

UNITED STATES

V e M M A[®]

COMPENSATION PLAN



GLOSSARY OF TERMS

CV/QV — POINTS

Equal in the **Vemma Compensation Plan**, both Commissionable Volume (CV) and Qualifying Volume (QV) are also known as “points.” This is the value associated with the specific product that allows you to build cycles and earn income.

ENROLLER

When you introduce a new person to Vemma and sign them up, you are their personal Enroller. Your Enroller is the person who introduced you to Vemma.

SPONSOR

The term Sponsor refers to the person immediately above you in the Vemma structure. You are the Sponsor of the two (2) Customers or Affiliates immediately below you, one (1) on your left team and one (1) on your right team.

QUALIFY

Each sales organization must be qualified to earn commissions and bonuses. You qualify your sales organization by being active with 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month, along with one (1) personally enrolled Customer/Affiliate on your left team and one (1) personally enrolled Customer/Affiliate on your right team, each meeting the active requirements based on individual rank.

ACTIVE

In order to be considered active, you must have 60 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled

Customer(s) purchase) every month. Affiliates with the rank of Platinum or higher are considered active if they have 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month. Either amount of personal volume (60 or 120) will activate your account for four (4) volume periods, including the volume week in which the volume is placed, plus one (1) volume week grace period. As an active Affiliate, you can accrue volume from sales that occur under you in your power team.

ENROLLMENT LINE

Those who are connected by being personally enrolled. For example, your personally enrolled Customers/Affiliates and their personally enrolled Customers/Affiliates are part of an enrollment line.

ENROLLERSHIP VOLUME

This refers to all volume that originates from your activity of enrolling a Customer or Affiliate. Any spillover or banked volume is excluded from this type of volume for the purpose of the Balanced Team Bonus.

PV — PERSONAL VOLUME

Volume that is associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchases. Either form of product purchase can be the sole source or a portion for qualification purposes.

AUTO-DELIVERY

Auto-delivery is a recurring monthly order that you can choose to have delivered to you each month, saving you the trouble of having to call in or go online.

The Vemma Compensation Plan



Our business model is designed to reward those people that promote the Vemma brand products. This is accomplished by devoting almost our entire marketing budget to fund the **Vemma Compensation Plan**. This plan is based on the simple two team-building concept — a left team and a right team. Since there are just two teams to build, this creates excitement as new Customers and Affiliates join, one after the other, down team lines, helping more people benefit from the products and the volume and creating greater leverage within the plan.

When you become an Affiliate and activate your account, you will receive full access to the Vemma back office information and a free marketing website. When you encounter someone who wants to become a Customer or Affiliate, you can enroll them through this marketing website.

As soon as you qualify your sales organization by enrolling at least one (1) active Customer or Affiliate on each of your left and right team (active is defined as having an active 60 PV every month), you are then eligible to earn income.

Best yet, the **Vemma Compensation Plan** pays out a true fifty percent (50%) of the Commissionable Volume (CV) weekly, so you have the opportunity to get paid every week! Each purchase will activate your account for four (4) weeks, including the volume week in which the volume is placed, plus a one (1) week grace period.



NEW CUSTOMER BONUS

Qualifications: Active with 60 PV (volume associated with the products purchased on your account and/or half the QV from each of your personally enrolled Customer(s) purchase) every month. Affiliates with the rank of Platinum and above are considered active with 120 PV every month. Eligible Enrollers will receive the New Customer Bonus on the first order of those Customers or Affiliates whom they personally enrolled. It will also pay out on the first purchase of an Affiliate Pack if placed within the first 60 days of enrollment. To fund the New Customer Bonus, each first sale will contribute half of the order's normal points.

New Customer Bonus is subject to compression. If the Enroller is inactive, then the first eligible upline Enroller will receive the New Customer Bonus. Customers who receive the New Customer Bonus will receive the bonus as a credit towards their future web order.^

For New Customer Bonus and cycle volume information, please refer to the Cycle Credit Chart on page 6.

“Among the many varied channels through which a person today receives information, it is hard to imagine any that carry the credibility, and as a result, the importance of interpersonal communication or word-of-mouth.”

**Godes & Mayzlin,
Study of Word-of-Mouth
Communication**

^ Max Customer Product Credit received is 20 points per eligible order.



CYCLE COMMISSION

Qualifications: Active Affiliates with 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month, along with two (2) personally enrolled active Customers/Affiliates, one (1) on each team.

At the end of each volume period (week), Vemma's computers search down Affiliates' left and right teams, and whenever 180 points on one team and 360 points on the opposite team occur (teams can switch back and forth), Affiliates are eligible to earn a Cycle Commission of approximately \$20 USD.** The weekly cycle value will be determined each week based upon total sales divided by the amount of qualified cycles.

