

snackhealthytm



COMPENSATION PLAN



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Getting Paid: Your Future as a Brand Partner

The SnackHealthy Compensation Plan has been designed to provide you with rewarding compensation every step of the way on your journey to financial success!

Customers and Compensation

In the beginning, your primary compensation is directly tied to your success in gathering new Customers and Brand Partners then duplicating the process by helping your new Brand Partners do the same. With SnackHealthy, you are in business for yourself, but not by yourself and, you can count on support from your Sponsor and your upline leadership team in building your SnackHealthy business.

There is no limit to the success and income you can achieve, and it will be primarily dependent on two things: the amount of time and effort you are willing to invest in your new SnackHealthy business, and the quality and quantity of the people you choose to work with.

Your bonuses will progressively increase as you move through the plan, and we will help you track your progress every step of the way and let you know what you have to do to reach your next Leadership and Bonus level.

9 Exciting Ways to Earn!

The SnackHealthy Compensation Plan provides you with incredible incentives to get started quickly and to build for the long-term.

1. Retail Mark-up

Selling SnackHealthy products directly to your customers is the foundation for building a successful business. Face-to-face retail sales allows you to earn income by purchasing SnackHealthy products at the wholesale price and then selling them at a retail price of your choosing. In addition to retail sales, you can enroll preferred customers† on monthly auto delivery and earn a Bonus every month on their ongoing purchases.

You don't need to be active** or qualified†† to earn profit from sales made to retail or preferred customers.

2. First Order Bonus (FOB)

You will earn a First Order Bonus of 15-20% for every new customer purchase. To earn this “one time only” bonus you must be active** at the time the order is placed. Bonus is based on CV.

Bonus	Paid On
15%	1 st enrollment
15%	2 nd enrollment
20%	3 rd enrollment and thereafter

3. Free Snack Bonus (FSB)

Enroll 4 Customers on auto-delivery and your monthly auto-delivery is free. As long as you have at least 4 customers on auto-delivery the previous calendar month, and the total BV from those customers is at least 4 times the BV of your auto-delivery order, you will receive your snacks for free month after month, year after year.

Example: To receive your 40BV auto-delivery for free, you need 4 preferred customers with a total of 160BV. To receive your 120BV auto-delivery for free, you need at least 4 preferred customers with a total of 480BV.

Your auto-delivery	Your 4 customers' total auto-delivery
40 BV	160BV
80 BV	320BV
120 BV	480BV

4. Group Sales Bonus (GSB)

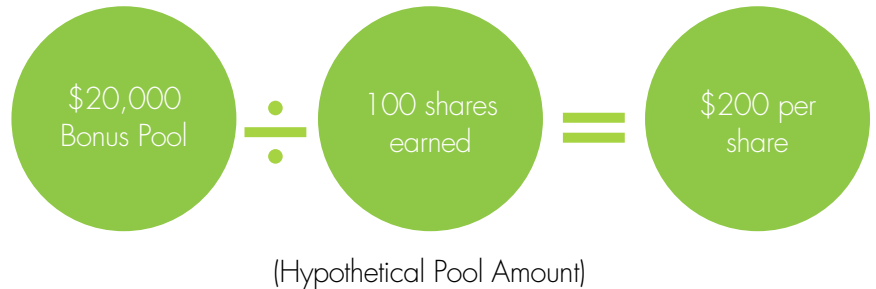
The Group Sales Bonus (GSB) was designed to encourage new enrollments and auto-deliveries, which are the lifeblood of a growing company and your residual income. Every month, SnackHealthy puts a percentage of every “First Order” into a Group Sales Bonus Pool. For every Preferred Customers with a min 40BV auto-deliver order you personally enroll each month, you will receive one point and a potential share in the pool. Every month you personally enroll 4 or more new Preferred Customers with a min 40BV reoccurring auto-deliver order, you will qualify to participate in the GSB pool based on total shares you have earned that particular month.*

** While there is no limit to the number of Preferred Customers you can enroll each month, the maximum number of shares allowed in the Group Sales Bonus Pool for each BP is 16 per month.*

5. Retention Bonus (RB)

In addition to generous rewards for enrolling new Customers, we also reward you for customer retention. Every month, SnackHealthy puts a percentage of every auto delivery order into a Retention Bonus Pool that you can share in. You will earn 1 point for each of your personally enrolled preferred customers for each month they are active during each calendar quarter. You will receive one share in the bonus pool for every 40 points you accumulate.

- 40 Points earns 1 Share
- 80 Points earns 2 Shares
- 120 Points earns 3 Shares



6. Team Bonus (TB)

In Snack Healthy, everyone builds two teams... one on the right and one on the left. Once you reach 250 GV on your lesser leg, bonuses are paid on that leg as well as matching volume on your greater leg. Any unpaid GV carries over to the following period, as long as you remain active.

