

N E W E A R T H™

THE COMPENSATION PLAN

We are a company
founded on the
highest quality
and *most effective*
nutritional products
available.

You and New Earth are in the business of improving people's health with the elegant simplicity of Earth's First Foods.

By being a Direct Sales company, this gives people like you the opportunity to earn income by leveraging our basic model of sharing the gift of better health with other like-minded people.

Our plan rewards successful behaviors and actions—brand new people can create immediate cash flow, and committed builders can generate long-term income.

We have partnered with the best compensation plan designers in the industry to create a direct sales compensation model to match our product quality and effectiveness, and our unmatched Customer loyalty.

This plan rewards people in all aspects of the business, featuring programs that reward you at whatever level you choose to engage with New Earth. From a few hundred extra dollars per month to full-time income—this plan helps reward success at every level.

The plan is designed with a clear career path that will help develop the core skills for success.

Most importantly, you'll get to gain experience and grow with a team of like-minded entrepreneurs who are changing their own lives—and the lives of those around them.

5 Behaviors for Success

SELLING • ENROLLING • TEAM BUILDING LEADING • RETENTION

We will be referring to these five behaviors when we discuss the hows and whys of compensation with New Earth. These terms are at the core of the language we will all use to develop the skills and competencies for success. Each title and payout is designed to reward and balance the day to day activities of new, veteran, and expert business builders at New Earth.

SELLING: Sharing our nutritional products and creating a personal group of Preferred Customers and Retail Customers. Sharing better health with new Customers is our actual mission at New Earth. Associates need to develop a strong selling ethic because this builds a stable foundation for everyone's business. The related bonuses are: Customer Profit, Selling Bonus, Builders Bonus, and My PC Bonus.

ENROLLING: Enrolling Associates who join your efforts in earning income with New Earth. Enrolling Associates and teaching them to sell is getting into the power of direct sales and the pay that you earn on the product sales of the associates in your network. The related bonuses are: Team PC Bonus, Fast Start Bonus, and Unilevel Bonus.

TEAM BUILDING: A Team Builder has a deeper network of active sales reps that they train and motivate. Team Builders are experts at selling and recruiting and they effectively teach others to do the same. The ultimate goal of a Team Builder is to help others in their group or team to become strong Team Builders as well. The related bonuses are: Team PC Bonus, Fast Start Bonus, and Unilevel Bonus.

LEADING: Leaders spend their time developing new managers and leaders in their network and help them, in turn, develop other managers and leaders on an ongoing basis. They will work deeper in their downline, often outside their own group and do this hand-in-hand with other downline managers and leaders. Great leaders identify rising stars and mentor them into tomorrow's great leaders. The related bonuses are: Generation Bonus, Infinity Bonus, Check Match Bonus, and Founder's Club Bonus.

RETENTION: No amount of recruiting will compensate for poor retention—despite an industry leading Customer lifespan at New Earth. The key to growth is retention and it's deeply embedded in New Earth's culture. We care about the impact we have on people's lives. Every single bonus is very much tied to retention.

Let's now take a look at the specific payouts available to you at New Earth.



THE WAYS YOU CAN BE PAID

The Compensation Plan has several components, each with its own specific purpose and benefits, to support you in your path to success and reward you at whatever level of participation you desire. Here are ways you can get paid:

Customer Profit

Selling Bonus

Builders Bonus

My PC Bonus

Team PC Bonus

Fast Start Bonus

Unilevel Bonus

Generation Bonus

Infinity Bonus

Check Match Bonus

Founders Club Bonus

INITIAL RANKS AND PAY

The first several ranks and payout for selling, enrolling, and team building are designed to reward you and your Associates quickly. Just as importantly, these bonuses set up a path to a successful compensation-vs-time proposition. It is most important to New Earth that you can share our incredible products and opportunity at a level that works for you and rewards you accordingly. We are a company that rewards our Associates ultimately on changing people's lives with Earth's First Foods, rather than being a company of thin promises of "living the life of your dreams" and using a product mostly to fuel commissions.

Now let's take a look at some of the first bonuses you need to learn about so that you can discover the best balance of your initial efforts.

A few definitions are appropriate here:

ACTIVE: An Associate must maintain at least 175 Personal Volume (PV) to be considered Active for that period or have 125 in AutoShip Personal Volume (ASPV). Many bonuses require an Associate to be active in order to receive the bonus. Please refer to individual bonus definitions for all requirements.

DOWNLINE VOLUME (DV): The total Qualifying Volume (QV) from an Associate and their entire downline organization. It includes the Associate and their Customers and ALL downline Associates and Customers, regardless of their ranks.

QUALIFIED DOWNLINE VOLUME (QDV): QDV is the amount of Downline Volume that counts towards rank qualification according to the Maximum Volume Rule (MVR).

1K LEGS: At Team Manager (TM), Premier Team Manager (PTM), and Elite Manager (EM) there are requirements to have legs with Downline Volume requirements of 1,000. These legs do not need to have any particular rank, they just need to meet the DV of 1,000. This will help you succeed by working with your downline legs and helping them achieve success. This is a perfect illustration of the collaborative nature of direct sales.

MAXIMUM VOLUME RULE (MVR): For purposes of rank qualifications, a maximum DV amount is established where no more than 60% will be counted towards the DV requirement for a rank from an Associate's own PV or any single leg. (You will be paid on all volume.) This volume distribution is about maintaining a basic level of balance between the legs of your network, ensuring that it has width as well as depth, because that is exactly what makes for a strong and stable organization in the long term.

