

# **Detailed Pay Plan**

# START EARNING

**A WORLD OF OPPORTUNITY  
UNLIKE ANY OTHER**

With its growing global presence, Cerule creates the platform for you to build a solid international business. An integral part of this once-in-a-lifetime opportunity is our Pay Plan that provides many financial and lifestyle rewards. It is the heart of the Cerule Opportunity.

In fact, many join us specifically for our industry leading Pay Plan, because it does just that — it pays!

# KEY PAY PLAN FEATURES



## RETAIL PROFITS

By selling product directly to customers you earn a retail profit.



## ENROLLMENT BONUSES

Enrollment Bonuses are one of the first and quickest ways to start earning income. By simply enrolling a new IBO, you earn a bonus and so do those 5 levels above you.



## RANK ADVANCEMENT REWARDS

Rank Advancements is an amazing program that rewards you as you increase in rank as well as provides you with a road map to your success that includes additional rewards when you increase your rank in certain timeframes.



## RAR MATCHING BONUS - 7.5K Rank +

Once you achieve the paid rank of 7.5K, you start earning a matching bonus on rank advancement rewards from those on your team that achieve ranks 1K-50K. (See page 9)



## 3 AND FREE PROGRAM

The 3 and FREE Program will not only benefit your wealth but also your health. By enrolling new retail customers, you can receive FREE Product.



## LIFESTYLE BONUS

Once you achieve 15K, you start earning an additional monthly bonus to live your EXTRAORDINARY CERULE LIFE. The bonus will increase as your rank increases. This bonus is paid monthly for consistent achievement. (See page 11)



## TRAVEL REWARDS

All-expense paid trips, need we say more?! We offer both a once-in-a-lifetime 50K trip and unbelievable President's Club trips.



## COMMISSION

The heart and soul of our pay plan is earning commission on all product sold in your downline up to seven levels.



## MATCHING PAY BONUSES

If the commission earning potential wasn't enough, once you reach 25K, you can earn additional matching bonuses on your first three levels.



## BONUS POOLS

When you qualify for the 100K rank, Presidents' Club, and Chairmans' Club, you can start earning shares of our three generous bonus pools after rank advancement rewards have been paid or schedule has timed out. (See page 14)

NOTE: All bonuses and dollar amounts shown throughout the Pay Plan are applicable in IBOs local currency, being either New Zealand Dollars or Australian Dollars, unless stated otherwise.

These amounts may change in other markets and currencies.

# GETTING STARTED

**It's easy to become an Independent Business Owner.  
You have four sign up options:**

## ***Starter*Pack**

- Your choice of any 1 product

Valued up to  
**\$100**

For only  
**\$55**

## ***FastStart* Mini Pack**

- Your choice of any 3 products

Valued up to  
**\$300**

For only  
**\$219**

## ***FastStart* Pack**

- Your choice of any 6 products

Valued up to  
**\$600**

For only  
**\$419**

## ***FastStart* BioTech Combo Pack**

- (13 products - 3x SEU, 3x PF, 2x CY, 1x CYJ, 1x RNC, 1x CCC, 1x ITS)

Valued up to  
**\$1,064**

For only  
**\$699**

## ***FastStart* BioTech Pack**

- 13 products - 4x SEU, 4x PF, 3x CY, 2x CYJ

Valued up to  
**\$1,185**

For only  
**\$799**

# FASTSTART PACK ENROLLMENT BONUS OFFER

When enrolling a new IBO on any **FastStart Pack**, your new IBO will be offered a one time bonus offer opportunity to order additional products at a never to be repeated discounted price. You will earn an unlimited additional enroller bonus and additional matching bonus paid and split up 5 levels to uplines, on all products added to their **FastStart Pack**. Your new enrollee may order as many additional items as they wish, there is NO LIMIT, but it must be done on the bonus page of the **FastStart Packs** only, at the time they join.

PRODUCT	Bonus Offer Price	Bonus	Level 2 Bonus	Level 3 Bonus	Level 4 Bonus	Level 5 Bonus	Level 6 Bonus
StemEnhance® ULTRA	\$64.95	\$10	\$2	\$1	\$1	\$0.50	\$0.50
Plasmaflo®	\$62.95	\$10	\$2	\$1	\$1	\$0.50	\$0.50
Cyactiv®	\$62.95	\$10	\$2	\$1	\$1	\$0.50	\$0.50
Cyactiv® Joint	\$69.95	\$10	\$2	\$1	\$1	\$0.50	\$0.50
Instant Tensor Serum	\$50	\$8	\$1.60	\$0.80	\$0.80	\$0.40	\$0.40
Micellar Gel (Normal/Oily)	\$20	\$4	\$0.80	\$0.40	\$0.40	\$0.20	\$0.20
AFA Regenerating Night Cream	\$59	\$10	\$2	\$1	\$1	\$0.50	\$0.50

## FOR EXAMPLE:

NEW IBO ORDER	PRICE	EB	MB - L2	MB - L3	MB - L4	MB - L5	MB - L6
<b>FastStart Pack</b>	\$419	\$100	\$20	\$10	\$10	\$5	\$5

## ADDITIONAL BONUS ITEMS

2 x StemEnhance® ULTRA	\$129.90	\$20	\$4	\$2	\$2	\$1	\$1
2 x Plasmaflo®	\$125.90	\$20	\$4	\$2	\$2	\$1	\$1
1 x Cyactiv®	\$62.95	\$10	\$2	\$1	\$1	\$0.50	\$0.50
1 x Cyactiv® Joint	\$69.95	\$10	\$2	\$1	\$1	\$0.50	\$0.50
2 x Complete Correction Cream	\$70	\$10	\$2	\$1	\$1	\$0.50	\$0.50
1 x Instant Tensor Serum	\$50	\$8	\$1.60	\$0.80	\$0.80	\$0.40	\$0.40
<b>Subtotal</b>	\$508.70	\$78	\$15.60	\$7.80	\$7.80	\$3.90	\$3.90
<b>Total</b>	\$927.70	\$178	\$35.60	\$17.80	\$17.80	\$8.90	\$8.90

**EB** = Enroller Bonus **MB** = Matching Bonus

\* Enroller must have at least 50QV at time of new enrollment.

\* If the enroller does not qualify at the time of the enrollment, the enroller bonus will not be paid and their enroller/uplines will not receive the matching bonus.

# ENROLLMENT BONUSES

		Starter Pack	FastStart Mini Pack	FastStart Pack	FastStart BioTech Pack	FastStart BioTech Combo Pack
Level 1	\$10	\$50	\$100	\$165	\$160	
Level 2	\$2	\$10	\$20	\$40	\$35	
Level 3	\$1	\$5	\$10	\$15	\$10	
Level 4	\$1	\$5	\$10	\$15	\$10	
Level 5	\$0.50	\$2.50	\$5	\$7.50	\$5	
Level 6	\$0.50	\$2.50	\$5	\$7.50	\$5	

\* Enroller must have at least 50QV at time of new enrollment.