For cycle volume information associated with products, please refer to the Cycle Credit Chart on page 6.



**All Vemma bonuses will be calculated in USD and paid in local currency. Vemma will evaluate and modify when necessary the exchange rates on a monthly basis.

CYCLE CREDIT CHART

Vemma® Product Purchase	New Customer Bonus Earned†	New Customer Bonus Points	Subsequent Order Points
Vemma® 1-Pack	\$10 USD	30	60
Vemma 2-Pack	\$20 USD	60	120
Vemma 4-Pack	\$40 USD	120	240
Vemma 10-Pack	\$80 USD	240	420
Vemma Variety Pack	\$5 USD	30	15
Vemma Renew™ ½-Pack	\$5 USD	15	30
Vemma Renew 1-Pack	\$10 USD	30	60
Vemma Renew 2-Pack	\$20 USD	60	120
Vemma Renew 10-Pack	\$70 USD	200	400
V2 Fridge Brick®	\$10 USD	30	60
V2 Fridge Brick 2-Pack	\$20 USD	60	120
V2 Fridge Brick 4-Pack	\$40 USD	120	240
V2 Fridge Brick 10-Pack	\$80 USD	240	420
Verve® Energy Drink ½-Pack	\$5 USD	15	30
Verve Energy Drink 1-Pack	\$10 USD	30	60
Verve Energy Drink 2-Pack	\$20 USD	60	120
Verve Energy Drink 10-Pack	\$70 USD	200	400
Verve Energy Shot 1-Pack	\$10 USD	30	60
Verve Energy Shot 2-Pack	\$20 USD	60	120
Verve Energy Shot 4-Pack	\$40 USD	120	240
Verve Energy Shot 10-Pack	\$70 USD	210	420
Verve Energy Pack	\$15 USD	60	120
Verve ReMIX™ ½-Pack	\$0 USD	20	20
Verve ReMIX 1-Pack	\$5 USD	20	40
Verve ReMIX 2-Pack	\$10 USD	40	80
Verve ReMIX 10-Pack	\$70 USD	100	200
Verve MoJoe™ ½-Pack	\$5 USD	15	30
Verve MoJoe 1-Pack	\$10 USD	30	60
Verve MoJoe 2-Pack	\$20 USD	60	120
Verve MoJoe 10-Pack	\$70 USD	200	400
Verve ParTea™ ½-Pack	\$5 USD	15	30
Verve ParTea 1-Pack	\$10 USD	30	60
Verve ParTea 2-Pack	\$20 USD	60	120
Verve ParTea 10-Pack	\$70 USD	200	400
Verve Bold® ½-Pack	\$5 USD	15	30
Verve Bold 1-Pack	\$10 USD	30	60
Verve Bold 2-Pack	\$20 USD	60	120
Verve Bold 10-Pack	\$70 USD	200	400
Verve Zero Sugar ½-Pack	\$5 USD	15	30
Verve Combo ½-Pack	\$5 USD	15	30
Verve Zero Sugar 1-Pack	\$10 USD	30	60

†Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.

CYCLE CREDIT CHART

Vemma Product Purchase	New Customer Bonus Earned [†]	New Customer Bonus Points	Subsequent Order Points
Verve Zero Sugar 2-Pack	\$20 USD	60	120
Verve Zero Sugar 10-Pack	\$70 USD	200	400
Verve Combo 10-Pack	\$70 USD	200	400
Bod•ē® Shake 1 Bag	\$5 USD	15	30
Bod•ē Shake 1 Box	\$5 USD	15	30
Bod•ē Shake 2 Bags	\$10 USD	30	60
Bod•ē Shake 2 Boxes	\$10 USD	30	60
Bod•ē Shake 4 Bags	\$20 USD	60	120
Bod•ē Shake 4 Boxes	\$20 USD	60	120
Bod•ē Shake 10 Bags	\$40 USD	125	250
Bod•ē Shake 10 Boxes	\$40 USD	125	250
Bod•ē Transformation Pack	\$10 USD	38	75
Bod•ē Extreme Transformation Pack	\$20 USD	70	140
Bod•ē Turbo 10-Pack	\$25 USD	80	160
Bod•ē Shake Sampler 10-Pack	\$0 USD	20	20
Bod•ē Burn 1-Pack	\$10 USD	30	60
Bod•ē Burn 2-Pack	\$20 USD	60	120
Bod•ē Burn 10-Pack	\$70 USD	210	420
Bod•ē Cleanse 1-Pack	\$0 USD	20	20
Bod•ē Cleanse 2-Pack	\$0 USD	40	40
Bod•ē Burn 3 oz 8-Pack	\$0 USD	20	20
Bod•ē Burn 3 oz 24-Pack	\$10 USD	30	60
Bod•ē Burn zero caffeine 3 oz 8-Pack	\$0 USD	20	20
Bod•ē Burn zero caffeine 3 oz 24-Pack	\$10 USD	30	60
Bod•ē Rest zero caffeine 3 oz 8-Pack	\$0 USD	20	20
Bod•ē Rest zero caffeine 3 oz 24-Pack	\$10 USD	30	60
Bod•ē Thirst 3 oz 24-Pack	\$5 USD	15	30
Bod•ē Thirst 3 oz 48-Pack	\$10 USD	30	60
Vemma NEXT® 1-Pack	\$5 USD*	15	30
Vemma NEXT Fridge Brick	\$5 USD*	15	30
Bod•ē Affiliate Starter Pack	\$100 USD	185	370
Vemma Affiliate Starter Pack	\$100 USD	250	500
Verve Affiliate Starter Pack	\$100 USD	250	500