PERSONAL VOLUME (PV): The total Qualifying Volume (QV) of a single Associate from orders placed personally and by their personally enrolled Customers (orders placed directly with the company by Customers) within the period.

QUALIFYING/COMMISSIONABLE VOLUME (QV/CV): Each product has both a Qualifying Volume (QV) and Commissionable Volume (CV) assigned to it. Qualifications for commissions and rank are calculated on QV; while commissions are based on CV. The Selling Bonus and Customer Profit Bonus are the only bonuses that are paid based on the Net Retail Price instead of the Commissionable Volume (CV). The Qualifying Volume in this plan is generally equal to the Net Retail Price.

SELLING BONUSES

Selling Bonuses are at the core of every Associate's income with New Earth regardless of rank. We are in the business of improving people's health with Earth's First Foods. So whether you are looking for extra monthly income or full-time income, Selling Bonuses are a core plan feature designed to reward behaviors and actions that establish a healthy and happy Customer base.

To be paid at any rank in the compensation plan, you need to be "Active"-which means you must maintain at least 175 in Personal Volume (PV) (which can come from you and your personal Customers) or 125 in your AutoShip Personal Volume (ASPV).

CUSTOMER PROFIT

When your personally enrolled Customers purchase directly from the company at either Retail or Preferred Customer price, we pay you the difference between the Customer price and wholesale, known as the Customer Profit. Preferred Customers pay approximately 10% less than retail prices by having an AutoShip order every month. This means that you'll get paid 20% on the profits from your Retail Customers and 10% on the profits from your Preferred Customers. These bonuses are calculated from the 1st through the 15th, and from the 16th through the end of the month.

SELLING BONUS

In addition to the Customer Profits, you have the ability to increase your Customer earnings with the Selling Bonus. When you and your Customer's product purchases accrue to 900 PV or more in a month, you are qualified to earn 5% to 15% of the Net Retail Price of those purchases, regardless of the price you and your Customers actually paid. The larger your Customer base sales, the higher your Selling Bonus payout will be. The Selling Title is independent of your career path rank and is based on your PV.

BUILDERS BONUS

In addition to the Selling Bonuses, we have created an incentive to help new Associates get up to the Bronze Selling Title and beyond. For the first two full months (plus enrollment month), Associates can earn a 5% sales bonus on Net Retail Price by building early volume with Customers. If PV is 900 or more during this period, the Selling Bonus is paid instead. The Builders Bonus and Selling Bonus will not be paid simultaneously. See chart below for the Personal Volume needed to earn this 5%.

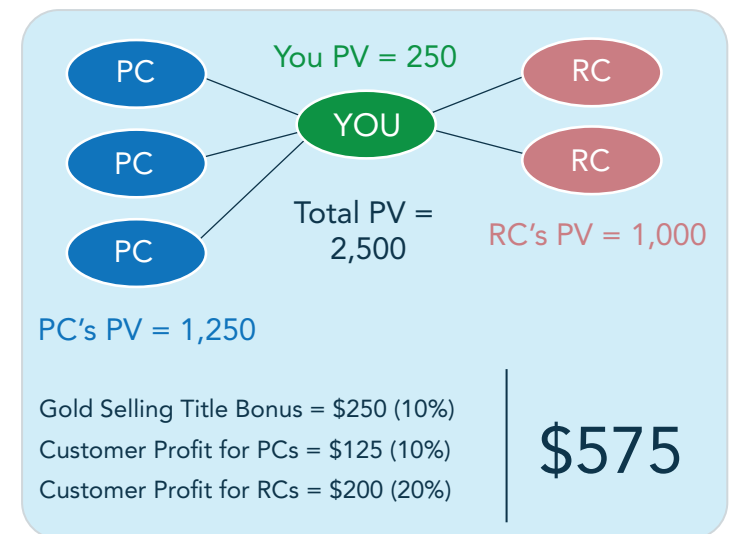
BUILDERS BONUS

Month	PV	Percent Earned on NRP
Enrollment Month	250	5%
First Full Month	500	5%
Second Month	750	5%

CUSTOMER PROFIT & SELLING BONUS

Selling Title	Personal Volume (PV)	% Earned
Bronze	900.00 – 1,499.99 PV	5%
Silver	Personal Sales Bonus 1,500.00 – 2,499.99 PV	7%
Gold	Personal Sales Bonus 2,500.00 – 4,999.99 PV	10%
Platinum	5,000.00 – 8,999.99 PV	13%
Titanium	9,000.00+ PV	15%

CUSTOMER PROFIT & SELLING BONUS EXAMPLE



PC ENROLLMENT BONUSES

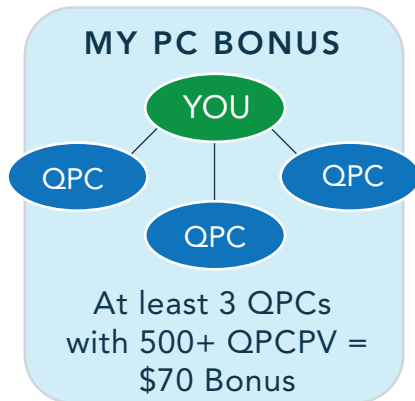
The My PC Bonus and Team PC Bonus are two payouts designed to reward you and your fellow Associates for ongoing success in creating happy, long term Customers in our AutoShip program. Having your Customers on AutoShip is great for both you and your Customers. It saves your Customers 10% off retail prices and delivers our products to their door every month, which creates a stable monthly volume base for you and is one of the most powerful tools you have for retaining Customers.

