 10 people have 2 part = 20 parts
- 7 people have 3 part = 21 parts
- 5 people have 4 part = 20 parts
- 2 people have 5 part = 10 parts

Total = 96 shares



5. *Karatbars Gold Fund*

Earn on World Wide Turnover

1% of the one-time exchanges over 500€ are placed into the fund.

1st Direct line 9000+ points

2nd Direct line 9000+ points

3rd Direct line 9000+ points



Gold deposited directly into your account when you qualify monthly.



5. Karatbars Gold Fund

1% of the gold sold from one time purchases goes to the Karatbars Gold Fund. It includes all one time purchases in the world from sales over 500€ for the respective monthly period. Those who have 3 direct lines with at least 9,000 points are entitled to share in it. Everyone qualified has shares within this fund. The fund is reset monthly.

Partner 1		Partner 2		Partner 3	
Line 1:	10,000 Points	Line 1:	12,000 Points	Line 1:	16,000 Points
Line 2:	10,000 Points	Line 2:	12,000 Points	Line 2:	12,000 Points
Line 3:	9,000 Points	Line 3:	9,000 Points	Line 3:	10,000 Points
Total:	29,000 Points = 29 Parts	Total:	33,000 Points = 33 Parts	Total:	38,000 Points = 38 Parts

500 grams are in the fund, 100 parts are available. Each Part = 5 grams

Therefore:

Partner 1: 145grams

Partner 2: 165grams

Partner 3: 190grams

This will be deposited as a Gold Bonus in the back office to the qualified affiliates.



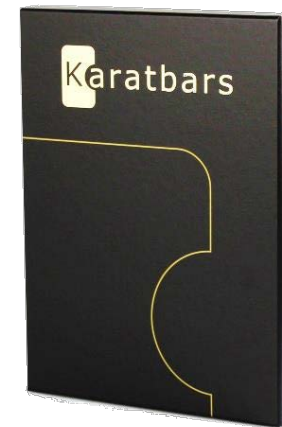
6. Dual System Optional Purchase

The Karatbars Business Packages

<i>Bronze</i>	approx. 99 €
<i>Silver</i>	approx. 285 €
<i>Gold</i>	approx. 635 €
<i>VIP</i>	approx. 1,620 €

Package prices may vary in price, due to the gold content and fluctuating daily gold price.

Silver: 1 gram
Gold: 2 grams
VIP: 3 grams



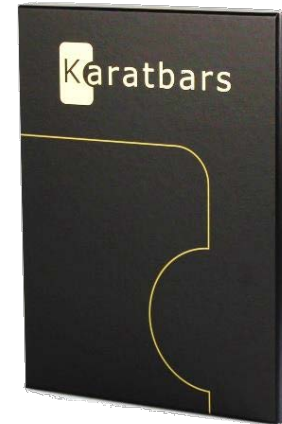
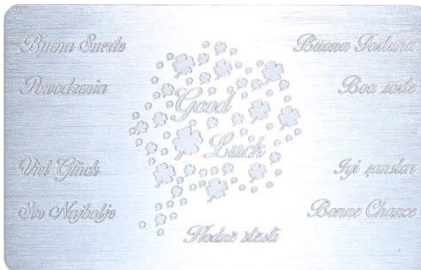


7. Dual System Double Income

Convert your Double Income to a Package



Bronze	3 Sales
Silver	9 Sales
Gold	20 Sales
VIP	50 Sales





8. Package Bonus

Direct Commission

Promote Karatbars Business Package(s) and earn up to 20% for each new package sale.

Weekly Payouts!!!

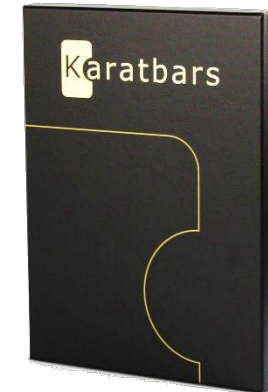


With this Bonus Card, the Customer may obtain a discount of 100 Euros towards K-Exchange Center, Branding Karatbar, and VIP Packages.



With this Bonus Card, the Customer may obtain a 3% discount of all Gold purchases for a one year period.