[†]Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.

CYCLE EARNINGS LEVELS

The cycle earnings levels only apply to the Cycle Commission and do not affect any other areas of income in the **Vemma Compensation Plan**. Once the Affiliate reaches the maximum cycle level earnings on that position for four (4) consecutive weeks, the Affiliate will be given one (1) new position above his or her maxed position. That position will have the same earning level limit, unless the Affiliate rank advances to the higher rank, as specified below. Up to two (2) positions maximum are allowed per Affiliate, four (4) individual positions per married couple.

Earnings Level up to: [†]	Affiliate Rank:
\$25,000 per week/\$1,300,000 USD per year	Affiliate—Royal Ambassador
\$30,000 per week/\$1,560,000 USD per year	Star Royal Ambassador
\$35,000 per week/\$1,820,000 USD per year	Pinnacle Leader
\$45,000 per week/\$2,340,000 USD per year	Star Pinnacle
\$50,000 per week/\$2,600,000USD per year	Royal Pinnacle
\$55,000 per week/ \$2,860,000 USD per year	Legend

Affiliates will not be eligible to receive some bonuses until they have qualified their sales organization by having 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month, one (1) active Vemma Customer/Affiliate on their left team and one (1) active Vemma Customer/Affiliate on their right team whom they personally enrolled. Affiliates will be able to accrue volume on both, profit (team with the least amount of volume in the given volume week) and power (team with the higher amount of volume in the given volume week), teams if they are qualified. However, if an active Affiliate has four (4) consecutive weeks of non-qualification, the volume in their profit team will flush. For every consecutive week after the four (4) week flush that an Affiliate does not qualify, no volume will accumulate on the profit team. Any sales that they have in the power team of their sales organization will remain there until they have qualified their sales organization, as long as they are active. Affiliates can accumulate or bank a maximum of 2,000,000 points in their power team.

Affiliates below the rank of Platinum are considered active if they have 60 PV every month. Platinum and above Affiliates are considered active if they have a 120 PV every month.

If an Affiliate has four (4) consecutive volume periods* in which they are not active, all accumulated volume in both teams will flush.

At the end of every corporate 52-week period, all power team volume in excess of fifteen (15) times the total amount of the Affiliate's most recent four (4) week profit team volume will be flushed, if that Affiliate was enrolled prior to week 27. Affiliates enrolled during or after week 27 will not flush until the following year. At the start of week 1, all power team volume exceeding the set threshold will be flushed. The threshold is equal to 150,000 points or fifteen (15) times the profit team volume generated during weeks 49 through 52, whichever is greater. The most recent four (4) week profit team volume is defined as any and all generated volume that occurs in an Affiliate's profit team during weeks 49 through 52.

After twenty-four (24) consecutive weeks without activity, the account will be terminated.

*Volume period is defined as a Vemma business period beginning on Friday at 12:00 a.m. and ending at 11:59 p.m. on Thursday night.

[†]Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.

MATCHING COMMISSION

Qualifications: Active and qualified with 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month in addition to four (4) personally enrolled active Customers/Affiliates, one (1) on the Affiliate's left team and one (1) on the right team, two (2) anywhere else on their team.

The Matching Commission pays the Enroller ten percent (10%) on all of their personally enrolled Affiliates' Cycle Commission earned amounts. If an Affiliate does not meet the eligibility requirements to earn it, the Matching Commission will compress to the first eligible upline Enroller.