MY PC BONUS

The My PC Bonus is in addition to other bonuses and is paid monthly. Qualified PC's (QPC) are people you personally enroll as PC's and have been with New Earth for less than 12 months. Put another way, PC's you enroll who maintain their PC status each month are considered Qualified PC's for their first 12 months with New Earth. When you have at least 3 QPC's who generate at least 500 in PV (QPC-PV) in the month, you'll receive an extra bonus of \$70. Only Customers who enroll as a PC count as a Qualified Preferred Customer (QPC). Retail Customers who become PC's are ineligible to become QPC's. Orders must be paid for and received by the QPC.

MY PC BONUS

QPC Count	Total QPC-PV	Bonus
3+	500+	PC Bonus Qualified Status \$70



TEAM PC BONUS

The Team PC Bonus rewards you and your level one and two Associates and supports team building behaviors. You can earn an extra \$150 dollars per month when you help your level one associates successfully sell and create Preferred Customers. Or, when you help your level one Associates recruit their own Associates and sell, you can earn \$500 per month.

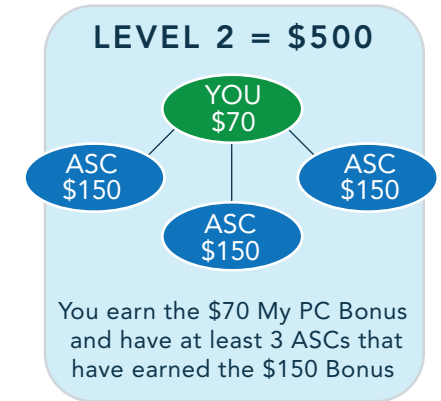
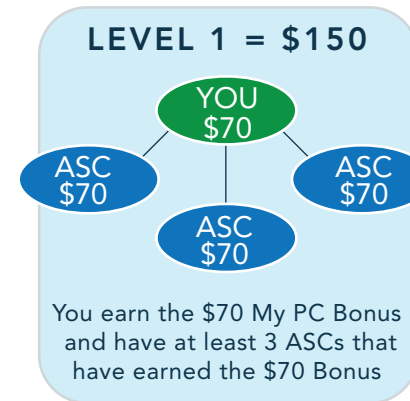
PC ENROLLMENT BONUS

Award Level	Personal Requirement	Enrollment Team Requirement	Bonus
1	My PC Bonus Qualified	3 Personally Enrolled My PC Bonus Qualified	\$150
2	My PC Bonus Qualified	3 Personally Enrolled Team PC Bonus Level 1 Qualified	\$500

Here's how it works:

You'll receive a \$150 level 1 Team PC Bonus when you qualify for the \$70 bonus yourself (as described above) and when you help three of your first level associates also qualify for their own \$70 bonuses.

You'll receive a \$500 level 2 Team PC Bonus when you qualify for the \$70 bonus yourself and help three of your first level Associates earn their own \$150 level 1 Team PC Bonus. These team building bonuses are designed to do exactly what they're called—develop a team of Associates competent at building a strong PC base—and by helping them succeed, you earn the Team PC Bonus. Associates cannot receive both bonuses in the same period.



RANKS (UP TO ELITE MANAGER)

Here is an overview of the ranks and payout associated with Selling, Enrolling, and Team Building—and the basic qualifications to achieve them. Later in this document we will outline the qualifications and additional payouts for the leadership ranks. These ranks are built upon the behaviors of Selling, Enrolling, and Team Building and we've designed the payout to help you balance your efforts to maximize your rewards.

When you get into the swing of building a team, selling, recruiting and effectively teaching others to do the same, you'll be earning the Unilevel bonuses deeper into your network.

Associate (ASC)	Consultant (CO)	Pro Consultant (PRC)	Senior Consultant (SRC)	Team Manager (TM)	Premier Team Manager (PTM)	Elite Manager (EM)	Pearl Director+ (PD)
Enroll Active = 175 PV or 125 ASPV	Active 500 QDV MVR: 300	200 PV 900 QDV MVR: 540	300 PV 1,500 QDV MVR: 900	400 PV 3,000 QDV MVR: 1,800	500 PV 6,000 QDV MVR: 3,600	600 PV 10,000 QDV MVR: 6,000	See Leadership Ranks and Pay section
				1 1k Leg	2 1k Legs	3 1k Legs	

UNILEVEL BONUSES

The Unilevel is the part of the plan that rewards for building a large organization and generates lasting, sustainable income. The power of the Unilevel is that it pays for volume down into your organization, where volumes can grow large. As you progress up the ranks, you earn increasing monthly Unilevel commissions on the product sales (Commissionable Volume - CV) generated throughout your organization. The higher your rank, the deeper the level of pay and the higher the percentages on level bonuses.

When you are qualified as a Consultant rank or higher, you can be paid on the Commissionable Volume (CV) of the Associates and their Customers below you, down through six levels. A level is considered an Associate and their Customers. Associates you personally enroll are considered Level One. Associates enrolled by your Level One Associate are considered Level Two. Customers are not considered a level.

The percentages you are paid and the number of levels you are paid on are based on your Paid-As Rank for the month, regardless of the ranks of the Associates below you. If an Associate has 0 PV, then that level bonus will compress to the Associate upline. If an Associate has any PV, is inactive, unqualified or ineligible, then that level bonus will not compress.

The stronger your team's ability to build and maintain a strong Customer base and Associate team, the better your Unilevel pay will be.