\* If the enroller does not qualify at the time of the enrollment, the enroller and matching bonuses will not be paid.

# RANK ADVANCEMENT REWARDS

**This bonus is a one time payment when you qualify at a new rank within a given period. These are calculated and paid monthly.**

TARGET RANK	NO. OF CALENDAR MONTHS (Required to qualify for Fast Track Rewards)	POTENTIAL REWARD OPTIONS	
		FAST TRACK REWARDS	RANK REWARDS
1K	1 MONTH	\$135NZD / \$130AUD*	\$67. <sup>50</sup> NZD / \$65AUD**
3K	1 MONTH	\$405NZD / \$390AUD*	\$135NZD / \$130AUD**
7.5K****	2 MONTHS	\$1,012. <sup>50</sup> NZD / \$975AUD*	\$405NZD / \$390AUD**
15K	2 MONTHS	\$2,025NZD / \$1,950AUD*	\$675NZD / \$650AUD**
25K	3 MONTHS	\$3,375NZD / \$3,250AUD*	\$1,012. <sup>50</sup> NZD / \$975AUD**
50K	4 MONTHS	\$6,750NZD / \$6,500AUD***	\$1,350NZD / \$1,300AUD**
13 MONTHS		\$13,702. <sup>50</sup> NZD* / \$13,195AUD*	\$3,645NZD** / \$3,510AUD**

\* You must achieve each rank in the number of months specified to earn this potential FastTrack Reward.

\*\* There is no required timeline or deadline to achieve this bonus. If you are unsuccessful in advancing in rank within the FastTrack Timeline, you are still eligible to achieve the Rank Advancement Reward in the Rank Rewards column.

\*\*\* Paid in 2 installments. You have 3 months to achieve 50K two times. You will receive \$4050NZD / \$3900AUD when you achieve 50K the first time, and \$2700NZD / \$2600AUD if you achieve 50K again within the 3 month period.

\*\*\*\* You are eligible for RAR Matching Bonus. See page 9

**NOTE:** If you achieve a rank during a calendar month, you must maintain this rank until the monthly commissions are calculated at the end of each month to qualify for Rank Advancement Rewards.

# RANK ADVANCEMENT REWARDS CONTINUED

TARGET RANK	REWARD	TIME FRAME		
		QUALIFIED MONTHS	GRACE MONTHS	
100K	\$20,250 <sub>NZD</sub> \$19,500 <sub>AUD</sub>	3	2	Paid in 3 installments each month qualified, with 2 grace months (so must be paid as 100K rank 3 times in 5 months)
President	\$67,500 <sub>NZD</sub> \$65,000 <sub>AUD</sub>	5	3	Paid in 5 installments each month qualified, with 3 grace months (so must be paid as President rank 5 times in 8 months)
Chairman 20	\$135,000 <sub>NZD</sub> \$130,000 <sub>AUD</sub>	6	3	Paid in 6 installments each month qualified, with 3 grace months (so must be paid as Chairman 20 6 times in 9 months)
Chairman 40	\$33,750 <sub>NZD</sub> \$32,500 <sub>AUD</sub>	3	2	Paid in 3 installments each month qualified, with 2 grace months (so must be paid as Chairman 40 3 times in 5 months)
Chairman 60	\$33,750 <sub>NZD</sub> \$32,500 <sub>AUD</sub>	3	2	Paid in 3 installments each month qualified, with 2 grace months (so must be paid as Chairman 60 3 times in 5 months)
Chairman 80	\$33,750 <sub>NZD</sub> \$32,500 <sub>AUD</sub>	3	2	Paid in 3 installments each month qualified, with 2 grace months (so must be paid as Chairman 80 3 times in 5 months)
Chairman 100	\$337,500 <sub>NZD</sub> \$325,000 <sub>AUD</sub>	8	4	Paid in 8 installments each month qualified, with 4 grace months (so must be paid as Chairman 100 8 times in 12 months)
Millionaire	\$675,000 <sub>NZD</sub> \$650,000 <sub>AUD</sub>	12	0	Paid in 12 installments each month qualified
POTENTIAL TOTAL \$1,350,202 <sub>NZD</sub> \$1,300,195 <sub>AUD</sub>				

**NOTE:** If you achieve a rank during a calendar month, you must maintain this rank until the monthly commissions are calculated at the end of each month to qualify for Rank Advancement Rewards.



# RANK ADVANCEMENT REWARDS MATCH

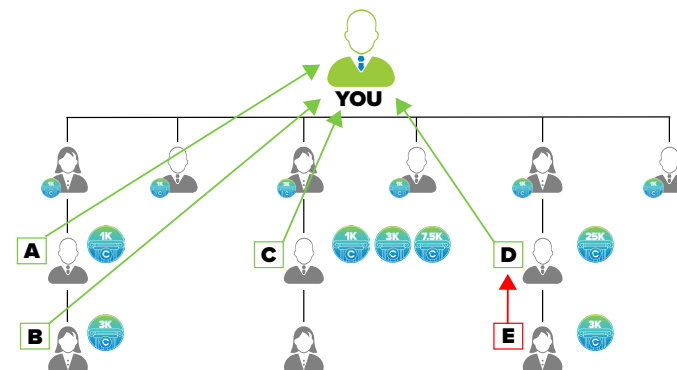
Once you achieve the paid rank of 7.5K, you start earning a matching bonus on all rank advancement rewards from those on your team that achieve ranks 1K-50K as long as there is no other “paid as” 7.5K rank or above between you and the rank achiever.

## Rank Advancement Rewards Matching Bonus

Rank	Match	Paid to
1K	20%	1st paid as 7.5K+
3K	50%	1st paid as 7.5K+
7.5K	50%	1st paid as 7.5K+
15K	50%	1st paid as 7.5K+
25K	50%	1st paid as 7.5K+
50K	50%	1st paid as 7.5K+

RANK	FAST TRACK TIME FRAME	FAST TRACK REWARDS	STANDARD RANK REWARD
1K	1 MONTH	\$135NZD/\$130AUD	\$67. <sup>50</sup> NZD/\$65AUD
3K	1 MONTH	\$405NZD/\$390AUD	\$135NZD/\$130AUD
7.5K	2 MONTHS	\$1,012. <sup>50</sup> NZD/\$975AUD	\$405NZD/\$390AUD
15K	2 MONTHS	\$2,025NZD/\$1,950AUD	\$675NZD/\$650AUD
25K	3 MONTHS	\$3,375NZD/\$3,250AUD	\$1,012. <sup>50</sup> NZD/\$975AUD
50K	4 MONTHS	\$6,750NZD/\$6,500AUD	\$1,350NZD/\$1,300AUD

**RAR** = Rank Advancement Reward



Using the image above and the **RAR** bonus charts on the left, imagine building your business and this happens...