An Affiliate cannot earn both Matching Commission and the Second Tier Matching Commission on the same downline Affiliate. In the case of compression of the Matching Commission due to the direct Enroller's ineligibility, the Second Tier Matching Commission will compress as well.



SECOND TIER MATCHING COMMISSION

Qualifications: Active and qualified with 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month in addition to six (6) personally enrolled active Customers/Affiliates, one (1) on the Affiliate's left team and one (1) on the right team, four (4) anywhere else on their team.

Affiliates earn on the people that they personally enrolled, plus they are eligible to earn a ten percent (10%) Matching Commission on all of their personal enrollees' personally enrolled Affiliates' Cycle Commission earned amounts. If an Affiliate does not meet the eligibility requirements to earn it, the Second Tier Matching Commission will compress to the first eligible upline Enroller.

In the case of compression of the Matching Commission due to the direct Enroller's ineligibility, the Second Tier Matching Commission will compress as well.

TIER MATCHING COMMISSION CAP

Earnings of the Matching Commission and Second Tier Matching Commission up to \$5,000 USD[†] in a four (4) week rank advancement period will not require specific structure or rank qualifications. To be eligible to earn the Matching Commission and Second Tier Matching Commission in excess of \$5,000 USD[†] in a four (4) week rank advancement period, an Affiliate must earn and maintain the "Paid As" rank of Platinum or higher.

"Word-of-mouth messages stand out in a person's mind...Quite simply, we find messages more believable and compelling when we hear them directly from other people, particularly people we know and respect."

Regis McKenna, Founder of The McKenna Group

[†]Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.

BALANCED TEAM BONUS

Qualifications: Active and qualified with 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month along with two (2) personally enrolled active Customers/Affiliates, one (1) on each team. Additional requirements are shown in the table below.

This bonus pays out at the end of each four (4) week rank advancement period based upon the paid ranks achieved during the current or previous rank advancement period. Balanced Team Bonus is prorated amongst all qualified participants based upon "Paid As" rank. The Balanced Team Bonus Pool encompasses approximately three percent (3%) of the sales generated from countries that participate in the

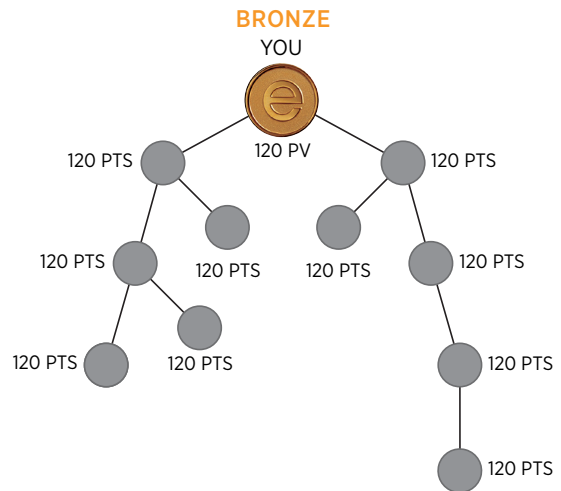
Balanced Team Bonus. Balanced Team Volume accumulated in a four (4) week rank advancement period does not roll over to the next four (4) week period. The payout at each level may vary from period to period. Affiliates can participate in the pools at each Balanced Team level for a period of no longer than twelve (12) months from the date they first achieve that Balanced Team level. Affiliates who do not meet the requirements for their current paid level may participate in a lower pool for which they meet the requirements.^ All Affiliates who reach the rank of Diamond or above and have a "Paid As" Gold on each team in their enrollment line will transition from the Balanced Team Bonus to the Premier Club. Affiliates who earn the Balanced Team Bonus cannot also earn the Premier Club Bonus in the same 4-week rank advancement period.

BALANCED TEAM BONUS

"PAID AS" RANK: BRONZE

500 points consisting of Auto-Delivery, Customer, and/or Affiliate Pack orders from enrollership volume on their left team and their right team.

Max Payout Per Share: Up to \$100[†]

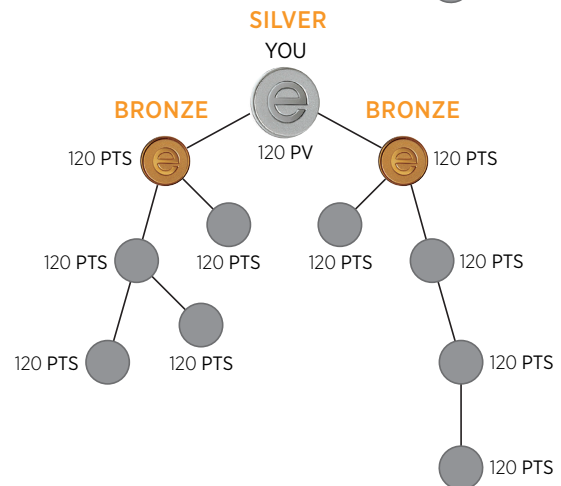


BALANCED TEAM BONUS

"PAID AS" RANK: SILVER

Bronze* on each team in the enrollment line and 500 points consisting of Auto-Delivery, Customer, and/or Affiliate Pack orders from enrollership volume on their left team and their right team.