UNILEVEL BONUS

Paid-As Title	CO	PRC	SRC	TM	PTM	EM	PD+
Level 1 Bonus	3%	4%	6%	7%	8%	8%	8%
Level 2 Bonus		1%	3%	4%	5%	6%	6%
Level 3 Bonus			1%	3%	4%	5%	6%
Level 4 Bonus				1%	2%	3%	4%
Level 5 Bonus					1%	2%	3%
Level 6 Bonus						1%	2%

HERE ARE SOME NEW WAYS THAT YOU'LL BE PAID:

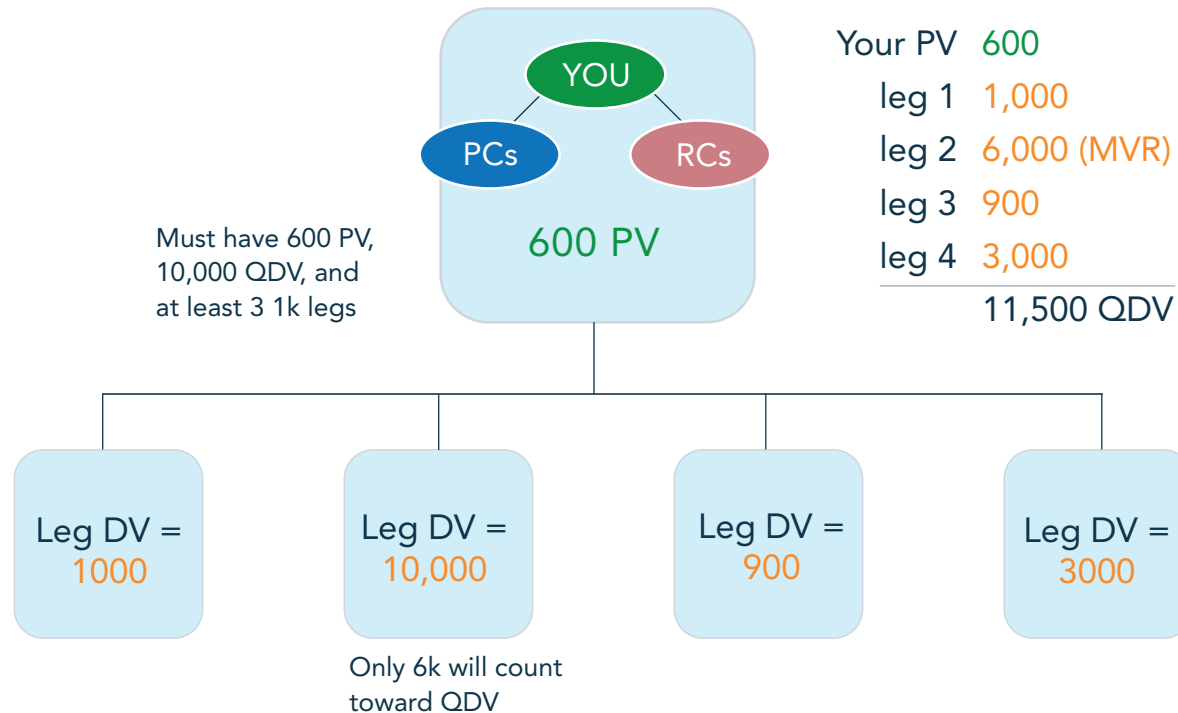
FAST START BONUSES

When you enroll new Associates and teach others to enroll and sell, you will receive a Fast Start Bonus on the sales from your new Associates and their Customers. This is paid on the CV of your first two levels of new Associates during their first 60 days. This bonus is paid semi-monthly to get earnings in your hands quickly. To qualify for this bonus you simply need to be Active (175 PV or 125 ASPV) during the commission period. The Fast Start Bonus is paid in addition to the Unilevel Bonus as well as any other bonuses you may be receiving on those same sales. See the chart to the right for the bonus percentages paid.

FAST START BONUS

Level	ASC (Active)	CO	PRC	SRC	TM	PTM	EM	PD+
Level 1 (Enrollment, pays 2x month)	+10%	+10%	+10%	+10%	+10%	+10%	+10%	+10%
Level 2 (Enrollment, pays 2x month)	+5%	+5%	+5%	+5%	+5%	+5%	+5%	+5%

ELITE MANAGER EXAMPLE



LEADERSHIP RANKS AND PAY

If you desire the income associated with building a large organization of Customers and Associates, New Earth has leadership payout that can help you live life on your own terms. In these ranks, the key behaviors of leading and mentoring rising stars deep in your network benefits your own and your team's pay.

Similar to how the Unilevel Bonuses are based on your network of Associates, leadership ranks and pay will largely be based on your network of Associates that are ranked Elite Manager and above. These Generation Bonuses reward you for developing leaders in your organization which can grow very deep. The difference here is that these leadership ranks require legs that have certain ranked Associates within the leg. For example, you might have a Level 1 Team Manager and below that Team Manager you have a Level 2 Elite Manager. This counts as an Elite Manager leg in your network.

See the requirements to the right for Pearl Director through Ambassador ranks. Like the other ranks they have requirements for Personal Volume, Downline Volume, and are subject to the Maximum Volume and Leg Minimum Rank rules and Leg Downline Volume rules.