Bronze / Silver / Gold



VIP





8. Package Bonus

If you decide to purchase a package, you receive for any other packages or all products other than gold that you sell, a direct commission of 5%, 10%, 15% or 20% depending on the package you purchased.

All available commissions for gold are paid in the Unilevel System.

If you had purchased a VIP Package and sold additional packages, you will receive 20% of the packages sold.

Accordingly, you get 5% with the Bronze Package status, 10% with the Silver Package status and 15% with the Gold Package status.

You may upgrade at anytime from a lower package to a higher package.

Accumulated units will be adjusted accordingly.



9. Dual Team Bonus



Commissions

Package	Bronze	Silver	Gold	VIP
Dual Team Payout	10 €	40 €	60 €	80 €

Package	Bronze	Silver	Gold	VIP
Units Earned	5	20	50	100

Karatbars Product	1 gram	2.5 gram	5 gram	K-Exchange	T-Shirt/Polo	Multigram	Alu-Case
Units	1	2	3	20	3	50	1

Earn up to 180,000 Dual Team Payouts per week on all products purchased within your organization. A complete list of units per item may be found in your backoffice and may be updated periodically.



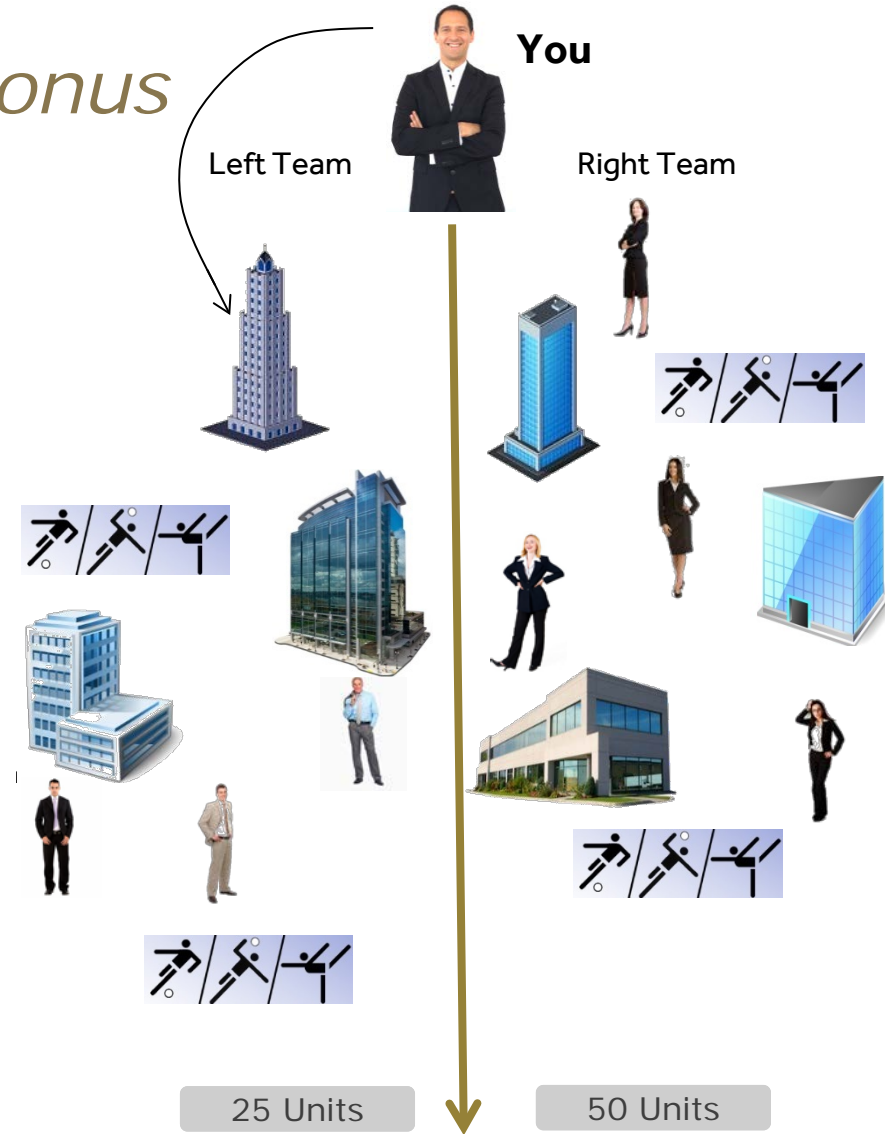
9. Dual Team Bonus

Dual Commissions

Whether you are selling branding Karatbars to companies/sports clubs or for new affiliate advertising:

Once you earn 25 units on one side and 50 units on the another, you will obtain a payout.