Max Payout Per Share: Up to \$200[†]



[^]Affiliates with a "Paid As" rank of Diamond and Platinum are eligible to earn the Balanced Team Bonus at the Bronze through Gold levels. Affiliates who reach the rank of Star Platinum or above are no longer eligible to earn the Balanced Team Bonus.

*The downline Affiliate's "Paid As" rank must be achieved and maintained by earning a certain number of cycles in a four (4) week rank advancement period as defined in the Rank Advancement section on page 15 of the [Vemma Compensation Plan](#). Affiliates who purchased an Affiliate Pack(s) in order to achieve the Affiliate Pack Flag will not count toward the rank required in both teams.

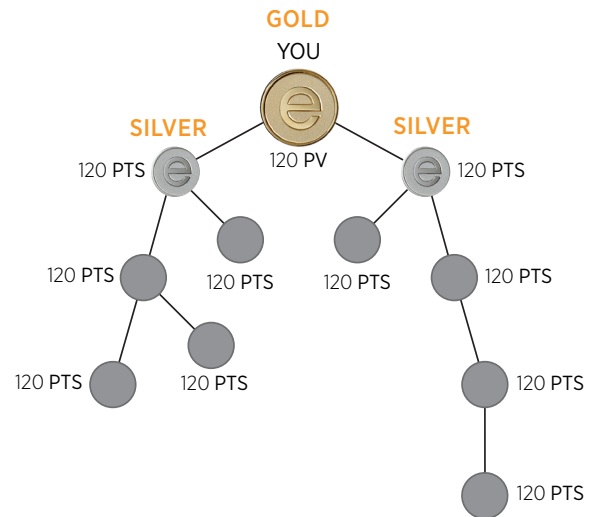
[†]Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting the Opportunity section of [vemma.com](#).

BALANCED TEAM BONUS

“PAID AS” RANK: GOLD

Silver* on each team in the enrollment line and 500 points consisting of Auto-Delivery, Customer, and/or Affiliate Pack orders from enrollership volume on their left team and their right team.

Max Payout Per Share: Up to \$300[†]



BALANCED TEAM BONUS AFFILIATE PACK FLAG

Qualifications: Must be active and qualified with 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month, one (1) personally enrolled active Customer/Affiliate on each team, and the purchase of an Affiliate Pack. This Affiliate Pack Flag will be honored at the purchased level for 90 days from the day the Affiliate enrolls with Vemma, provided the Affiliate achieves Balanced Team Bonus qualifications.

For example: An Affiliate purchases an Affiliate Starter Pack. Once they are qualified with 500 points consisting of Auto-delivery Customer and/or Affiliate Pack orders from enrollership volume on their left team and their right team¹, they would be paid at the Silver level (up to \$200)[†] instead of the Bronze level (up to \$100). Once the 90-day Flag ends, the Affiliate would be paid normally as qualified.

PREMIER CLUB

Qualifications: Active and qualified with 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month. Affiliates must have purchased an Affiliate Pack within the first 60 days of becoming an Affiliate.

Affiliates are required to be “Paid As” Diamond or above and have a “Paid As” Gold on each team in the enrollment line and 500 points consisting of Auto-delivery, Customer, and/or Affiliate Pack orders from enrollership volume on their left team and their right team in a four (4) week rank advancement period.

*The downline Affiliate’s “Paid As” rank must be achieved and maintained by earning a certain number of cycles in a four (4) week rank advancement period as defined in the Rank Advancement section of the [Vemma Compensation Plan](#). Affiliates who purchased an Affiliate Pack(s) in order to achieve the Affiliate Pack Flag will not count toward the rank required in both teams.

[†]Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting the Opportunity section of [vemmas.com](#).

¹ Balanced Team Bonus structure requirements are waived during the Affiliate Pack Flag period.

Once an Affiliate is qualified for the Premier Club, they will be eligible for payout each time they meet the requirement in a four (4) week rank advancement period.