Let's take the rank of Ruby Director for example: A Ruby Director needs 800 in Personal Volume, and 40,000 in Qualified Downline Volume—meaning that no more than 24,000 can be counted from any single leg (Maximum Volume Rule). In addition, the Ruby Director needs a leg with 1,000 in DV, and two additional Associate legs that are Paid-As at least Elite Manager. Remember that these Leg Minimum Rank rules allow for these minimum ranks to be anywhere in the depth of a downline leg.

One last requirement for Sapphire Executives (SE) is a requirement for both promotion to the rank and to be Paid-As at their rank. To be considered New Generation One Qualified (NewGenQ), they need to have at least 1 New 1st Generation Elite Manager (EM) every 12 months. The Elite Manager doesn't need to be first level, but does need to be 1st Generation.

Pearl Director (PD)	Ruby Director (RD)	Sapphire Executive (SE)	Emerald Executive (EE)	Diamond Executive (DE)	Ambassador (AM)
800 PV 20,000 QDV MVR: 12,000	800 PV 40,000 QDV MVR: 24,000	800 PV 90,000 QDV MVR: 54,000	800 PV 200,000 QDV MVR: 120,000	800 PV 500,000 QDV MVR: 300,000	800 PV 1,250,000 QDV MVR: 750,000
1 1k Legs +2 PTM+ Legs	1 1k Leg +2 EM+ Legs	2 EM+ Legs +1 PD Legs NewGenQ	2 EM+ Legs +2 PD Legs NewGenQ	1 EM+ Legs +3 RD Legs NewGenQ	1 EM+ Legs +3 SE Legs NewGenQ

LEADERSHIP GENERATION REWARDS

Leadership rewards at New Earth are designed to reward you for working deep into your organization. This is because leadership rewards pay out on Generation Bonuses rather than level bonuses. A Generation is a group that has formed a downline. It starts with an Achieved Rank Elite Manager or higher and includes everyone below them, down to, but not including, the next Elite Manager or higher, based on Achieved Rank. A generation 1 or generation 2 Elite Manager might actually be on your 5th or 6th level. Generation Bonuses reward you for working deep in your organization with your larger business builders because it pays even deeper than Unilevel Bonuses. Here's an example: A Generation 1 (G1) would pay out on the CV from the first downline Elite Manager or higher rank (based on Achieved Rank) and all the people below them, down to, but not including, the next EM or higher (Achieved Rank). New Earth's Generation Bonuses are paid on Qualified Generations (see glossary). See the chart to the right for payout percentages at the leadership ranks.

LEADERSHIP GENERATION REWARDS

Rank Abbreviations	PD	RD	SE	EE	DE	AM
Generation 1	2%	3%	3%	3%	3%	3%
Generation 2		2%	3%	3%	3%	3%
Generation 3			2%	3%	3%	3%
Generation 4				3%	4%	4%
Generation 5					3%	4%

CHECK MATCH

Another reward for developing leaders in your organization is New Earth's Check Match Bonus. Of course direct sales rewards you for helping others succeed but nowhere more perfectly than with our Check Match Bonus. You can literally earn a percentage of your leaders' commission checks.

Diamond Executives and higher will receive a Check Match on their downline Career Ranked Sapphire Executives and higher. This bonus works as follows:

The number of Qualified Generations that you will be paid on is based on your Paid-As Rank. If your Associate is not Paid-As a Sapphire Executive or higher, they will still be considered a generation in that period. The percentage of the Check Match is based on the Paid-As rank of the downline Associate that the Check Match is being paid on but will not exceed the percentage equal to the PayTo Associate's Paid-As Rank. For example, if you are a Diamond Exec with an Ambassador in your downline, your Check Match on your Ambassador will max at 9% because your rank caps at 9%. The Check Match is paid on earnings from Fast Start Bonus, Unilevel Bonuses, and Generation Bonuses. Check Match does not pay on Infinity Bonuses. The Check Match will also have a bonus cap of 3% overall payout.

INFINITY BONUSES

The Infinity Bonus rewards top leaders at the Ambassador rank for the depth that develops in their organization as they continue to grow and work. When you are qualified as an Ambassador, you can receive a 0.25 percentage on all of the CV below your 5th Generation, to an infinite depth with no blocking.

