

## Budding Business – Getting Started

1. Use the Products
2. Share the products
3. Share the Miessence business



## Flourishing Enterprise – Become an Executive

- Teach others to Use the Products
- Teach others to Share the products
- Teach others to Share the Miessence business



## Harvesting Rewards – Develop other Executives

- Lead by Example
- Grow yourself
- Create community
- Enjoy Leverage



### Rank Qualifications

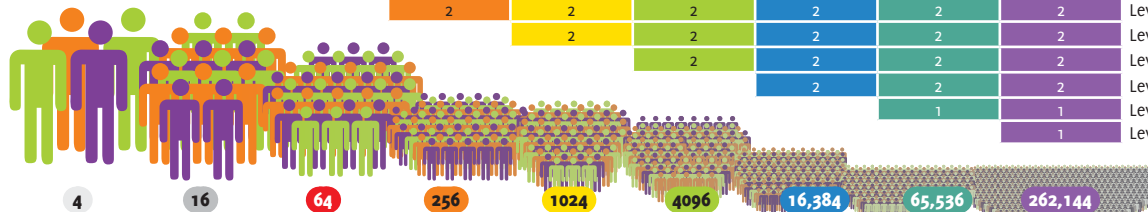
| Associate | Bronze Associate | Silver Associate | Executive | Bronze Executive | Silver Executive | Gold Executive | Platinum Executive | Diamond Executive |                                  |
|-----------|------------------|------------------|-----------|------------------|------------------|----------------|--------------------|-------------------|----------------------------------|
| 75        | 75               | 75               | 75        | 75               | 75               | 75             | 75                 | 75                | Sponsor Level                    |
|           | 2                | 5                | 8         | 11               | 14               | 17             | 20                 | 25                | Personal PV                      |
|           |                  |                  |           | 1                | 3                | 5              | 7                  | 10                | Personally Sponsored Active Reps |
|           | 1,500            | 4,000            | 10,000    | 25,000           | 60,000           | 150,000        | 400,000            | 1,000,000         | Active Executives                |
|           |                  |                  |           |                  |                  |                |                    |                   | Team Volume                      |

**100% Bonus:** You receive 100% of the Bonus Allocation on any orders placed in the first 30 days of every new Representative, Lifestyle Member or Customer you personally sponsor.

|     |     |     |     |     |     |     |     |     |         |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------|
| 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | Level 1 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------|

**Repeat Order Bonus:** The bonuses on any order placed after the first 30 days of Customers and Lifestyle Members.

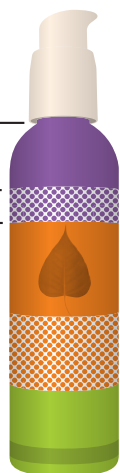
|    |    |    |    |    |    |    |    |    |         |
|----|----|----|----|----|----|----|----|----|---------|
| 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | Level 1 |
|    | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | Level 2 |
|    |    | 20 | 20 | 20 | 20 | 20 | 20 | 20 | Level 3 |
|    |    |    | 2  | 2  | 2  | 2  | 2  | 2  | Level 4 |
|    |    |    |    | 2  | 2  | 2  | 2  | 2  | Level 5 |
|    |    |    |    |    | 2  | 2  | 2  | 2  | Level 6 |
|    |    |    |    |    |    | 2  | 2  | 2  | Level 7 |
|    |    |    |    |    |    |    | 1  | 1  | Level 8 |
|    |    |    |    |    |    |    |    | 1  | Level 9 |



*The power of duplication!*

### Prices

- RRP Customers
- 20% Discount Lifestyle Members
- 30% Discount Reps on AutoShip



### Retail Profits & Bonus Allocation

#### Customer Bonus

(30% of order value minus taxes)

#### Lifestyle Bonus

(10% of order value minus taxes)

Gross Profit

Bonus Allocation

Cost of Goods

### Loyalty Bonus

1st group of 3 Reps on AutoShip

2nd group of 3 Reps on AutoShip

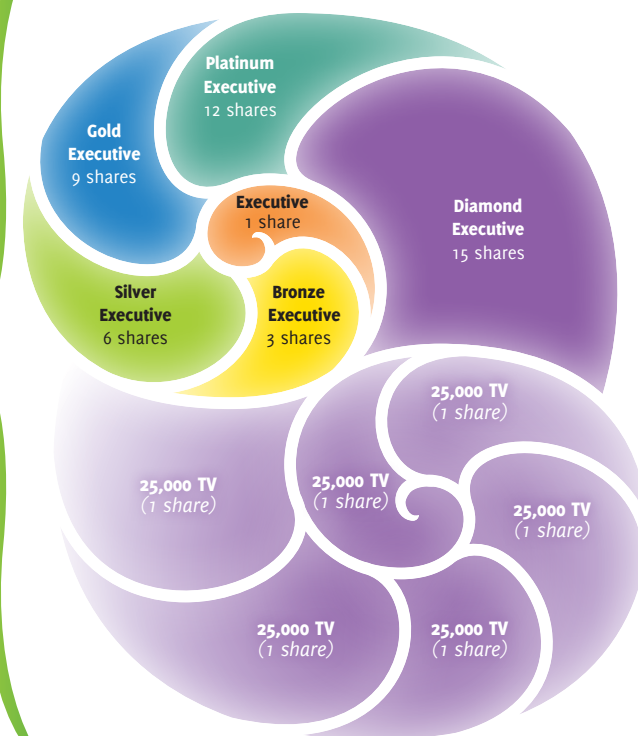
3rd group of 3 Reps on AutoShip

### Global Leadership Pool

Once the Loyalty Bonus has been allocated, 100% of the remaining Bonus Allocation of the total global orders of Representatives after their first 30 days are paid via the Rank Bonus and the Volume Bonus.