Any period your personal sales volume is over 80 BV, the overage will be applied to your lesser volume leg. Team bonuses are limited to \$50,000 per pay period. Although team bonuses may be earned by being active with 80 PV, you can maximize your earnings by remaining active with 1000 BV or more on lesser leg.

Rank	Personally Enrolled BP's	Lesser Leg BV	Bonus
Brand Partner			
Bronze	4	250BV	8%
Silver	4	1,000BV	9%
Gold	8	2,500BV	10%
Platinum	10	10,000BV	11%
Ruby	12	25,000BV	12%
Emerald	20	50,000BV	13%
Diamond	24	100,000BV	15%

**You must be active and have at least one personally sponsored and active brand partner on both your left and right legs to be eligible to earn team bonuses. In addition, you must have a minimum of 250 Group Volume on each of your placement tree legs in the bonus period.*

7. Maximum Matching Bonus (MMB)

To further reward our leaders for their sales, and their downline organization sales, we have created the Maximum Matching Bonus, * which allows you to earn up to a 40% matching bonus on the team bonuses paid to brand partners in your personal enrollment tree. The enrollment tree consists of brand partners you personally sponsor, the brand partners they personally sponsor, and so on.

Unlike most companies that typically pay lower percentages on deeper, larger levels, the MMB pays the highest percentage on the level with the most binary earnings. The next highest percentage is paid on the next level with the next highest binary earnings, and so on. The MMB is calculated from up to four levels of Brand Partners in your personal enrollment tree. As your leadership rank increases, so does the number of levels on which you can be paid an MMB.

The MMB is calculated on unlimited width. Therefore, in order to maximize your income, you should strive to continue advancing to higher pay ranks, as well as continue to personally enroll brand partners, thereby creating more personal enrollment legs on which you can earn an MMB.

The following are the MMB percentages each rank is eligible to be paid:

Paid-as Gold

- 20% on the level with the highest binary earnings
- 20% on the level with the next highest binary earnings

Paid-as Platinum

- 30% on the level with the highest binary earnings
- 20% on the level with the second highest binary earnings
- 10% on the level with the third highest binary earnings
- 10% on the level with the fourth highest binary earnings

Paid-as Ruby and Above

- 40% on the level with the highest binary earnings
- 30% on the level with the second highest binary earnings
- 20% on the level with the third highest binary earnings
- 10% on the level with the fourth highest binary earnings

The hypothetical example below assumes that if you achieved Gold status you would have several hundred people in your enrollment tree that you would be earning a matching bonus on. You have enrolled 8 that are earning a bonus and they have enrolled 18 and so on. You would have many others not earning a Two Team bonus yet but may in the future.

Level	# of BPs	Total Team Bonus	%	Your MMB
1	8	\$ 7,000	10%	\$ 700
2	18	\$10,000	30%	\$3,000
3	52	\$22,000	40%	\$8,800
4	26	\$ 8,000	20%	<u>\$1,600</u>
Your Total MMB				\$14,100

* The MMB is generated from the sales volume of the Brand Partners in your personal enrollment tree. It is paid bi-weekly and is based on a floating percentage. Gold Brand Partners and above must be active with at least 120 BV to earn an MMB. Bi-Weekly MMB cannot exceed the volume from your lesser volume leg.

8. Stock Option Bonus (SOB)

In addition to the commissions and cash bonuses, you will have the opportunity to participate in the Company's Stock Options Plan. The Stock Options are granted each quarter based on your Leadership Level.

Bronze	25 shares
Silver	50 shares
Gold	100 shares
Platinum	500 shares
Ruby	1,000 shares
Emerald	2,500 shares
Diamond	5,000 shares

9. Quarterly Leadership Incentives (QLI)

Each calendar quarter SnackHealthy will offer exciting rewards to the top Brand Partners who achieve the appropriate milestones. These will vary from time to time in the form of cash, vacations, awards, increased pay ranks, and stock grants. (see the current Incentives in the back office for more details.)