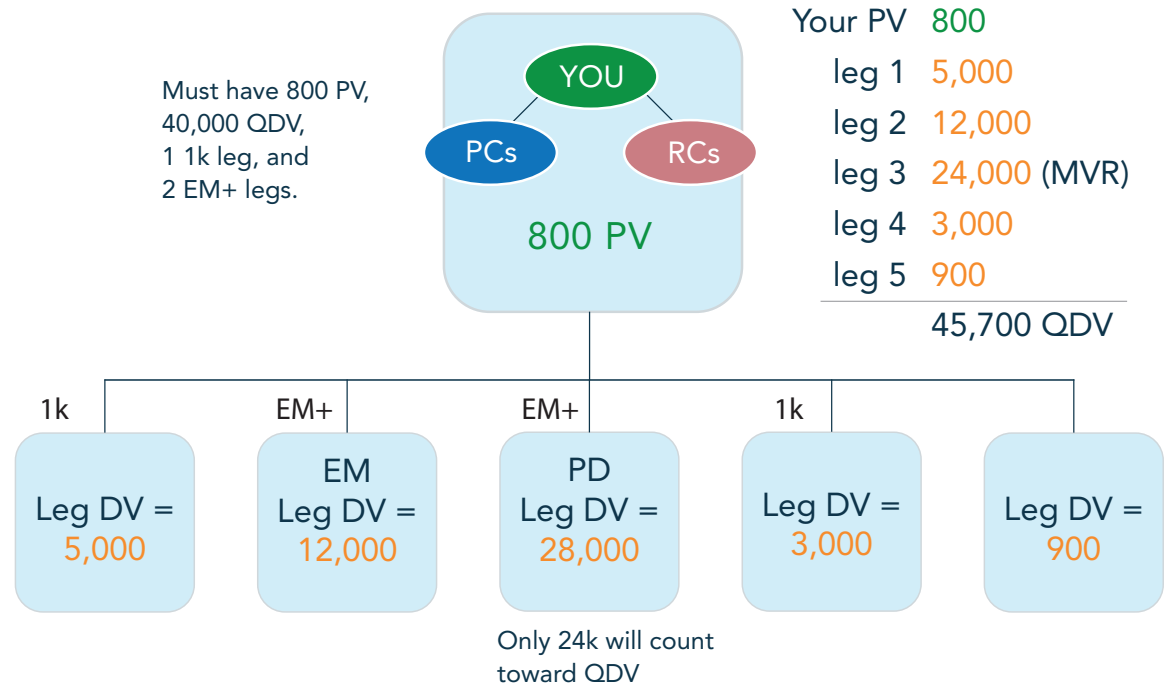
*The earnings represented in these charts are not necessarily representative of the income, if any, that an Associate can or will earn through their participation in the compensation plan. These figures should not be considered as guarantees or projections of actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with this compensation plan results only from successful sales efforts, which require work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities.

Between November 2018 and December 2019, 23% of all active Associates earned commissions. For Associates who earned commissions, the average gross amount earned was \$266.

CHECK MATCH

Paid-as Rank of PayTo Associate	SE Generation Depth	Paid-as Rank of PayOn Associate	Check Match Bonus %
		SE	5%
		EE	7%
Diamond Exec.	1	DE	9%
Ambassador	2	AM	10%

RUBY DIRECTOR EXAMPLE



NEW EARTH™

THE GLOSSARY

1k Leg - A leg with at least 1,000 total Qualified Volume (QV) within the entire leg.

Achieved Rank - An Associate's Achieved Rank is their recognition rank or the highest rank they have achieved. An Associate's Achieved Rank does not change unless they are promoted or requalified. This is unlike a Paid-As Rank which may vary from month to month.

For example, Joanna met the requirements to promote to the rank of Elite Manager in June. Her Achieved Rank is now Elite Manager and will remain so until she promotes to a higher rank or is requalified (see Requalification Policy). In July, she is Paid-As an Elite Manager. Her Achieved Rank and Paid-As Rank are the same. In August, she is Paid-As a Senior Consultant. Her Achieved Rank remains as an Elite Manager but her Paid-As Rank for August is Senior Consultant.

Active - An Associate must maintain at least 175 Personal Volume (PV) to be considered Active for that period or 125 AutoShip Personal Volume (ASPV). Many bonuses require an Associate to be Active in order to receive the bonus. Please refer to individual bonus definitions for all requirements.

Associate - Someone who has purchased an Associate Kit and signed an agreement. Associates may purchase at wholesale from the company, sell product to Retail Customers and Preferred Customers, enroll other Associates, and qualify to earn bonuses and commissions.

AutoShip Personal Volume (ASPV) - The total QV of AutoShip orders placed personally by an Associate. This does not include AutoShip orders from the Associate's Customers.

Check Match Cap (bonus) - A cap will be used to ensure that the company does not exceed their budgeted Check Match payout. The total Check Match Commission payout in a month will not exceed 3%.

Commissionable Volume (CV) - The volume on which commissions are paid. Displayed in neutral currency.

Compression - Compression refers to the "rolling up" or compression of payouts due to an Associate being inactive, unqualified, or ineligible and giving it to an Associate that is active, qualified, and eligible. In this plan, the Unilevel Bonus will utilize compression. If an Associate has 0 PV, then that Level Bonus will roll upline. If an Associate has .01+ PV, is inactive, unqualified, or ineligible, then that Level Bonus will not roll upline. Please refer to the definitions of Active, Eligible, and Qualified.

Customer - An individual who purchases products for personal use and has not signed an agreement with the company. There are three types of Customers: Retail Customers, Legacy Customers and Preferred Customers. When used alone, the term "Customer" refers to all types.

The volume from a Customer's purchase(s) is credited to the Associate who enrolled them. Customers are considered to be a Level 0 to their enroller—rather than a Level 1 which an Associate would be considered to be to their enroller.

Downline - All of the Associates and Customers below an Associate are considered to be part of their downline.

Downline Volume (DV) - The total Qualifying Volume (QV) from an Associate and their entire downline organization. It includes the Associate and their Customers and ALL downline Associates and Customers, regardless of their ranks. This volume is displayed in a neutral currency.

Eligible - An Associate is considered eligible to receive a commission if they meet the Achieved Rank requirements for a particular payout. To receive a payout, an Associate must be both eligible and qualified. It is possible for an Associate to be eligible but unqualified and likewise, is possible for them to be ineligible but qualified. Please also refer to the definition of Qualified. An Associate must be both eligible and qualified to receive a particular payout.

Enroller - The person who introduces an individual to the company is considered to be the Enroller. The enrollment lineage refers to the relationship between an Associate and their Enroller.

Generation - A Generation is a group that has formed in a downline. It starts with Achieved Rank Elite Manager (EM) or higher and includes everyone below them, down to, but not including, the next Elite Manager or higher, based on Achieved Ranks. If an Elite Manager or higher is not Paid-As an EM, they are still considered a Generation to their upline EM or higher unless they are requalified (see Requalification Policy). Generation bonuses are based on Qualified Generations.