### Rank Bonus

Representatives, once they achieve the specific paid-at rank, are eligible for the number of shares in the Global Leadership Pool as shown in the image below.



### Volume Bonus

Representatives at the rank of Executive or higher are eligible for one share in the Global Leadership Pool for every 25,000 TV generated each month.

 **miessence**

## Compensation Plan Definitions

### Points

Points are the value placed on each product. Points provide a consistent value for each product across multiple countries and currencies. Points are calculated at 70% of the Australian RRP minus taxes.

### Personal Volume / PV

The combined Points value of your orders for the month.

### Team Volume / TV

Team Volume is the combined total of your PV and the PV of everyone in your team.

Team Volume is reset to zero at the beginning of each calendar month.

### Bonus Allocation / BA

The amount of money from each product that is paid as Bonuses to qualifying Representatives via our compensation plan. 45% of the Gross Profit of each product in each region is dedicated to Bonus Allocation.

### AutoShip / AS

AutoShip order of 75PV qualifies *Representatives* for *Bonuses* and *MiRewards*.

AutoShip order of 50PV qualifies *Lifestyle Members* for *MiRewards*.

AutoShip runs on the 5th, 15th, and 25th of each month if the qualifying order has not been placed by that date.

You can place an order at any time and do not have to wait for your regular AutoShip delivery.

If you place an extra order over 50 PV, you can select whether or not you would still like to receive your regular AutoShip order.

You may suspend your autoship for a maximum of 2 consecutive months in any calendar year without losing your points. If you choose to suspend your autoship for more than 2 consecutive months in any calendar year your accumulated MiRewards points balance will be reset to zero.

### MiRewards

Our loyalty program whereby Representatives and Lifestyle Members accumulate points with every purchase to be redeemed towards free products. Representatives and Lifestyle Members must be on AutoShip to qualify for MiRewards.

### Paid Daily



Bonuses are paid daily, after the guarantee period has expired.

### Paid Monthly



Bonuses are paid on the 16th of the following month, after the guarantee period has expired.

### Loyalty Bonus

Sponsor 3 Representatives on AutoShip and receive your choice of AU\$75 or a Vitality Pack each month. For every subsequent multiple of 3 Representatives on AutoShip, receive AU\$50 each month. There is no limit to how many times you can receive the Loyalty Bonus.

### Vitality Pack

Valued at AU\$195.15. The Miessence Vitality Pack includes:

- InLive Probiotic Superfood
- BerryRadical Antioxidant Superfood
- DeepGreen Alkalisising Superfood

### Global Leadership Pool

Once the Loyalty Bonus has been allocated, 100% of the remaining Bonus Allocation of the total global orders of Representatives after their first 30 days are paid via the Rank Bonus and the Volume Bonus.

The Volume Bonus pays 12 levels deep between the ranks of Executive and Silver Executive, 25 levels deep between Gold Executive and Platinum Executive, 50 levels deep at Diamond Executive.

### Retail Profits

Customer Bonus – 30% of order value minus taxes.

Lifestyle Bonus – 10% of order value minus taxes.

### Gross Profit

Wholesale price (30% discount) minus Cost of Goods.

### Cost of Goods

The cost of ingredients, manufacture, freight and exchange rate for each product.

## 3 Ways to Connect with Miessence

### 1. Customer

Purchases products for personal use and pays Recommended Retail Price (RRP).

### 2. Lifestyle Member

Purchases products for personal use and receives 20% discount.

To qualify as a Lifestyle Member a Customer places an order of AU\$150 and makes at least one order every 12 months.

### 3. Representative

Purchases products for personal use and receives 20% discount and further volume discounts detailed in the table below.

**Representatives** are engaged in the sale of Miessence products and wish to build a home-based business with significant financial potential. **Bonuses** are only paid on product purchases.

**Representatives** must be active to qualify for **Bonuses**.

To be active, a **Representative** must place an order of at least 75PV during a calendar month.

To qualify for 30% - 40% discounts and free shipping, **Representatives** must also be on **AutoShip/MiRewards**.

## Discount and Shipping Rates

|                 | Order<75PV    | Order 75-130PV | Order 131-699PV | Order>700PV   |                  |
|-----------------|---------------|----------------|-----------------|---------------|------------------|
| Discount        | RRP           | RRP            | RRP             | RRP           | Customer         |
| <b>Shipping</b> | <b>\$9.95</b> | <b>\$4.95</b>  | <b>\$4.95</b>   | <b>\$4.95</b> |                  |
| Discount        | 20%           | 20%            | 20%             | 20%           | Lifestyle Member |
| <b>Shipping</b> | <b>\$9.95</b> | <b>\$4.95</b>  | <b>\$4.95</b>   | <b>\$4.95</b> |                  |
| Discount        | 20%           | 20%            | 30%             | 40%           | Representative   |
| <b>Shipping</b> | <b>\$4.95</b> | <b>FREE</b>    | <b>FREE</b>     | <b>FREE</b>   |                  |

## Representative First Order Discount

|                                 | Joining Fee | Discount | Rank Advancement | Value of Startup Kit Included |
|---------------------------------|-------------|----------|------------------|-------------------------------|
| <b>SuperFast Start</b> (>600PV) | Free        | 40%      | Bronze Associate | AU\$75                        |
| <b>Fast Start</b> (300-599PV)   | AU\$20      | 30%      | Bronze Associate | AU\$75                        |
| <b>Basic Start</b> (<300PV)     | AU\$40      | 20%      | Associate        | AU\$30                        |