Your **1<sup>st</sup>** level starts recruiting and developing your **2<sup>nd</sup>** & **3<sup>rd</sup>** levels. **A, B, C, & D** achieve new ranks. Because you are the first “paid as” **7.5K** rank and there are no other “paid as” **7.5K** rank or above between you and them, you will receive the matching bonuses for all of their rank achievements.

**A achieves 1K = \$135NZD/\$130AUD\***, you get **20% = \$27NZD/\$26AUD**.

**B achieves 3K = \$405NZD/\$390AUD\***, you get **50% = \$202.50NZD/\$195AUD**.

**C achieves 1K, 3K, 7.5K = \$1,552NZD/\$1,495AUD\***, you get **20%** for **1K** and **50%** for **3K & 7.5K = \$735.75NZD/\$708.50AUD**.

**D achieves 25K = \$2,500\***, you get **50% = \$1,250**.

In total, you will receive a **RAR** matching bonus of **\$2,652.75NZD/\$2,554.50AUD**.

**But what about E?** As you can see, **D** is now the first “paid as” **7.5K** rank or above because they are **25K** rank. Thus, **D** will earn the matching bonus for **E**.

**E achieves 3K = \$405NZD/\$390AUD** Fast Track RAR, **D** gets **50% = \$205.50NZD/\$195AUD**.

This rewarding bonus structure benefits everyone within your organization. The key to success is to build and develop yourself and every IBO on your team to achieve **7.5K** so you can all take advantage of Rank Advancement Rewards Matching Bonus.

All bonuses are calculated at the end of each month and paid to the first “paid as” **7.5K** rank or above.

\*The example used above was created using the Fast Track Rank Rewards option as shown on the bottom left chart.

# 3 AND FREE PROGRAM

## Get 3 or more preferred customers on a Wellness Pack and you will get your Wellness Pack FREE.

Enroller must be on Wellness Pack to qualify for their free wellness pack because the free wellness pack will be deducted from their next month's Subscribe & Save.

There are 3 Wellness Pack offers to choose from:

- 3 bottle
- 4 bottle
- 6 bottle

In order to get your wellness pack **FREE**, you will need to have 3 preferred customers with a paid wellness pack.

**Example:** You are on a 3 Bottle Wellness Pack Subscribe & Save. You have 2 customers on a 3 Bottle Wellness Pack Subscribe & Save and 1 customer on a 4 Bottle Wellness Pack Subscribe & Save, therefore yours **IS FREE**.

Here's the best part. We are rewarding all IBOs who have preferred customers on a Wellness Pack by crediting each Wellness Pack based on the pack size.

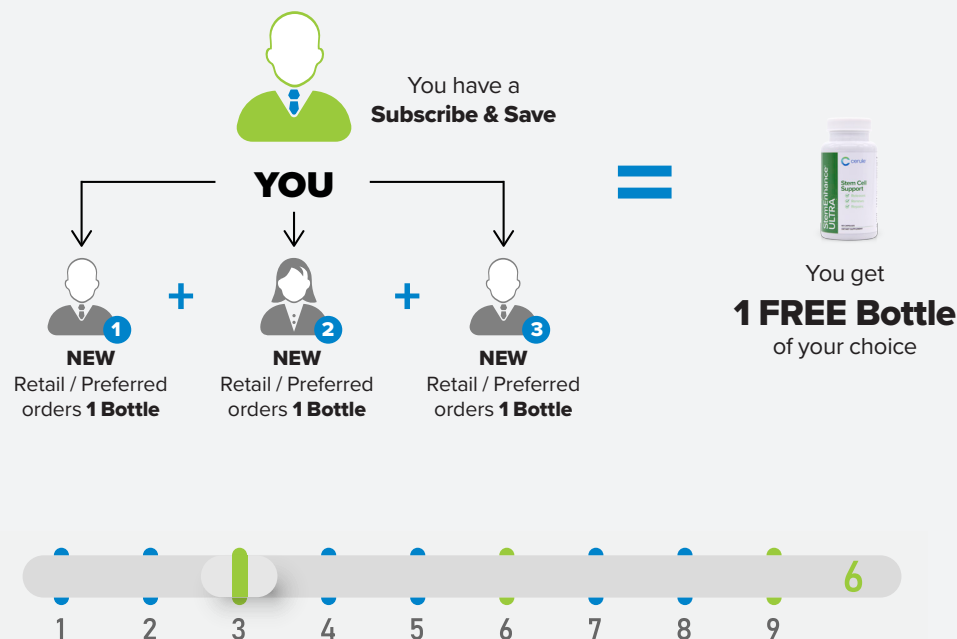
Please see chart below:

Wellness Pack	Point Values	Points Required for FREE Wellness Pack
3 bottle	3	9
4 bottle	4	12
6 bottle	6	18

\* You will receive your free Wellness Pack when you have 3 preferred customers order the same size Wellness Pack as you or a higher Wellness Pack.

## Get 3 "New" retail and/or retail Preferred Customers who order 1 bottle of product within the month and receive 1 free bottle of product.

Enroller must be on Subscribe & Save to qualify as the free bottle will be deducted from their next month's Subscribe & Save.



For every **3 NEW** Retail/Preferred Customers that order 1 Bottle of product or more, you will get **1 FREE** Bottle of product. You can get up to a maximum of **6 FREE** bottles each month

# LIFESTYLE BONUS

**Imagine enhancing your current lifestyle, paid for by Cerule!**

Once you achieve 15K, you will start to earn **an additional monthly bonus** to be used to live your Extraordinary Cerule Life. The bigger your business grows, the bigger your bonus grows — starting from \$150\*/month up to \$1,500\*/month! It is calculated and paid monthly. To qualify the Independent Business Owner must be paid at a rank of 15K or higher (refer to Pay Plan table).

					
15K	25K	50K	100K	PC	CC
\$202NZD* \$195AUD*	\$337NZD* \$325AUD*	\$675NZD* \$650AUD*	\$1,012NZD* \$975AUD*	\$1,350NZD* \$1,300AUD*	\$2,025NZD* \$1,950AUD*

# TRAVEL REWARDS

**The Cerule Pay Plan includes not one, but two extraordinary incentive trips annually.**



## **50K TRIP**

When you are first paid at the 50K rank for four months consecutively, you will have booked a place for you and your partner on the next, all-expense paid, 50K Trip.

To be eligible to attend, Business Owners must qualify at 50K rank for four months consecutively. If they do not meet 4 consecutive months PRIOR to the trip they cannot attend that year but will be able to attend the following year once the qualifications are met.



## **PRESIDENTS' CLUB TRIP**

Getting to, and maintaining, the rank of President or above for eight of the twelve months in a year will ensure you and your partner are on the annual Presidents' Club Trip.