SnackHealthy Leadership Advancement Chart

Leadership Level	Qualifications	Bonuses Available	Team Bonus %	Maximum Matching Bonus	Personal Volume Required
Brand Partner (BP)	40 BV Personal Volume each month	FOB, FSB, GSB RB	N/A	N/A	40BV
Bronze	Enroll 4 BP's generating 1,000BV in one pay period.	FOB, FSB, GSB RB, TB, SOB	8%	N/A	80BV
Silver	Enroll 4 BP's, 4,000 BV 1,000 BV on Pursuit Team in a pay period	FOB, FSB, GSB RB, TB, SOB	9%	N/A	120BV
Gold	Enroll 8 BP's, 4,000 PEBV 2,500 BV on Pursuit Team	FOB, FSB, GSB RB, TB, SOB MMB	10%	20% 20%	120BV
Platinum	Enroll 12 BP's, 4,000 PEBV 10,000 BV on Pursuit Team OR 4 Personally Enrolled Gold BP's	FOB, FSB, GSB RB, TB, SOB MMB	11%	30% 20% 10% 10%	120BV
Ruby	Enroll 12 BP's, 4,000 PEBV 25,000 BV on Pursuit Team OR 3 Personally Enrolled Platinum BP's	FOB, FSB, GSB RB, TB, SOB MMB	12%	40% 30% 20% 10%	120BV
Emerald	Enroll 20 BP's, 4000 PEBV 50,000 BV on Pursuit Team OR 2 Personally Enrolled Ruby BP's	FOB, FSB, GSB RB, TB, SOB MMB, QLI	13%	40% 30% 30% 20%	120BV
Diamond	Enroll 24 BP's, 4,000 PEBV 100,000 BV on Pursuit Team OR 2 Personally Enrolled Emeralds BP's	FOB, FSB, GSB RB, TB, SOB MMB, QLI	15%	40% 40% 30% 20%	120BV

NOTES AND TERMINOLOGY

* Selling products to your customers is essential to network marketing. The Policies and Procedures require minimum monthly sales. Additionally, to continue to be eligible for any earnings under the compensation plan, you must make at least five authenticated sales to separate retail customers and Preferred Customers annually.

** Active: Must generate a minimum of 40-120 PV every four weeks.

Brand Partner: An individual or business entity interested in earning income from the Snackhealthy compensation plan. A Brand partner can be also be a preferred customer; in addition to saving money on their products they can earn income during each pay period if they are active and qualified with the appropriate BV needed.

† Preferred Customer: One of your customers who is enrolled in SnackHealthy's database and can place orders without your direct involvement. Auto delivery is required to be a preferred customer and could be a personally enrolled Brand Partner.

Customers can receive free snacks when they enroll 4 Preferred Customers. Customers cannot earn income.

†† Qualified: Must have two personally enrolled Brand Partners in each placement team leg that is either active or has at least 1,000 personal enrollment tree volume.

§ Preferred Customer Personal Volume (PCPV): Volume associated with a purchase made by a preferred customer, which is half of the volume of a purchase associated with a Brand Partner.

Pursuit Team: Team with the lesser amount of sales. Sometimes referred to as the Lesser Volume Team.

Lead Team: Team with the greater amount of sales. Sometimes referred to as the Greater Volume Team

‡ Volume: Refers to the points assigned to products. PV is personal sales volume from products ordered for selling to your regular customers and from products ordered by your preferred customers. BV is group Business Volume from products ordered by your downline for selling to their regular customers and it also includes products ordered by their preferred customers.

COMPENSATION PLAN GLOSSARY OF TERMS

Achieved Rank: The highest rank a Brand Partner has obtained since their initial enrollment.

Advancement Volume (AV): A value assigned to commissionable services that is used to determine advancement status, qualification status and rank.

Active: A Brand Partner is considered Active for a specific month if they have 40-120 PBV in the month.

Auto-Delivery: A service provided by SnackHealthy that automatically ships products on a monthly basis to Brand Partners.

Bankable: A term used to indicate that a Brand Partner is allowed to accumulate Left-GV and Right-GV that is necessary for earning the Two Team Bonus.

Brand Partner: A person or business entity that is enrolled to market and sell SnackHealthy Products. Brand Partners are entered in the database with their own unique user identification number and may enroll other Brand Partners into SnackHealthy. A Brand partner can be also be a preferred customer. Brand Partners can earn income during each pay period if they are active and qualified with the required BV. See Retail Customer

Business Center (BC): A node within the Placement Tree that is owned by a Brand Partner.

Business Value (BV): A value assigned to commissionable services that is used to determine active status, qualification status and rank. See Commissionable Value (CV).

Carryover Volume: The amount of GV that is remaining on the Left Leg and/or Right Leg at the end of the semi-monthly period after incentives have been calculated.

Commission Period: The time between compensation processing runs. The SnackHealthy Compensation Plan is based on semi-monthly Commission periods.

Customers: Customers can receive free snacks when they enroll 4 Preferred Customers. Customers cannot earn income.

Effective Period: The date or commission period in which a rank achievement is effective.

Enroller: Brand Partner that introduces and signs up another Brand Partner. An Enroller is the first upline Brand Partner of any given Brand Partner in the Enroller Tree.