Once qualified for this program, Affiliates will be eligible to earn the Premier Club Car Bonus or the Premier Club College Bonus. With the Premier Club Car Bonus, vehicle requirements must be met and approved by Vemma.² With the Premier Club College Bonus, all requirements must be met and approved by Vemma.³

If an Affiliate chooses to opt out of the Premier Club Car or College Bonus option, the Affiliate will receive the Cash Bonus option, which is 50% of the Premier Club Car or College Bonus, dependent on your rank.

Vehicle requirements:

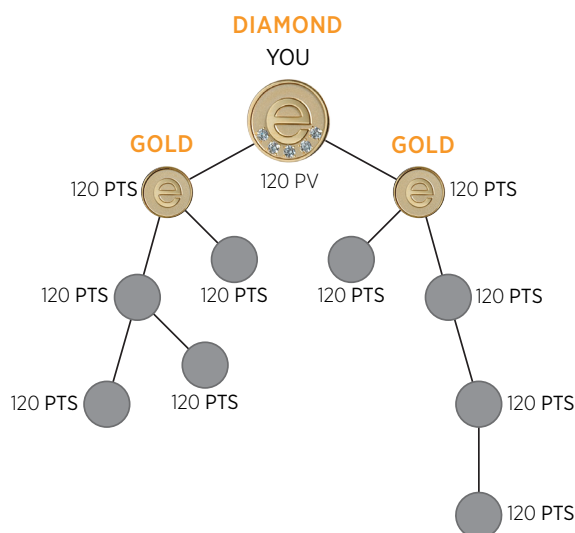
- Any vehicle that is valued at \$30,000 or more.⁴
- New or used, must be no older than 3 years
- Color MUST be black, silver, white, orange or red exterior

PREMIER CLUB

“PAID AS” RANK: DIAMOND

Gold* on each team in the enrollment line and 500 points consisting of Auto-delivery, Customer and/or Affiliate Pack orders from enrollership volume on their left team and their right team.

“PAID AS” LEVEL	FULL CAR BONUS [†]	FULL COLLEGE BONUS [†]	CASH BONUS [†]
Diamond			
Platinum			
Star Platinum	\$400	\$400	\$200
Executive			
Star Executive			
Presidential			
Star Presidential	\$600	\$600	\$300
Ambassador			
Star Ambassador	\$800	\$800	\$400
Royal Ambassador	\$1,200	\$1,200	\$600
Star Royal Ambassador	\$1,800	\$1,800	\$900
Pinnacle	\$2,500	\$2,500	\$1,250
Star Pinnacle	\$3,000	\$3,000	\$1,500
Royal Pinnacle	\$3,500	\$3,500	\$1,750
Legend	\$4,000	\$4,000	\$2,000



² A qualified Affiliate must contact Vemma for vehicle requirements, documentation, and approval before a vehicle is purchased or leased to ensure vehicle requirements are met. Visit premierclub.vemma.com for details.

³ A qualified Affiliate must provide proof of current college enrollment or a copy of their latest student loan statement.

⁴ Value will be based on the final purchase or lease price or the current retail car value listed at KBB.com (Kelly Blue Book). The vehicle must represent the integrity of Vemma’s Brand Standards.

*The downline Affiliate’s “Paid As” rank must be achieved and maintained by earning a certain number of cycles in a four (4) week rank advancement period as defined in the Rank Advancement section of the Vemma Compensation Plan. Affiliates who purchased an Affiliate Pack(s) in order to achieve the Affiliate Pack Flag will not count toward the rank required in both teams.

[†]Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.

FRENZY BONUS

Qualifications: Active and qualified with 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month. Affiliates must have purchased an Affiliate Pack in order to be eligible.

Affiliates are required to enroll three (3) new Customers and/or Affiliates who purchased a minimum 120 point purchase within the same volume week (Friday through Thursday) they signed up for Vemma.

The bonus will pay out up to \$200 USD per share.** The amount of each share is dependent upon the number of people participating.

DOUBLE FRENZY

Qualifications: Active and qualified with a 120 PV (volume associated with the products purchased on your account and/or half the QV from your personally enrolled Customer(s) purchase) every month. Affiliates must have purchased an Affiliate Pack in order to be eligible.

Affiliates are required to enroll three (3) new Customers and/or Affiliates who purchased an Affiliate Starter Pack within the same volume week. The 10-Pack will be calculated as an Affiliate Pack for this bonus. Each of the three (3) new Customers or Affiliates must also enroll with an Auto-delivery for a minimum of 120 points within the same volume week (Friday through Thursday) they signed up for Vemma (“new qualifying volume”).

The bonus will pay out up to \$400 USD per share.** The amount of each share is dependent upon the number of people participating.

