

## **WELCOME TO COSEVA THREE TYPES OF MEMBERSHIP**

### **RETAIL CUSTOMER**

Retail Customers purchase products by placing a Shop Now order using a distributor replicated link (DRL) provided by a Coseva Distributor. Retail Customers pay the Retail price for Coseva products but do not Enroll Distributors or sell Coseva Products to other Retail Customers and Distributors. Coseva Retail Customers do not earn commissions. At the time a Retail Customer makes a purchase they create a Retail Back Office Account in which they can place additional orders and manage autoship options. Retail Customers can become Distributors by obtaining permission from the Company.

### **PREFERRED RETAIL CUSTOMER**

Preferred Customers are Retail Customers who signed up for a Monthly Autoship. A Preferred Customer purchases Coseva Products at the Wholesale price through Autoship Orders and may purchase additional non Autoship products from their back office. Preferred Customers pay the Wholesale price for Coseva products but do not sell Coseva Products. They do not enroll new distributors or sell to other Coseva Retail Customers. Preferred Customers do not earn commissions.

### **DISTRIBUTOR**

Coseva Distributors become members of Coseva by agreeing to the Coseva Policies and Procedures and other Distributor agreements. Distributors purchase products at the Wholesale price for both autoship and regular orders. A distributor does not have to be on autoship to receive the wholesale price.

A Distributor received a Distributor Replicated Link (DRL) to sign up and sell to Coseva Retail Customers, sign up and Enroll new Coseva Distributors. The distributor becomes an enroller or sponsor to the retail customer and the downline distributor who enrolls under them and will make commissions on these retail purchases and downline Distributor purchases.

## REWARDS & COMPENSATION PLAN

### ACTIVE STATUS TO RECEIVE COMMISSIONS

Each month a Distributor must become an Active Consultant in order to be eligible to earn commissions. Personal QV and downline Retail QV are used to calculate Active Consultant Status. A Distributor needs at least 100QV in personal purchases OR at least 200QV in personally enrolled retail purchases to achieve Active Consultant status. Each new month, all Distributors will show inactive status until the qualification is achieved and they become an Active Consultant. Most of the reports in the Distributor's back office will not show the commission being earned for the month until the Distributor achieves Active Consultant status.

### RETAIL BONUS

When Retail Customers purchase products from Coseva at the retail price the Distributor who is the Enroller (sponsor) earns a Retail Bonus in the amount of the difference in the Retail Price and the Wholesale Price. This bonus is only paid to the Enrolling Distributor and is not passed on to any upline distributors. The commission paid to the upline in the Uni-level Bonus is discounted by 30% for purchases that qualify for the Retail Bonus.

**WHO EARNS A RETAIL BONUS:** An Active Consultant Distributor who has a Personally Enrolled Level 1 Retail Customer who makes a Retail purchase.

### CUSTOMER BONUS

When PREFERRED RETAIL CUSTOMERS (Retail Customers on autoship) purchase products from Coseva, the Distributor who is the Enroller (sponsor) earns a Customer Bonus of 15% of the product BV <sup>1</sup>. This bonus is only paid to the Enrolling Distributor and is not passed on to any upline distributors. The commission paid to the upline in the Uni-level Bonus is discounted by 30% for Retail and Preferred Customer sales.

For example: When a personally enrolled Retail Customer orders an Advanced TRS 3 pack with 100 CV the enroller will earn a \$15.00 Customer Network Bonus. Because this bonus is paid directly to the enroller, the upline will be paid 70% of the Uni-Level Bonus. For most levels the Uni-Level Bonus is 5% of the CV or \$5.00 on a 3 pack. For a Retail purchase that produces a Customer Network Bonus paid to the enroller the Uni-Level Bonus is discounted by 30% to \$3.50.

**WHO EARNS A CUSTOMER BONUS:** An Active Distributor who has a Personally Enrolled Level 1 Preferred Customer (a Retail Customer who is on Monthly Autoship) who makes a Wholesale purchase.