To be eligible Business Owners must qualify at Presidents rank for eight months in a 12-month period.



# CERULE REGIONAL EVENTS

No one throws a party like Cerule. At our Cerule Regional Events, we pull out all the stops because at Cerule, we believe in celebrating you and your extraordinary success. Our flagship events are power-packed with world-class leadership training sessions, networking opportunities, exclusive product launches and the highlight of all... our inspiring Awards and Recognition Gala. These events are never to be missed!

**CELEBRATING YOU AND YOUR EXTRAORDINARY SUCCESS.**

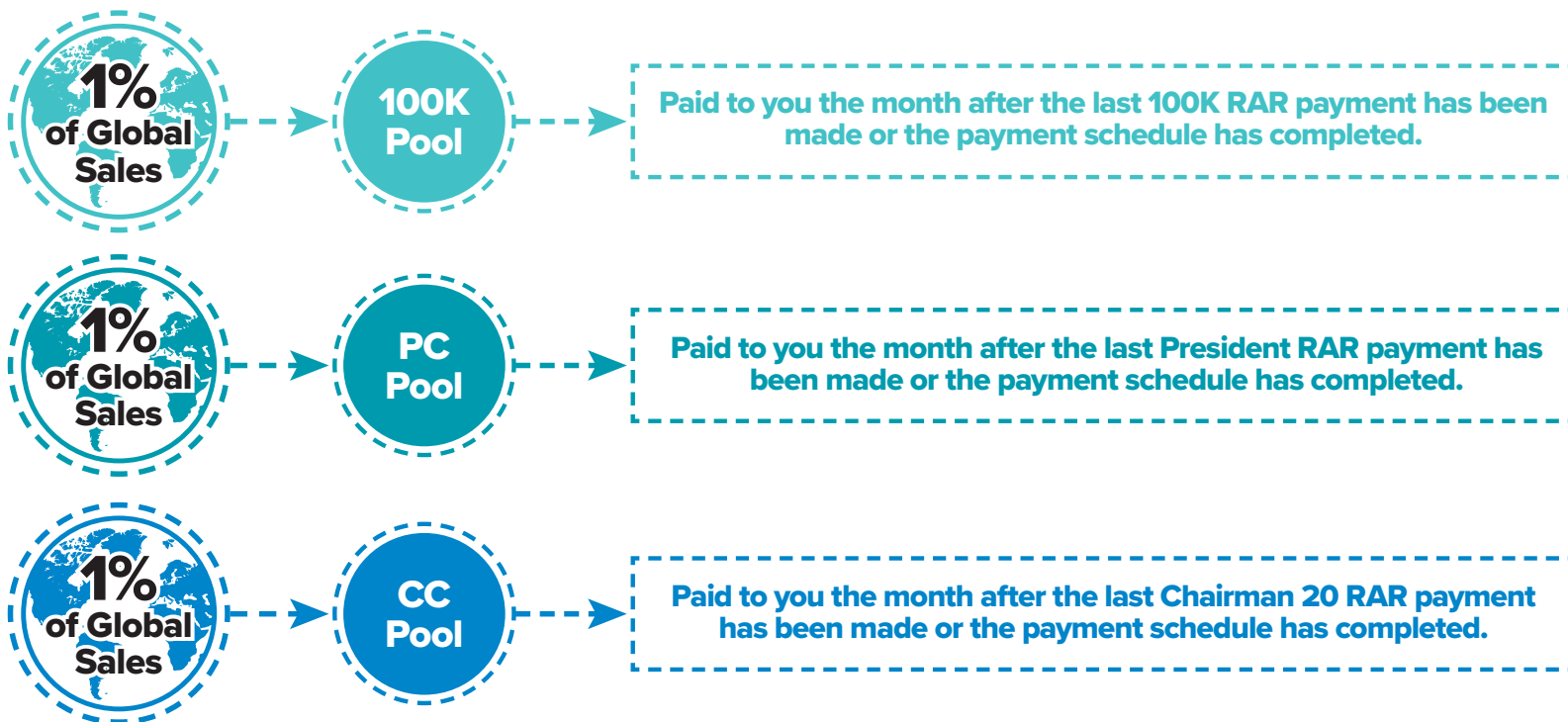


# BONUS POOLS

## The Cerule Pay Plan has not one, but three generous bonus pools.

1% of global sales (CV) for the entire company goes in to each of the pools. All you need to do to earn a share of the 100K pool is to qualify at 100K! When you qualify as President, you not only earn a share in the 100K pool, but also in the Presidents' Club pool.

When you qualify at Chairmans' Club, you earn a share of the 100K pool, the Presidents' Club pool, and up to 1 full share in the Chairmans' Club pool too! A full share of the Chairmans' Club pool is earned by qualifying at Chairman and helping your team to qualify at President.



\* All pools accrue monthly. The 100K, President and Chairman pools paid after the Rank Advancement Reward payments have been made.

## 100K POOL

**This bonus is calculated and paid monthly after the last 100K Rank Advancement Reward has been made or the payment schedule has completed.**

To qualify the Business Owner must have a paid rank of 100K or higher (refer to Commission Structure table).

Business Owners earn 1 share in the pool if they have a Paid As Rank of 100K or higher. The total number of achievers are calculated, and the pool is divided between all achievers and paid in its entirety each month after Rank Advancement Reward payments have been made.

## PRESIDENT'S POOL

**This bonus is calculated and paid monthly after the last President Rank Advancement Reward has been made or the payment schedule has completed.**

To qualify the Business Owner must be in an active status, have a paid rank of President (refer to Commission Structure table).

Business Owners earn 1 share in the pool if they have a Paid As Rank of President or Higher. The total number of achievers are calculated, and the pool is divided between all achievers and accrued in its entirety each month after Rank Advancement Reward payments have been made.

# CHAIRMAN'S POOL

**This bonus is calculated and paid annually after the last Chairman 20 Rank Advancement Reward has been made or the payment schedule has completed.**

To qualify the Business Owner must have a paid rank of Chairman (refer to Commission Structure table). Business Owners earn a percentage of one share in the pool if they have a Paid As Rank of Chairman or Higher. The total number of achievers are calculated and accrued based on the table below in its entirety each month after Rank Advancement Reward payments have been made.

Qualified As		Percentage Earned
Chairman (500K)	Chairman 20	Get 20% of 1 Pool Share
Chairman + 1 Presidents Leg*	Chairman 40	Get 40% of 1 Pool Share
Chairman + 2 Presidents Legs*	Chairman 60	Get 60% of 1 Pool Share
Chairman + 3 Presidents Legs*	Chairman 80	Get 80% of 1 Pool Share
Chairman + 4 Presidents Legs*	Chairman100	Get 1 FULL Pool Share



## UNILEVEL BONUS

This bonus is paid monthly to Business Owners through 7 levels of the Business Owners' organization with full dynamic compression. It's easy to understand; you are paid on more levels as your rank increases.