Leg - A leg begins with a first level Associate and includes all of the Associates beneath them. An Associate has as many legs as they have first level Associates.

For example, if Sally has five first level Associates then she has five legs. Sarah is one of Sally's first level Associates. Sarah, and her entire downline, is considered to be one leg to Sally.

Level - The position an Associate has in a downline relative to another upline or downline Associate. Associates personally enrolled (i.e. first level) are Level One. Those Associates enrolled by Level One Associates are Level Two, relative to the original Associate. Customers are not considered when counting levels and do not occupy a position in an Associate's genealogy.

Max Volume Rule (MVR) - For purposes of rank qualifications only, a maximum DV amount has been established where no more than 60% will be counted towards the DV requirement from either:

- The Associate's total PV (includes their Customers)
- OR
- The total QV from any single leg (all Associates and Customers within that leg).
 - See also definitions for Downline Volume and Leg.

My PC Bonus - To receive this bonus Associates must meet both a QPC Count as well as have a minimum QPC-PV within the period.

Associates who receive this reward will be considered "PC Bonus Qualified" in the period.

Net Retail Price - The Net Retail Price represents the price of the product (neutral currency) if it was purchased at the full retail value, not including tax or shipping. The Net Retail Price is the value on which the Personal Sales Bonus is paid on, even if it is not the actual price paid if they are qualified for a discount. If a product was 'on sale' or discounted, the Personal Sales Bonus would be based on what was identified as the "Net Retail Price" for that discounted rate.

NewGenQualified - Sapphire Executives (SE) and above must meet an additional requirement for both promotion and to be Paid-As their rank. To be considered NewGenQ, they need to have at least 1 New 1st Generation Elite Manager (EM) every 12 months (current period and previous 11). This means that every 12 month rolling period (oldest month off, newest month on), they need to have at least 1 Elite Manager promotion from their personal group. If they fail to meet this, then they will be Paid-As demoted to a Ruby Director. Please note that a "new 1st generation" means that they have someone who does not have an Elite Manager Achieved Rank promote to

that Achieved Rank or higher. If someone had previously been an Elite Manager but who is now no longer considered a Qualified Generation Elite Manager due to the Requalification Policy, they could become a "new 1st Generation" if they qualified as a Paid-As Elite Manager again.

For example, Julie becomes a Sapphire Executive in January. The last time she had a new 1st Generation was in September of the previous year. That new 1st Generation will qualify her as being NewGenQ through August of the current year. Julie has another new 1st Generation in July so her 12 months are reset and she is NewGenQ through June of next year. In July of next year, she has not had another new 1st Generation so the highest she can be paid as is Ruby Director.

Paid As Rank (also referred to as Paid-As) - Each Associate is paid at the rank for which they qualify during the period. The requirements to be Paid-As a rank is the same as the requirements to promote to that rank. If in any period they fail to achieve their Achieved Rank level, they are paid at the lower rank to which they do qualify for during the period. They retain their Achieved Rank but are paid at the rank they actually qualify for.

Period - A period refers to the specific time frame in which qualifications and payouts are calculated for. In this plan, the Rank Qualification period is equal to an actual calendar month. Six periods would be six calendar months.

Some bonuses will utilize the same qualification period as well as utilize a calendar quarter. In addition, some bonuses may pay multiple times per calendar monthly period.

Personal Volume (PV) - The total Qualifying Volume (QV) of a single Associate from orders placed personally and by their personally enrolled Customers (orders placed directly with the company by Customers) within the period.

Preferred Customer - A Preferred Customer is a Customer that is signed up on AutoShip and receives a discount off the retail price of the product. Preferred Customers maintain their status by maintaining an AutoShip.

Promote (Promotion) - An Associate promotes to a new Achieved Rank when they meet all of the qualifications for that rank in the period. The promotion is effective the first day of the same period meaning that regardless of what day the promotion was actually qualified for, the new Achieved Rank is effective for the entire period. For example, if an Associate meets the qualifications for a Pearl Director on June 23rd, they "promote" to the rank of Pearl Director for the entire period of June (effective June 1) and will be Paid-As a Pearl Director for the entire period of June. Achieved Ranks are updated when the company officially accepts a monthly commission run and are not final until then.

Qualified - An Associate is considered to be Qualified if they meet the Paid-As requirements for a particular payout and/or rank. An Associate will only receive the payouts that they are both eligible and qualified for. In a similar manner, an Associate may be qualified but ineligible to receive a bonus requiring a higher rank.

Qualified Downline Volume (QDV) - The amount of Downline Volume that counts towards rank qualification according to the Maximum Volume Rule (MVR).

Qualified Leg - Qualified Legs require that at least one individual in the leg is qualified to be Paid-As a specific rank position (or above) during the month. For example, to be a Sapphire Executive, one needs two Associates Paid-As an Elite Manager or higher, and one Associate Paid-As Pearl Director or higher. Qualified Legs depend on the monthly Paid-As Rank.

Qualified PC (QPC) - To be considered a Qualified PC (QPC) a Customer must meet one of the following requirements:

Qualified PC's (QPC) are your first level PC's that have been PC's less than 12 months. PCs you enroll who maintain their PC status each month are considered Qualified PCs for their first 12 months with New Earth. QPC's must create an account with New Earth as a Preferred Customer. Existing Retail Customers who become Preferred Customers are not eligible to count as QPCs.