## **UNI-LEVEL BONUS**

All Retail and wholesale purchases generate a Uni-Level Bonus which is paid to each upline Distributor who achieves a Uni-Level Rank. This Bonus pays from 2% to 5% of the total downline BV from orders for up to 10 levels deep. A Uni-Level Rank is achieved by meeting 4 requirements.

### **COMMISSION ACTIVE REQUIREMENT:**

- Maintain an Active status by meeting the required Personal QV (100) or Retail Customer QV (200).

### **VOLUME REQUIREMENT:**

- Each rank has a volume requirement as shown in the chart found on page 4 of this document.

### **LEG RANK REQUIREMENT:**

- To qualify for the Leadership Ranks you must have two advancing Distributors in separate legs who achieve at least the Rank of Consultant 3 or above. The higher Rank each of the two distributors achieve the higher your rank will increase. Look at each of your most successful personally enrolled legs and identify your highest-ranking downline Distributor within each leg. Identify the lower rank of the top distributors to determine your Rank.

### **RANK ACHIEVED:**

- You qualify for the highest rank in which all requirements are met. See Chart.

UNI-LEVEL BONUS ONE	Qualified Consultant	Consultant 2	Consultant 3	Team Leader
Global Generation Volume (GGV)	250	500	1,500	2,000
Personally Enrolled		1 Qualified Consultant	3 Qualified Consultants	6 Qualified Consultants
Number Of Levels Paid	Percent Earned	Percent Earned	Percent Earned	Percent Earned
1	5%	5%	5%	5%
2		5%	5%	5%
3			5%	5%
4				5%
5				
6				
7				
8				
9				
10				

UNI-LEVEL BONUS TWO	Group Leader	Regional Leader	Regional Director	National Leader	National Director	Executive Leader
Global Generation Volume (GGV)	6,000	12,000	30,000	60,000	125,000	250,000
Minimum Second Leg GGV	30% Of Total GGV	30% Of Total GGV	30% Of Total GGV	30% Of Total GGV	30% Of Total GGV	30% Of Total GGV
Rank Minimum Qualified Legs	Consultant 3 2	Team Leader 2	Group Leader 2	Regional Leader 2	Regional Director 2	National Leader 2
Number Of Levels Paid	Percent Earned	Percent Earned	Percent Earned	Percent Earned	Percent Earned	Percent Earned
1	5%	5%	5%	5%	5%	5%
2	5%	5%	5%	5%	5%	5%
3	5%	5%	5%	5%	5%	5%
4	5%	5%	5%	5%	5%	5%
5	5%	5%	5%	5%	5%	5%
6		2%	2%	2%	2%	2%
7			2%	2%	2%	2%
8				3%	3%	3%
9					4%	4%
10						4%

## MATCHING BONUS

Achieve the rank Team Leader or above and earn 10% of your Personally Enrolled Distributor's Uni-Level Bonus. Example: Let's say John is a Team Leader or above, and has 6 Personally Enrolled Distributors this month earning a Uni-Level Bonus. If each of those 6 Distributors earn \$30 in the Uni-Level Bonus, John's Matching Bonus will be \$18. Calculation -- 10% of \$30 = \$3 multiplied by 6 = \$18.

## DEFINITIONS

### **QV QUALIFYING VOLUME (QV)**

Qualifying Volume is all the downline volume as determined for each Distributor. QV is the volume used to determine Rank Achievement and not earnings. QV is also used to determine Commission Active status and is usually the dollar value or close to the dollar value of a product. QV is usually a higher Value than CV.

### **CV COMMISSIONABLE VOLUME**

Commissionable Volume is also referred as Business Volume (BV). BV is the value placed on each product sold that commissions are paid on. Customer Bonus will pay 15% of the CV. Uni-Level Bonus pays 2% to 5% of CV, Etc.

### **GLOBAL QUALIFYING VOLUME GQV**

Global Qualifying Volume refers to all the Qualifying Volume in a distributor's downline in totality. Including some Global Qualifying Volume that Commissions are not paid on.