To qualify, the Business Owner must be in an active status and have the required GQV and PV or PAV at their rank (refer to Pay Plan table).

	IBO	1K	3K	7.5K	15K	25K	50K	100K	President	Chairman
Level 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2		5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3			7%	7%	7%	7%	7%	7%	7%	7%
Level 4				5%	5%	5%	5%	5%	5%	5%
Level 5					5%	5%	5%	5%	5%	5%
Level 6							5%	5%	5%	5%
Level 7								1%	3%	3%

## RETAIL BONUS

The Retail Bonus is paid to a Business Owner. It is a set bonus that is shown in your Product Price List located in the Documents and Media section of your Backoffice. This bonus is paid monthly.






To qualify the Business Owner must be in an active status.

Note: The Retail Profits are calculated on pre-tax prices

## MATCHING PAY BONUSES

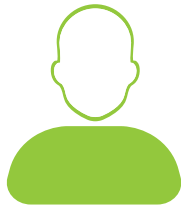
Once you achieve 25K, you start earning a matching pay bonus. This bonus pays up to 5% of the commissions earned by those on your first three levels. This encourages the building of strong teams. It is calculated and paid monthly.

To qualify, the Business Owner must have a paid rank of 25K or higher (refer to Pay Plan table).

					
LEVEL 1	3%	4%	5%	5%	5%
LEVEL 2	2%	3%	4%	4%	4%
LEVEL 3	1%	2%	3%	3%	3%

# CUSTOMER TYPES

**Customers fall into three (3) Customer Type categories:**



## **Retail Customer**

Purchase product at Retail Price. They are not eligible for commissions, or bonuses. They cannot have an Subscribe & Save.



## **Preferred Customer**

Purchase product at Preferred Customer Price. They are not eligible for commissions, or bonuses. They must have an Subscribe & Save.



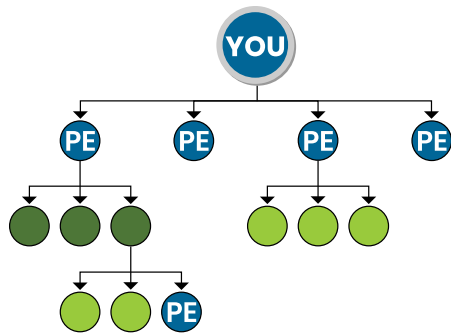
## **Independent Business Owner**

Purchase product at wholesale price. They are allowed to enroll Retail Customers, Preferred Customers and Business Owners.

Business Owners have the ability to earn commissions, bonuses and everything shown in the Cerule Pay Plan.

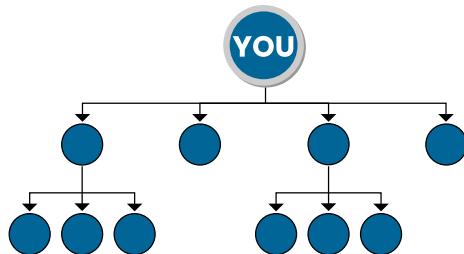
# HIERARCHICAL TREES

The Plan uses two (2) hierarchical trees:



## Enroller Tree

The Enroller Tree is an organizational structure that tracks who brought whom into the company. It has unlimited depth and width. All Customer types are allowed in this tree.



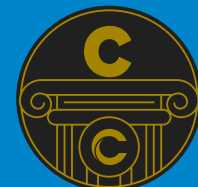
## UniLevel Tree

The Unilevel Tree is an organizational structure that tracks the position of people in your organization. Only IBOs appear in this tree.

# RANKS

The Pay Plan includes the following Ranks:

IBO, 1K, 3K, 7.5K, 15K, 25K, 50K, 100K,  
President and Chairman



## QUALIFYING FOR BONUSES

An Enrollment or Matching bonus is earned every time you enroll an Independent Business Owner (IBO) on each sign-up pack. The IBO who enrolled the new Business Owner on one of the packs earns an Enroller bonus and the upline (up 5 levels) earns a Matching bonus if qualified.

To qualify for bonuses the IBO must be in “active” status and have 50 QV\*.

## QUALIFYING FOR MONTHLY COMMISSIONS

These commissions include Unilevel, Matching Pay, Lifestyle Bonuses, Retail Profits and Bonus Pools. They are calculated using a calendar month and paid on the 15th of the following month.

To qualify for commissions the IBO must be in “active” status and have the specified PV / PAV for each rank. Refer to the Pay Plan chart for each rank.

## PERIOD TYPES

**Bonuses and volume are separated out by the following two Period Types:**



### Monthly

Monthly bonuses and volume are calculated based on a calendar month and paid on the 15th of the following month. Retail/Preferred Profit Profits, Unilevel bonus, Unilevel Match, Lifestyle Bonus, 100K Pool and Presidents Pool are included in the monthly payment.



### Weekly

Weekly bonuses are calculated weekly, a week is Monday to Sunday, and paid two weeks following the enrolment. Fast Start Bonus and Fast Start Matching Bonuses are included in the weekly payment.

RANK												
<div><div>IBO</div><div>1K</div><div>3K</div><div>7.5K</div><div>15K</div><div>25K</div><div>50K</div><div>100K</div><div>P</div><div>C</div></div>												
Group Volume (GV)	50	1000	3000	7500	15000	25000	50000	100000	200000	500000		
Leg Cap (CGGV)	n/a	n/a	n/a	4500	9000	15000	25000	50000	100000	250000		
PV PAV } or	50	100	200	300	400	500	500	500	500	500		
	50	100	100	150	200	200	200	200	200	200		
Level 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%		
Level 2		5%	5%	5%	5%	5%	5%	5%	5%	5%		
Level 3			7%	7%	7%	7%	7%	7%	7%	7%		
Level 4				5%	5%	5%	5%	5%	5%	5%		
Level 5					5%	5%	5%	5%	5%	5%		
Level 6						5%	5%	5%	5%	5%		
Level 7							1%	3%	3%	3%		
100K Pool	After last RAR payment made or schedule completed*										1%	
Presidents' Pool (annual)	After last RAR payment made or schedule completed*										1%	
Chairmans' Pool (annual)	After last RAR payment made or schedule completed*										1%	
Matching Pay Bonus - W1						3%	4%	5%	5%	5%		
Matching Pay Bonus - W1 2						2%	3%	4%	4%	4%		
Matching Pay Bonus - W1 3						1%	2%	3%	3%	3%		
Lifestyle Bonus					\$202.5 <sub>USD</sub>	\$337.50 <sub>USD</sub>	\$675 <sub>USD</sub>	\$1012.5 <sub>USD</sub>	\$1,350 <sub>USD</sub>	\$2,025 <sub>USD</sub>		
50K Trip					\$195 <sub>USD</sub>	\$325 <sub>USD</sub>	\$630 <sub>USD</sub>	\$975 <sub>USD</sub>	\$1,300 <sub>USD</sub>	\$1,950 <sub>USD</sub>		
Annual Presidents Trip						✓			✓	✓		