Greater-Volume Leg (Lead Leg): The Left Leg or Right Leg that has the greater amount of GV in a given period. Also see Lesser-Volume Leg.

Group Volume (GV): There are two (2) accumulations of Group Volume.

Left Group Volume (Left-GV): The accumulation of BV for a Brand Partner from all Brand Partners that are placed in the downline of the Brand Partner's Left Leg. A Brand Partner must be Active to accumulate Left-GV.

Right Group Volume (RGV): The accumulation of BV for a Brand Partner from all Brand Partners that are placed in the downline of the Brand Partner's Right Leg. A Brand Partner must be Active to accumulate Right-GV. See Total Group Volume (TGV).

Hierarchal Organization: A hierarchy of relationships. There are two (2) organization defined in the SnackHealthy Compensation Plan: The Enroller Tree and The Placement Tree.

Commissionable Value (CV): A monetary value assigned to commissionable services that is used to calculate the First Sale Bonus. See Business Value (BV).

Downline: There are two downline organizations:

Enroller Tree Downline: All first-level (i.e., front-line) Brand Partners in the Enroller Tree and their first-level Brand Partners, and so on, until the end of the Enroller Tree is reached.

Placement Tree Downline: All first-level Brand Partners (i.e., front-line) in the Placement Tree and their first-level Brand Partners, and so on, until the end of the Placement Tree is reached.

Legs: There are two types of Legs:

Enroller Tree Leg: A personally-enrolled Brand Partner and their entire downline. A Brand Partner can have an unlimited number of legs in the Enroller Tree.

Placement Tree Leg: A first-level Brand Partner and their entire downline in the Placement Tree. A Brand Partner can have a maximum of two legs in the Placement Tree; the Left Leg and the Right Leg.

Greater Volume Leg: The leg with the greater amount of GV in a given period.

Lesser-Volume Leg: The Left Leg or Right Leg with the lesser amount of GV in a given period. NOTE: The BV of all personally-enrolled Brand Partners and Retail Customers goes to the Lesser-Volume Leg regardless of the leg they are in. If a Retail Customer is enrolled by a Retail Customer their BV goes to the Lesser-Volume Leg of the first upline Brand Partner. Also see Greater-Volume Leg.

Paid-As Rank: The rank at which a Brand Partner qualifies and is paid within a specific commission period. Paid-As Rank is determined on a semi-monthly basis.

Personal Business Value (PBV): The sum of BV from a Brand Partner's personal transactions.

Personal Commissionable Value (PCV): The sum of CV from a Brand Partner's personal transactions.

Personal Enrollment Business Value (PEBV): The sum of a Brand Partner's PBV and the PBV from all personally-enrolled Brand Partners (within the Enroller Tree) within a given period.

Preferred Customer: A customer who is enrolled in SnackHealthy's database and can place orders without your direct involvement. Auto delivery is required to be a preferred customer.

Preferred Customer Personal Volume (PCPV): Volume associated with a purchase made by a preferred customer, which is half of the volume of a purchase associated with a Brand Partner.

Qualified: Must have two personally enrolled Brand Partners in each placement team leg that is either active or has at least 1,000 personal enrollment tree volume and has met the requirements to be paid a particulate bonus/commission.

Rank: A title assigned to a Brand Partner that is based on the Brand Partner's performance. There are two (2) types of Rank: Achieved Rank and Paid-As Rank.

Retail Customer: A person or business entity that is a consumer of SnackHealthy products but is not enrolled as a Brand Partner. Retail Customers are tracked within the database. Retail Customers purchase from a Brand Partner's website and from a Brand Partner's personal inventory. See Brand Partner.

Retail Price: The price paid by Retail Customers for SnackHealthy products.

Semi-Monthly Period: The base commission period. Each calendar month is composed of two (2) semi-monthly periods. The 1st day of the month through the 15th day of the month. The 16th day of the month through the last day of the month.

Total Group Volume (TGV): The sum of a Brand Partner's Left-GV and Right-GV.

Upline: There are two upline organizations:

"Enroller" Tree Upline: A Brand Partner's Enroller and their Enroller and so on until the beginning of the Enroller Tree is reached.

"Placement" Tree Upline: A Brand Partner's Placement Sponsor and their Placement Sponsor and so on until the beginning of the Placement Tree is reached.

User Types: A term used to denote Brand Partners and Retail Customers that are entered in the database with their own unique identification number. This compensation plan does not have a provision for Customers.

Volume: Refers to the points assigned to products. PV is personal sales volume from products ordered for selling to your regular customers and from products ordered by your preferred customers. BV is group Business Volume from products ordered by your downline for selling to their customers

Wholesale Price: The price paid by Wholesale Brand Partners for SnackHealthy products.