New or reinstated PCs who maintain PC status every month will be considered QPCs for 12 months. If the Preferred Customer cancels their AutoShip (thereby becoming a Retail Customer) at any time; they will no longer be considered a QPC.

QPC-Personal Volume (QPC-PV) - The total Qualifying Volume (QV) of orders placed by an Associate's QPC's within the period. This will not include orders placed by the Associate or other Customers who are not considered to be a QPC.

Qualifying Volume (QV) - Each inventory item has both a Qualifying Volume (QV) and Commissionable Volume (CV) assigned to it. QV is a currency neutral point value used for Personal Volume (PV) and Downline Volume (DV) calculations and is used solely to determine if the Consultant is qualified based on the terms of their respective title. The Personal Sales Bonus and Retail/PC Profit are the only bonuses that are paid based on the Net Retail Price instead of the Commissionable Volume (CV). The Qualifying Volume is equal to the Retail Price.

Renewal Fee - Renewal fees of \$59 per year. This fee will not have any QV or CV assigned to it. If renewal is not paid, the Associate account will be suspended for up to three months during which time the renewal can be paid late. During suspension the Associate may still purchase and enroll others but will not be eligible for any commissions or bonuses. If renewal is not paid after the 3-month suspension period, the account will be closed. See Pearl Director Roll up for additional information.

Requalification Policy - Elite Managers and higher must be Paid-As their Achieved Rank at least once every 12 months in order to be considered a Qualified Generation. If an Associate is not Paid-As their Achieved Rank at least once within 12 consecutive months their Achieved Rank will no longer be considered a Qualified Generation in the 12th month to be effective in that same period. There are no demotions for ranks lower than Elite Manager.

For example, if you qualify for your EM rank in June, you will keep your Achieved Rank and are considered a Qualified Generation until June of next year. If, prior to June of next year, you qualify again as EM in September, you will be considered a Qualified Generation until September of next year. Qualified Generation demotions will be effective in the 12th period. If you were not Paid-As EM or higher by September, in September you are no longer a Qualified Generation and in September you would not be treated as the beginning of a generation for your upline.

Qualified Generation - As it pertains to an upline, your generations are determined by an Associate's promotion to Elite Manager or higher and the Associate's maintenance of that qualification on a rolling 12-month basis. Generation and Check Match Bonuses are determined by the Qualified Generation status of your Elite Managers and above (for Generation Bonuses) and Sapphire Executives and higher (for Check Match). If an Associate fails to maintain their Elite Manager or higher qualification, the Associate will no longer count as a Generation for you even though their Achieved Rank remains unchanged.

Retail Customer - A Retail Customer is a Customer that is not signed up on AutoShip. They pay the full retail price and purchase when they desire. A Retail Customer maintains their account with any product purchase in a 12-month period.

Roll up (General) - When an Associate account is canceled and no longer part of the company, their downline is compressed to their upline, filling the gap left by the canceled Associate.

For example, Sarah had three legs: Joseph, Emma, and John. Sarah failed to meet the requirements to maintain her account as an Associate and was therefore canceled. Because Sarah was canceled, Joseph, Emma, and John, and their respective downlines, were compressed up to Sarah's upline, Harry. Joseph, Emma, and John are now each considered to be legs to Harry (i.e. they now reside on his first level).

Roll up (Pearl Director and higher) - If an Associate that was Paid-As a Pearl Director or higher in the last four periods is canceled (whether voluntarily or involuntarily), their downline will only be compressed up under the following conditions:

1. If their Personal Enroller has been Paid-As a Pearl Director or higher at least once in the last four periods, then the downline will immediately be compressed up.
2. If their Personal Enroller has not been Paid-As a Pearl Director or higher at least once in the last four periods, then they will be given the following six periods to be Paid-As a PD or higher at least twice. If the Associate promotes to PD in the last of the six-month period, then they will be given the following period to qualify as a PD again (to meet the 2 periods of being Paid-As PD or higher).
 - a. If the Personal enroller qualifies under these conditions, then the downline of the canceled Associate will be compressed up upon the completion of the qualifications but no retroactive commissions will be paid.
 - b. If the Personal Enroller does not qualify under these conditions, then the position of the canceled Associate will remain permanently vacant but not removed from the genealogy so that the lineage remains intact and is considered to be one leg to the upline.

Team PC Bonus - Associates will be rewarded the highest level of this bonus for which they qualify. Associates cannot receive both award level bonuses within the same period.

Award Level 1: To receive this bonus Award Level Associates must personally be considered "PC Bonus Qualified" as well as have three Personally Enrolled Associates "PC Bonus Qualified" within the period.

Award Level 2: To receive this bonus Award Level Associates must personally be considered "PC Bonus Qualified" as well as have three Personally Enrolled Associates who achieved Team PC Bonus Award Level 1 or higher within the period.

Unilevel Bonuses - Active Associates that are Paid-As a Consultant or higher may receive a percentage on the Commissionable Volume (CV) from the sales of their downline. The percentages and number of levels that an Associate receives is based on their Paid-As Rank, regardless of the rank of the people below them. If an Associate has 0 PV, then that Level Bonus will roll upline. If an Associate has .01+ PV, is inactive, unqualified, or ineligible, then that Level Bonus will not roll upline. Please refer to the definitions of Active, Eligible, and Qualified.

Key Points:

- Percentage and number of Levels paid based on Paid-As Rank
- Paid on CV
- Bonus rolls-up on 0 PV only



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