Chairmans Club Level Details		
Qualify as Chairman	Chairman20	Get 20% Of 1 Pool Share
Chairman + 1 Pres Leg*	Chairman40	Get 40% Of 1 Pool Share
Chairman + 2 Pres Leg*	Chairman60	Get 60% Of 1 Pool Share
Chairman + 3 Pres Leg*	Chairman80	Get 80% Of 1 Pool Share
Chairman + 4 Pres Leg*	Chairman100	Get 1 FULL Pool Share

Enrollment Bonuses						
Sign Up Options	Enroller Bonus	Level 2 Bonus	Level 3 Bonus	Level 4 Bonus	Level 5 Bonus	Level 6 Bonus
StarterPack	\$10	\$2	\$1	\$1	\$0.50	\$0.50
FastStart MINI Pack	\$50	\$10	\$5	\$5	\$2.50	\$2.50
FastStart Pack	\$100	\$20	\$10	\$10	\$5	\$5
FastStart Biotech Pack	\$165	\$40	\$15	\$15	\$7.50	\$7.50
FastStart Biotech Combo Pack	\$160	\$35	\$10	\$10	\$5	\$5

FastStart Pack Enrollment Bonus Items						
Product	Bonus	MATCHING BONUS				
		Level 2	Level 3	Level 4	Level 5	Level 6
StemEnhance® ULTRA	\$10	\$2	\$1	\$1	\$0.50	\$0.50
Plasmallo®	\$10	\$2	\$1	\$1	\$0.50	\$0.50
Cyactiv®	\$10	\$2	\$1	\$1	\$0.50	\$0.50
Cyactiv® Joint	\$10	\$2	\$1	\$1	\$0.50	\$0.50
Instant Tensor Serum	\$8	\$1.60	\$0.80	\$0.80	\$0.40	\$0.40
Complete Correction Cream	\$5	\$1	\$0.50	\$0.50	\$0.30	\$0.30
AFA Regenerating Night Cream	\$10	\$2	\$1	\$1	\$0.50	\$0.50

Rank Advancement Rewards			
Target Rank	Fast Track Schedule	POTENTIAL REWARD OPTIONS	
		Fast Track Rewards	Rank Rewards

1K	1 MONTH	\$135 <sub>USD</sub> / \$130 <sub>USD</sub>	\$67.50 <sub>USD</sub> / \$65 <sub>USD</sub>
3K	1 MONTH	\$405 <sub>USD</sub> / \$390 <sub>USD</sub>	\$135 <sub>USD</sub> / \$130 <sub>USD</sub>
7.5K	2 MONTHS	\$1012.50 <sub>USD</sub> / \$975 <sub>USD</sub>	\$405 <sub>USD</sub> / \$390 <sub>USD</sub>
15K	2 MONTHS	\$2,025 <sub>USD</sub> / \$1950 <sub>USD</sub>	\$675 <sub>USD</sub> / \$650 <sub>USD</sub>
25K	3 MONTHS	\$3,375 <sub>USD</sub> / \$3,250 <sub>USD</sub>	\$1,012.50 <sub>USD</sub> / \$975 <sub>USD</sub>
50K	4 MONTHS	\$6,750 <sub>USD</sub> / \$6,500 <sub>USD</sub> *	\$1,350 <sub>USD</sub> / \$1,300 <sub>USD</sub>

FastStart Pack Enrollment Bonus Items							
Product	Bonus	MATCHING BONUS					
		Level 2	Level 3	Level 4	Level 5	Level 6	
StemEnhance® ULTRA	\$10	\$2	\$1	\$1	\$0.50	\$0.50	
	\$10	\$2	\$1	\$1	\$0.50	\$0.50	

Rank Advancement Rewards Match		
Rank	Match	Paid to
1K	20%	1st paid as 7.5K+
3K	50%	1st paid as 7.5K+
7.5K	50%	1st paid as 7.5K+
15K	50%	1st paid as 7.5K+
25K	50%	1st paid as 7.5K+
50K	50%	1st paid as 7.5K+

\* Please refer to Detailed Pay Plan for more information regarding qualifications and payment schedules

# GLOSSARY OF TERMS



## Independent Business Owner (IBO)

Someone who has enrolled with Cerule and has the ability to earn bonuses and commissions.



## Qualification Volume (QV)

Volume a specific product carries for qualification purposes.



## Commissionable Volume (CV)

Volume a specific product will contribute toward commission calculations.



## Group Qualification Volume (GQV)

Total QV from purchases within the commission period in an IBOs downline to infinite depth. This value includes the IBOs own personal purchases.



## Capped Group Qualification Volume (CGQV)

Total GQV capped at a particular value per leg. This includes PV.



## Personal Volume (PV)

Qualification volume from personal orders up to a maximum of 1000QV and orders of personally enrolled Retail Customers.



## Personal Subscribe & Save Volume (PAV)

Qualification volume from personal recurring orders only. Preferred Customer orders are included in the value.



## Active

Business Owner that has at least 50 PV or PAV in the current period.



## Commission Qualified (CQ)

The Business Owner is active status and has the required GQV and PV or PAV at their rank (refer to Commission Structure table).



## Active Subscribe & Save

The Business Owner has an Subscribe & Save that was paid in the calendar month.



## Subscribe & Save Base

Order that processes monthly on a chosen date.



## Full Dynamic Compression

When an IBO in your downline is not active, their position is compressed and disregarded for commissions, meaning you can earn deeper.



## Paid Rank

The rank a Business Owners commission is paid at.



## Level

The position between Business Owners in an organization.

# PAY PLAN QUESTIONS & ANSWERS

## INDEPENDENT BUSINESS OWNERS

### Does an IBO have to renew their membership?

Yes, renewal is \$75NZD/AUD annually. However, if the IBO has had 12 consecutive Subscribe & Save orders in the previous 12 months, their renewal fee is waived.

### Is there a website maintenance fee?

No.

### What is an Active IBO?

To be Active, you have at least 50PV or 50PAV and 50GQV in the current period.

### What is an In-Active status?

Not eligible for commissions or bonuses. IBO becomes In-Active if they do not meet the above criteria.

### How can I change my enroller/sponsor?

You can change this within the first 30 days from enrollment, by contacting our Caring Crew. Outside of this timeframe, you would need 7 upline approval. If your 7 uplines do not approve the change, you will need to terminate your account, stand down for 6 months and create a new account. Any downline you had cannot be moved to your new account.

## RETAIL/PREFERRED CUSTOMERS

### Can retail customers order bulk packs?

No.