Up to a maximum of a 180,000 Dual Team Payouts per week.





9. Dual Team Bonus

Your entire organization is divided into 2 teams and in addition to the direct commission package bonus; you get the Dual Team Bonus depending on your Package Status. These calculations are based on UNITS, not points like the Unilevel system.

Every sale that in your organization creates units that vary in quantity depending on the product.

Example:

1g Gold generates 1 unit

Karatbars Watch generates 5 units

Multigram Karatbar generates 50 units

VIP package generates 100 Units

If you achieve 50 Units with one team and 25 units with the other team then you are qualified for a Dual Team Payout, which means you get 10€, 40€, 60€ or 80€, depending on your package status. It does not matter which team has the 50:25 unit ratio, the system will maximize the Dual Team Payout in your favor.



10. Auto Save – Getting paid in Gold and Cash

Your Account	
Pending Unilevel Payout:	€0.00
Pending Dual Payout:	€0.00
Dual Commission This Week:	€0.00

The amount of converted gold will depend on all your commission:

- Pending Payout of more than € 200 will result in the automatic purchase of 1 gram of gold.
- Pending Payout of more than € 1,000 will result in the automatic purchase of 2 grams of gold.
- Pending Payout of more than € 2,500 will result in the automatic purchase of 3 grams of gold.
- Pending Payout of more than € 4,000 will result in the automatic purchase of 4 grams of gold.

PLEASE NOTE: Your personal monthly purchases will be taken into consideration. Meaning that if you have already made a gold purchase of 1, 2, 3 or 4 grams in a month, there will be no additional automatic purchase, depending, of course, on how much you have earned. Every Auto Save is calculated for 1 full calendar month.

E.g. If you have set your automatic monthly purchase to 1g of gold and the commission on your "pending payout" account is €1500, the auto save will then only buy 1 additional gram of gold. The total Auto Save purchases in one month from your Pending Payout commissions is up to 4 grams.



11. Marketing Plan Optimization

Marketing Plan optimization for a secure and long-term future with Karatbars International

Everyone who is familiar with a Dual System is aware that a weekly cap is generally inevitable. However Karatbars International has come up with a plan of eliminating a weekly commission's limit. Corporate has structured the Dual System in a way that there will be an unlimited depth (levels) to any individual affiliates down line. This way affiliates can earn maximum commissions over the long run, based on what the following 3 stage marketing plan optimization.

Karatbars International has integrated this 3 stage optimization in such a way that ensures affiliates maximum commission's earnings from the very beginning and allows them to build a long lasting, sustainable business without exceeding the maximum payout.

The Maximum Product Payout (MPP) is:

Bronze, Silver, Gold and VIP Package:	60% of the amount paid
Merchandising products:	30% of the amount paid
1g Gold Cards:	17% of the amount paid
2.5 g Gold Cards:	16% of the amount paid
5g Gold Cards:	15% of the amount paid
Branding Cards:	20% of the amount paid
Special Gold Cards:	19% of the amount paid



11. Marketing Plan Optimization

Stage 1: Unit adjustment for Package Upgrade

Karatbars will adjust the accumulated and undispersed units within an affiliate account so that they retain the same payout value as when they were earned.

Meaning, for example, that with a package upgrade from Silver (40€ per DTP) to VIP (80€ per DTP) all undispersed units will be divided by 2. E.g. With 100 Units in your right leg, you will now have 50 Units after the upgrade. Since you have now doubled your payout income rate through the package upgrade, the value of the units is the same.