CUSTOMER REFERRAL PROGRAM

Eligibility is based on having an active 30 point minimum Auto-delivery order on file and a minimum of three (3) personally enrolled Customers (enrolled January 1, 2014, or later) who purchase product in a calendar month. The total QV of the Customer product orders must be three (3) times that of the Auto-delivery order on file of the listed enroller. The free product is given only as an Auto-delivery order. One-time orders will not be free. Affiliates and Customers are responsible for applicable shipping charges and tax.

Customers who also are qualified to get their product free do NOT count as one (1) of the three (3) required Customers. Customers must be in the same region of the enrolling Affiliate or Customer.

For example, a United States Affiliate or Customer who enrolls a Canadian Customer is eligible for the free product offer; however, a United States Affiliate or Customer who enrolls a European Customer is not.

Customers enrolled prior to January 1, 2014, are eligible to earn free product but do not count as one (1) of the three (3) required Customers for their Enroller.*** Customers enrolled on or after January 1, 2014, are eligible to earn free product and will be eligible to count as one (1) of the three (3) required Customers for their Enroller.

Customers with an active 30 point minimum Auto-delivery order on file will be provided with a branded referral website.

There is a limit of one (1) free Auto-delivery order per account, per month — maximum 120 QV.

**Affiliates can earn up to a maximum of two (2) shares total of the Frenzy and Double Frenzy combined in a single volume week.

***Grandfathered: Customers enrolled before January 1, 2014 can only be grandfathered in if their listed enroller has qualified for Customer Referral Program in the months of January, February, or March of 2014.

GLOBAL BONUS POOL

These 12-week bonus pools encourage team building and cross-line cooperation by rewarding leaders with a bonus that encompasses two and one quarter percent (2.25%) of overall Vemma sales. To qualify for a pool of this bonus, an Affiliate must maintain all requirements, all 4-week periods in a Global Bonus payout timeframe. An Affiliate must have both the “Paid As” and the Balanced Building requirements met each of the 4-week periods. Each level of this bonus Affiliates qualify for is considered 1 share. They can also earn a share of any lower bonus pool up to a share of all eleven (11) pools. The last 4-week period of the year will be considered a **“Bonus Pool”** that will pay out only if the Affiliate has earned the Global Bonus Pool all 4 periods in a year. The Affiliates lowest common rank achieved in all 4 periods is what will determine your bonus pool rank for the **“Bonus Pool”**.

Global Bonus Pools “Paid As”	Total Percentage of Platinum — Star Royal Pool	Balanced Building Requirements: “Paid As” Affiliate on each team of the enrollment line
Platinum Pool	1.5%	Gold or above
Star Platinum Pool		Diamond or above
Executive Pool		Platinum or above
Star Executive Pool		Platinum or above
Presidential Pool		Star Platinum or above
Star Presidential Pool		Star Platinum or above
Ambassador Pool		Star Executive or above
Star Ambassador Pool		Presidential or above
	Total Percentage of Royal — Star Royal Pool	
Royal Pool	.75%	Presidential or above
Star Royal Pool		2 Presidential or above
Pinnacle Pool		3 Presidential or above

ONE-TIME RANK ADVANCEMENT REWARDS[†]

After qualifying at a new rank (Silver through Star Executive) for two (2) consecutive four (4) week rank advancement periods, a one-time bonus will pay out.

Two Four (4) Week Periods

Silver	\$100 USD
Gold	\$250 USD
Diamond	\$500 USD
Platinum	\$750 USD
Star Platinum	\$1,000 USD
Executive	\$1,500 USD
Star Executive	\$2,000 USD

After qualifying at a new rank (Presidential through Legend) for six (6) consecutive four (4) week rank advancement periods, a one-time bonus will pay out. For Presidential through Royal Ambassador ranks, the Affiliate will need to maintain a minimum of one “Paid As” Star Platinum in their personally enrolled downline on each team of their business.

Six Consecutive Four (4) Week Periods

Presidential	\$3,000 USD
Star Presidential	\$5,000 USD
Ambassador	\$10,000 USD
Star Ambassador	\$15,000 USD
Royal Ambassador	\$25,000 USD
Star Royal Ambassador	\$100,000 USD
Pinnacle Leader	\$250,000 USD
Star Pinnacle*	\$500,000 USD
Royal Pinnacle*	\$750,000 USD
Legend*	\$1,000,000 USD







[†]Your success is dependent on your efforts and leadership abilities. The Company has generally expected results which can be obtained by visiting the Opportunity section of vemma.com.

*One-Time Rank Advancement Reward will be paid in 24 equal payouts. Affiliate must maintain the Paid As rank in the Rank Advancement period in order to receive the payout.