### If a preferred customer places a quick order, what price do they pay?

Retail price for quick orders and preferred price on Subscribe & Save.

### Do orders from the IBOs Retail and Preferred Customers count towards their Personal Volume?

Yes, Preferred Customers and Retail Customers orders count towards the IBOs PV.

## COMMISSIONS

### How do I qualify for commissions?

During the month of your enrollment, you are automatically qualified. To remain qualified, you need 50 QV or above depending on your rank.

### Do I earn commission on my personal orders?

No.

### Is PV & PAV the same?

No. PV is Personal Volume. PAV is Personal Subscribe & Save Volume.

### When are commissions paid?

Enroller and upline enroller bonuses are paid weekly, two weeks following the enrollment. All others are paid monthly on the 15th day of the following month.

### When is the cut-off for commissions calculations?

Midnight on the last day of each calendar month. Central Time, USA.

### What is Full Dynamic Compression/Dynamic Compression?

Dynamic Compression 'skips' any level that does not meet the qualification criteria to earn the commission. The system will try to pay out all levels, continuing up the tree until it can find someone who is qualified for the bonus.



**How many levels can I earn commissions on?**

Seven, but due to compression it is possible to earn commissions from additional levels. Bonus pools are also paid out on total company-wide volume.

**What is the GQV leg cap?**

No more than the specified GQV can come from one leg. Eg. If you need 25,000, no more than 15,000 can be taken from a single leg. Refer to Pay Plan chart.

**What is a Matching Pay Bonus?**

Matching pay bonus is paid from rank 25K and up. It is a percentage on the first 3 levels (by enroller) total monthly commissions (excluding enroller bonuses, rank advancement rewards, pool shares, or lifestyle bonuses) Eg. It is a percentage of the total commission earned by all IBOs you have personally enrolled, and their personally enrolled and their personally enrolled (3rd level)

**What is the 100K Pool and when is it paid?**

Once you reach the rank of 100K, you are entitled to a share of the global CV in the month that you reach this rank and every month on maintaining this rank or above after the last 100K Rank Advancement Reward payment has been made or the payment schedule has completed. The 100K Pool is paid monthly.

**What is the Presidents' Pool and when is it paid?**

Once you reach the rank of President, you are entitled to a share of the global CV in the month that you reach this rank and every month on maintaining this rank or above after the last President Rank Advancement Reward payment has been made or the payment schedule has completed. Presidents' Pool checks will be presented annually.

**How do I qualify for an enroller bonus?**

You must have 50QV in the period of your new enrollment to qualify for your enroller bonus. Same rule applies to your uplines if they are to receive their matching upline bonus (split up 5 levels). If you do not qualify for your enroller bonus, your uplines will not qualify for their matching enroller bonus.

**How many levels count towards my GQV?**

All levels.

## Subscribe & Save

**Is shipping free for my Subscribe & Save?**

Shipping is free for all Wellness Pack Subscribe & Saves.

**Do I need to have an Subscribe & Save in the month I sign up to be a qualified IBO?**

No, you are automatically qualified for your first calendar month.

**What frequency can my Subscribe & Save be?**

Monthly.

**If an IBO cancels their Subscribe & Save, can they earn commissions?**

Yes, as long as they have the required PV/PAV and remain active.

**If an IBO postpones their Subscribe & Save, can they still earn commissions?**

Yes, as long as they have the required PV/PAV and remain active.

**How many Wellness Packs can I have on Subscribe & Save?**

IBOs and Preferred Customers can only have ONE Wellness Pack on Subscribe & Save.

**How many bottles of product can I have on Subscribe & Save?**

IBOs can have a maximum of 12 bottles of product on Subscribe & Save. Preferred Customers can have a maximum of 12 bottles of product on Subscribe & Save.

## RANK ADVANCEMENT REWARDS

**Is this calendar month related?**

Yes. If you achieve a rank during a calendar month, you must maintain this rank until the monthly commissions are calculated at the end of each month to qualify for Rank Advancement Rewards.

**How many months in total do I have to complete the Fast Track Rewards?**

IBOs who joined/enrolled after Rank Advancement Rewards were announced have a total of 13 months which is split into specified months for each rank. Existing IBOs need to advance to the nearest rank, and once achieved, you earn Rank Rewards, then your countdown starts to advance to the next rank and earn Fast Track Rewards. (Rank Rewards have no specified timeframe - see chart).

**When do I get paid the Fast Track or Rank Rewards?**

They are paid with the monthly commissions. If you achieve a rank during a calendar month, you must maintain this rank until the monthly commissions are calculated at the end of each month.

**How can existing IBOs participate (anyone who joined/enrolled before Rank Advancement Rewards was announced)?**

Existing IBOs need to advance to the nearest rank, and once achieved, you earn Rank Rewards, then your countdown starts to advance to the next rank and earn Fast Track Rewards. I.e. John has 10,000 CGQV. When he reaches 15K, he will be paid the Rank Rewards. He then has 3 months to advance to 25K to receive the Fast Track Rewards.

**If I reach 3K within 1 month from my enrollment date, do I then get a total of 3 months to reach 7.5K?**

No, your 2 months to achieve 7.5K starts from the time that you achieved 3K.

**Can I skip a rank? i.e. I achieved 1K, I have 1 month to get to 3K, but I don't qualify, however, I do achieve 7.5K in 2 months from the date I qualified for 1K. Do I qualify for the 7.5K bonus?**

Yes, because you achieved 7.5K in the allocated time for Fast Track Rewards, you are automatically then eligible for Fast Track Rewards. You are also eligible for Rank Rewards for 3K.

**Can I move between the Fast Track Rewards and Rank Rewards? i.e. I enroll 1st February 2018 and achieve rank 1K by the 28th February 2018 so I get paid the Fast Track Reward. I don't achieve rank 3K within the next 1 month, but once I do achieve 3K, can I receive the Rank Reward and then be eligible for Fast Track Rewards for 7.5K.**

Yes, after qualifying for a rank over the number of months for Fast Track Rewards, you will be paid Rank Rewards. You are then eligible to qualify for the next rank in the specified number of months for Fast Track Rewards.

**If I don't achieve a rank in the given time for Fast Track Rewards, can I still earn a bonus?**

Yes, when you achieve the rank, if the number of months is more than specified for the Fast Track Rewards, you will earn the Rank Rewards. I.e. If you reach 3K in 2 months, you would receive the Rank Rewards, not the Fast Track Rewards.

**What happens if I don't achieve a rank in the time allocated on the Fast Track?**

It's okay. When you reach the next rank, you will still be paid the Rank Rewards instead of Fast Track Rewards.

**If I advance two ranks in one time allocation, do I get both bonuses? I.e. I advance from 3K to 15K in 3 months.**

Yes, you would get all bonuses. I.e. If you advance from 3K to 15K in 3 months, you would earn Fast Track Rewards for both ranks.