Upgrade Adjustment Rates:

Upgrade Bronze to Silver:	all undisbursed units are divided by 4
Upgrade Bronze to Gold:	all undisbursed units are divided by 6
Upgrade Bronze to VIP:	all undisbursed units are divided by 8
Upgrade Silver to Gold:	all undisbursed units are divided by 1.5
Upgrade Silver to VIP:	all undisbursed units are divided by 2
Upgrade Gold to VIP:	all undisbursed units are divided by 1.3



11. Marketing Plan Optimization

Stage 2: Dual Team Payout Maximization:

Affiliates can generate up to 180,000 Dual Team Payouts (DTP) per week. In order for this to be possible Karatbars International has integrated "DTP Maximization". This system operates in REAL TIME calculating the number of DTPs previously generated and then optimizing the maximum payout.

Dual Team Payout	VIP	Gold	Silver
1-25:	80 €	60 €	40 €
26-50:	70 €	50 €	30 €
51-100:	60 €	40 €	25 €
101-150:	50 €	30 €	20 €
151-200:	40 €	25 €	15 €
201-300:	30 €	20 €	15 €
301-700:	25 €	18 €	13 €
701-2,100:	20 €	15 €	11 €
2,101-4,500:	18 €	13 €	10 €
4,501-10,000:	15 €	11 €	10 €
10,001-30,000:	13 €	10 €	10 €
30,001-80,000:	11 €	10 €	10 €
80,001-180,000:	10 €	10 €	10 €

PLEASE NOTE: This DTP Maximization will only affect affiliates who have more than 25 DTPs in a week. Through this maximization it is possible for affiliates to earn more than 1,000,000€ per week. This calculation is carried out every week.



11. Marketing Plan Optimization

Stage 3: Maximum Payout

Every Friday morning the system will calculate the maximum possible payout and then close the commissions for the week. As the final stage the system will ONLY apply this adjustment if the commissions exceed the Maximum Product Payout (MPP) (previously described).

Example:

Total weekly commissions earned: 120,000 €

The System will calculate the maximum payout of: 117,600 € (as set by MPP limits)

(The system reduces the gross commissions by 2% for the maximum payout limit in this example.)

Examples Continued:

At 80 € commission the system reduces the commission by 2% to 78.40 €

At 500 € commission the system reduces the commission by 2% to 490 €

At 2,000 € commission the system reduces the commission by 2% to 1,960 €

PLEASE NOTE: This stage is the last of the 3 stages in order to make the modification as low as possible.



Karatbars Automatic Incentive Program



- Leather Bag
- Gold Pen
- Gold Armlets
- Steel Gold Rolex
- C Class (40,000 €)
- E Class or CLS (70,000 €)
- S Class or SL (120,000 €)
- Luxury Villa (750,000 €)



All prizes can be exchanged for 1 gram gold bars.





Karatbars Automatic Incentive Program

1 st Line	2 nd Line	3 rd Line	4 th Line	5 th Line	Description	Value
2,000	1,000	-	-	-	Karatbars Leather Bag	500 €
5,000	3,000	-	-	-	Karatbars Gold Pen	1,000 €
15,000	10,000	-	-	-	Karatbars Gold Bracelet	3,500 €
30,000	20,000	5,000	-	-	Multi Color Gold Watch	9,000 €
100,000	60,000	45,000	-	-	Mercedes C Class	40,000 €
200,000	140,000	80,000	40,000	-	Mercedes E / CLS Class	70,000 €
500,000	300,000	150,000	70,000	-	Mercedes S / SL Class	120,000 €
1,500,000	1,000,000	500,000	250,000	100,000	Villa with Land	750,000 €





Your Chance

- Worldwide market
- Gigantic market potential; 7 billion consumers
- Unique Products
- Financially strong Company
- Revolutionary Compensation System
- High potential part-time income
- Mobile and online support.

Our Goal:

To give people across the world a safe platform and method to transfer from currency into gold bullion, one gram at a time... or more.





Get Started Today

Contact your referring affiliate immediately.

Register your free account.

Take advantage of our systems and build your own landing page within the next 48 hours.

Use the double income option and get your free Package in the Dual Team System (time limited).

Visit our webinars, live meetings, conferences, team pages and use our affiliate tools.

Contact our support team – you are independent, but not alone.

Your affiliate team is also there to support you further.





Thank You

