



2019 Income Disclosure Statement

Cerule International, LLC

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About Us -

Cerule is a biotech company. We sell proven, one of a kind wellness products. Our collective success comes when we - speak the truth, work hard, and care deeply about our customers. Cerule revolutionized the nutritional supplements industry with the development of StemEnhance® ULTRA – the world’s first clinically proven and patented stem cell enhancer. Cerule subsequently developed class leading, proprietary products – CyActiv®, CyActiv® Joint, and PlasmaFlo®. Recently Cerule also developed a range of unique, all-natural skin care products including – Instant Tensor Serum, CC Cream, and Micellar Gel.

About Our Business -

Cerule serves two different groups of consumers - retail customers and Independent Business Owners (IBOs). Retail Customers and Preferred Retail Customers can purchase products for their own personal use, but cannot resell Cerule products or participate in the Cerule Pay Plan. IBOs can purchase Cerule products at reduced prices for their own personal use, and also have the opportunity to earn money by selling Cerule products to retail customers, as well as from purchases made by both their customers and IBOs. The majority of IBOs join Cerule primarily to purchase Cerule products at a discounted price.

Earnings -

People become IBOs for many reasons. The majority do so to purchase products at a discounted price. Many do it for a little extra spending money, or for help with bills. For some, this is a second income and a few are full time Cerule IBOs.

In 2019, 23% of all IBOs earned income from Cerule. Of these - retail

- The top 80% made an average of \$231
- The top 14% made an average of \$2,100
- The top 1% were paid more more than \$36,778

IBO results vary significantly. No income is promised or guaranteed. There are a number of factors that influence earnings including expertise, work habits, individual effort, leadership skills and successful sales results.

Annual Payments	Avg Income	% of IBOs
<\$1,000	\$231	82%
\$1,001 ~ \$10,000	\$2,100	14%
\$10,001~ \$50,000	\$13,552	4%
\$50,001 ~ \$100,000	\$76,570	0.2%
\$100,001 ~ \$250,000	\$177,380	0.2%
\$250,001 +	\$340,671	<0.1%