**How many months in total do I have to complete the Rank Rewards?**

You can take as long as you want to.

**Where can I see how long I have to achieve my new Fast Track Rewards?**

On the home page in your BackOffice.

## Rank Advancement Reward Matching Bonus - 7.5K +

**How much of a match will I earn?**

You will earn 20% for IBOs that achieve new rank of 1K and 50% for IBOs that achieve rank of 3K-50K.

**Who gets the matching bonus?**

The first "paid as" 7.5K rank or above in their upline enrollment tree.

**When are the bonuses paid?**

Bonuses are calculated and paid at the end of the month.

**Do I get a matching bonus for IBOs on my team that hit ranks a second time?**

No, bonuses are only paid on NEW rank achievements.

## 3 & FREE – WELLNESS PACK

### How do I qualify?

To qualify, you need to have a Wellness Pack Subscribe & Save and enroll three Preferred Customers on a Wellness Pack Subscribe & Save. In order to continue receiving your Wellness Pack for free, you must maintain three Preferred Customers on a Wellness Pack Subscribe & Save.

### What do I get?

If you qualify, we will automatically make your next month's Wellness Pack Subscribe & Save order free.

### What if I do not have a Wellness Pack on Subscribe & Save?

Then you will not qualify for the free order.

### Must the Wellness Packs be on Subscribe & Save?

In exchange for the awesome pricing and free shipping (in some markets) on Wellness Packs, they are available on Subscribe & Save only. Moreover, Wellness Packs are "use it or lose it" special offers. If you cancel your Wellness Pack you will not be able to add them to your Subscribe & Save again in the future.

### What if one of Preferred Customers stops ordering a Wellness Pack?

You need three to qualify for your FREE Wellness Pack, so, you need to ensure you have three customers on a Wellness Pack at all times to receive yours for FREE. You would have to replace any customer who quit with a new customer on a Wellness Pack.

### If I have less than three personally enrolled on a Wellness Pack, is mine still free?

No, you must have three.

### Can I have one customer drop off and get another before my Subscribe & Save is placed, will mine be free?

Yes, as long as three process before the end of the calendar month and their Wellness Pack is the same size or higher than your Wellness Pack. Yours will be FREE the following month.

### I am an IBO and I have three personally enrolled IBOs on a Wellness Pack, is mine FREE?

No, 3 and Free is a retail program. You need three retail preferred customers on a Wellness Pack.

### Can I have other products on my Subscribe & Save as well as a Wellness Pack?

Yes.

### How many free Wellness Packs can I earn?

You are limited to ONE free Wellness Pack per month. If you have three Preferred Customers on Subscribe & Save and you enroll three new Preferred Customers they will count towards the 3 and Free bottle promotion, but will not enable you to earn additional free Wellness Packs. There is no carry over from month to month on any new Preferred Customers above and beyond your three current customers unless they are used to maintain your one free Wellness Pack.

### Do the free Wellness Packs pay commission and help me qualify?

Yes, and Yes! They carry full QV and CV!

## 3 & FREE

### How do I qualify?

To qualify, you need to enroll three NEW retail and/or Preferred customers in a single month, and be on Subscribe & Save yourself.

### What do I get?

If you qualify, we will automatically credit your Subscribe & Save order the following month with a discount equivalent to one free bottle of product.

### What if I don't have an Subscribe & Save?

Then you will not qualify for the free product.

### Must the retail customer be on Subscribe & Save?

No, all new Retail and Preferred (Subscribe & Save) customers count.

### Do the free products pay commission and help me qualify?

Yes, and yes! They carry full QV and CV!

**How many free bottles of product can I earn?**

You can earn up to a maximum of 6 free products, however, the free product discount is applied to your next month's Subscribe & Save, and so the quantity of product on that order effectively limits how many free products you can earn. There is no carry over from month to month.

## AWARD TRIPS/SUMMIT

**When and where is the 50K trip?**

The date and venue will be announced at Summit each year.

**How many times can I attend the 50K trip?**

When you reach the rank of 50K and maintain it for four consecutive months, you and your life partner will be eligible to attend the given year's trip once only.

**When and where is the President's trip?**

The date and venue will be announced at Summit each year.

**How many times can I attend the President's trip?**

When you reach the rank of President or higher and maintain it for 8 out of 12 months, you and your life partner will be eligible to attend the given year's trip and subsequent trips every time requirements are met.

**When and where is Summit?**

It will be in the summertime each year, dates and venue to be announced for the following year at each Summit.

## LIFESTYLE BONUS

**When do I get the lifestyle bonus paid?**

The lifestyle bonus is paid with your monthly commissions.

**What is the lifestyle bonus for?**

Anything you can imagine or dream of. This bonus is for you to enhance your current lifestyle.

## SHIPPING

**Can shipping be waived when more than one order is being sent to the same address?**

No, orders cannot be sent together to avoid shipping charges.

**Can I get free shipping?**

Shipping is free for all Wellness Pack Subscribe & Saves, Bulk Packs and Enrollment Packs.

## SUSPENSIONS/TERMINATIONS

**If my account had been terminated by Cerule, can I order again?**

At the discretion of Cerule, the decision would be based on the reason for termination.

**Why would my account be suspended?**

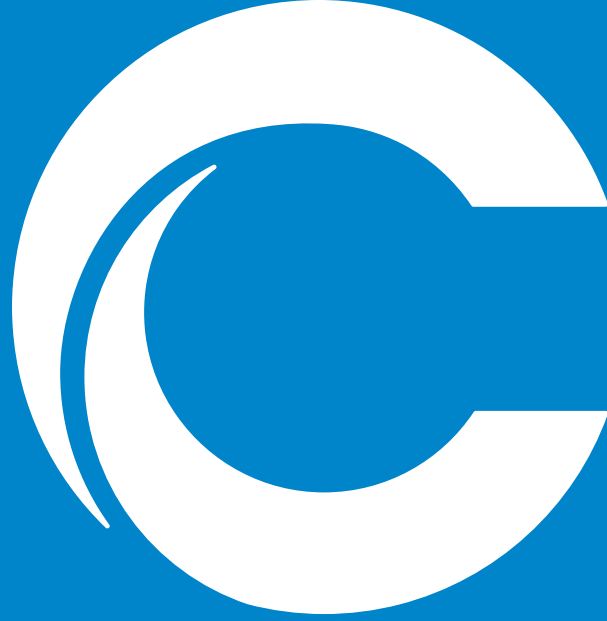
If the Compliance department is notified that a member is selling product in breach of the P&P's or any other breach of the P&P's. Commissions will accumulate but will not be paid.

**If my account has been suspended, can I order again?**

At the discretion of Cerule, the decision would be based on the reason for the suspension.

**How can I get in contact with the compliance department?**

By email only: [compliance@cerule.com](mailto:compliance@cerule.com)



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**Detailed Pay Plan**