RANK ADVANCEMENT AWARD LEVELS



Rank Advancement and other recognition will be based on four (4) week periods and calculated when bonuses are run for the last week of the four (4) week period. This recognition will be posted in your Vemma Back Office approximately two (2) weeks after the bonus run. By earning a certain number of cycles in a four (4) week period, Affiliates can achieve various ranks and be recognized as a Leader!

Leader Rank	Qualifications	Number of cycles in a four (4) week period
	Bronze	1
	Silver	5
	Gold	10
	Diamond	20
	Platinum	50
	Star Platinum	75
	Executive	100
	Star Executive	175

RANK ADVANCEMENT

Elite Rankings

Leader Rank	Qualifications	Number of cycles in a four (4) week period
	Presidential	250
	Star Presidential	375
	Ambassador	500
	Star Ambassador	1,000
	Royal Ambassador	2,000
	*Star Royal Ambassador	4,000
	*Pinnacle Leader	6,000
	*Star Pinnacle	10,000
	*Royal Pinnacle	15,000
	*Legend	20,000

Vemma values recognition. Affiliates are eligible to earn special awards at each level. Achieve each rank two (2) consecutive four (4) week periods to qualify for Silver through Star Ambassador awards, and six (6) consecutive four (4) week periods to qualify for Royal Ambassador and above awards.

*In addition to earning the required cycles in the four (4) week Rank Advancement period, you will need to meet the required structure to receive the Paid As rank. Star Royal Ambassadors must have two (2) Presidential enroller teams on the left team and the right team; Pinnacle Leaders must have three (3) Presidentials, enroller teams on the left team and the right team; Star Pinnacles must have three (3) Star Presidential enroller teams on the left team and the right team; Royal Pinnacles must have three (3) Ambassador enroller teams on the left team and the right teams; Legends must have three (3) Star Ambassador enroller teams on the left team and the right team.

TWO TEAM REQUIREMENTS



VEMMA BALANCED BUILDING REQUIREMENTS

Balanced Building requirements apply to Vemma Affiliates who are “Paid As” Platinum rank or above. Eligible Affiliates will be required to maintain a specific minimum structure (as shown on page 18) within their personally enrolled downline on both teams of their organization to continue to receive one hundred percent (100%) of their Cycle Commission and Global Bonus Pools share earnings. All contributions from each week are used to increase the company-wide cycle point value in future weeks.

“Buzz is the aggregate of all person-to-person communication about a particular product, service or company at any point in time.”

Emanuel Rosen, *The Anatomy of Buzz*

VEMMA BALANCED BUILDING STRUCTURE REQUIREMENTS

Affiliate "Paid As" Rank	Personally Enrolled Downline Rank* requirement for each team	Grace period in which to meet requirement after rank achieved	% of Cycle Commission/Global Bonus Pools Earnings withheld if not met**
Platinum	Gold or Above	12 Weeks	5%
Star Platinum	Diamond or Above	12 Weeks	
Executive	Platinum or Above	12 Weeks	
Star Executive	Platinum or Above		
Presidential	Star Platinum or Above	12 Weeks	10%
Star Presidential	Star Platinum or Above		
Ambassador	Star Executive or Above	24 Weeks	20%
Star Ambassador	Presidential or Above	24 Weeks	
Royal	Presidential or Above		

**The maximum percentage withheld is twenty percent (20%). If you do not meet the Balanced Building requirements for your "Paid As" rank and you do not meet the requirements for the lower ranks, the contribution will be the combined percentages up to a max of 20%. For example, if someone is "Paid As" Ambassador and does not meet Balanced Building requirements for Ambassador and Presidential ranks by their grace period, the total percentage withheld will be twenty percent (20%). Those Affiliates "Paid As" Ambassador and higher who meet the Presidential rank requirements, but not the Ambassador rank requirements, will contribute ten percent (10%) of their Cycle Commission earnings.

These requirements are individual and not cumulative. For example, if someone is growing quickly and reaches Presidential and then advances to the Ambassador rank the next four (4) week qualifying cycle, that does NOT waive the twelve (12) weeks to develop a Star Platinum. Additionally, the clock will start for the Ambassador requirement twenty-four (24) weeks from that rank advancement date.

PLEASE NOTE: Maintaining the leader ranks in both teams means that although an Affiliate may meet the highest achieved pin rank requirement, if the qualified "Paid As" rank is not MAINTAINED on a monthly basis, the Affiliate will be treated as if the level was not attained and forfeit the corresponding portion of their Cycle Commission income until it becomes qualified again.