

platform

SOCIAL BUSINESS PARTNER REWARDS PROGRAM

Social entrepreneurship 3.0 is a platform that enable more people at any age, to participate and profit from the building of teams and teams of teams for the rapid circulation of solutions that can change the world.

SOCIAL ENTREPRENEURSHIP
What Everyone Needs to Know

– David Bornstein

SOCIAL BUSINESS PARTNER REWARDS PROGRAM

The Alovéa Social Business Partner (SBP) Rewards Program is designed to provide a robust financial opportunity for those who choose to champion Alovéa's Mission.

Alovéa has designed its Social Business Partner Rewards Program to power the Social Business 3.0 platform that incentivizes Social Business Partners for both the acquisition and retention of customers and for the development of teams of Social Business Partners who duplicate that same activity.

Our generous Rewards Program provides our SBP's with the ability to earn free products, weekly cash bonuses, and our one-of-a-kind Alovéa Xperience™ trips. We also offer monthly Impact Bonuses that are directly related to the number of children an SBP and their teams help us nourish through our Buy 1, Nourish 1 platform for social giving.

The goal of this rewards program is to provide our SPB's with the potential to earn long-term residual income through the distribution of our unique and proprietary, "best-in-class" health building products.

Social Business Partner Rewards Program

CUSTOMER ACQUISITION AND RETENTION REWARDS

(CUSTOMERS, AFFILIATES, & SOCIAL BUSINESS PARTNERS)

- **3 & FREE! Product Credit Rewards**
- **1ST Order Bonuses**
- **Progressive Customer Bonuses**

TEAM BUILDING REWARDS*

(SOCIAL BUSINESS PARTNERS)

- **Impact Level Bonuses**
Based on number of children nourished from your team's product sales.
- **Team Builder Bonuses**
- **Pay Team Bonuses**
To provide incremental team development bonuses between Impact Levels and an unlimited depth component to the plan.

ALOVÉA XPERIENCE TRIPS

(PRICELESS!)

*Team Building bonuses require that an SBP be Active in order to earn. (A minimum of \$95 PQV - see definition of terms)

CUSTOMER ACQUISITION AND RETENTION REWARDS

3 & FREE PRODUCT CREDIT REWARDS

Alovéa not only offers customer acquisition and retention bonuses, but we also provide SBP's and Affiliates the opportunity to receive their products for FREE. The 3 & FREE! Program allows you to receive your product for FREE as long as you have at least 3 Customer orders of equal or greater value to your own Flexship in the qualifying period.

IN ORDER TO QUALIFY:

- You must be an Affiliate or SBP on a Flexship order of at least \$40 to qualify for this bonus. Your Customers must have ordered at least \$40 in product (shipping and taxes not included) in the 4 weeks prior to your Flexship date.
- You must have 3 or more Customers who have product purchases that total \$40 or more in the four weeks prior to your Flexship running. The system sums the product total of your customers and divides by 3. This is how your 3 & FREE product credits are achieved and calculated.
- The product must be sold to Customers through your replicated website. These 3 & FREE product credits do not apply to products sold to Customers through any other means.
- Shipping and taxes are not covered and are not included in the calculation. The SBP or Affiliate receiving the 3 & Free discount is responsible for those charges.
- A maximum of \$300 will be discounted on your next Flexship order. If you have 3 or more Customers whose orders total at least \$900, you will qualify for the full \$300 3 & FREE discount.
- No qualifying volume will be credited to you on any free product you receive. If you receive a partial credit on your order, a prorated amount of volume will be posted to your account.

Please Note: This discount is available to use a maximum of one time during each four-week Flexship period.



ALOVÉA
SOCIAL BUSINESS
PARTNER



ENROLL OR MAINTAIN
3 CUSTOMERS



EARN UP TO **\$300**
OF FREE PRODUCT
CREDITS EVERY 4 WEEKS!
THAT'S **\$3,900**
PER YEAR!

| | Example 1 | Example 2 | Example 3 |
|--------------------------|------------------|-----------------|------------------------------|
| SBP's Flexship | \$150 | \$150 | \$150 |
| Customer 1 | \$100 | \$130 | \$100 |
| Customer 2 | \$100 | \$130 | \$100 |
| Customer 3 | \$100 | \$50 | \$38.50 |
| Customer 4 | 3 orders of \$50 | \$38.50 | \$38.50 |
| Total of Customer Orders | \$450 | \$310 | Does not qualify (See Below) |
| Total divided by 3 | \$150 | \$103.33 | \$0 |
| Total Discount | \$150 | \$103.33 | \$0 |

FROM TABLE ABOVE:

Example 1: You have four Customers whose orders total over \$40 wholesale price. The system sums the total of all of your Customer's orders and divides by three (\$150). Since the total is equal to or greater than your Flexship order, you get your entire \$150 Flexship for FREE! (Excluding taxes and shipping).

Example 2: You have three Customers whose orders total over \$40 wholesale price. However, that total divided by 3 is not equal or greater than your Flexship order.

Example 3: Does not qualify - need three Customers who meet the guidelines listed above.

CUSTOMER ACQUISITION AND RETENTION REWARDS

1ST ORDER BONUS

A 20% bonus is paid on the purchase price of every first product order placed by a new customer, Affiliate, or Social Business Partner to the Enroller of that order. A 10% bonus is paid on all first orders to the first qualified Team Builder above the Enroller. Also, a 5% bonus is paid to the second qualified Team Builder above the Enroller.

| Qualified Enroller | 1 st Order Bonus |
|---|-----------------------------|
| Enroller of all 1 ST -Time Purchases | 20% |
| 1 ST Qualified Team Builder Enroller | 10% |
| 2 ND Qualified Team Builder Enroller | 5% |

This bonus is designed to provide instant and substantial income for all new enrollment activity.

Enrolling 3 customers will add free product credits to the equation (3 & FREE).

Achieving a minimum of \$500 in total customer volume will ensure that you earn 20% (or greater) on all your future customer orders (see Progressive Customer Bonus).

CUSTOMER ACQUISITION AND RETENTION REWARDS

PROGRESSIVE CUSTOMER BONUSES

Alovéa Affiliates and SBP's have the ability to earn substantial bonuses for the retention of their Customers. Your Customers can place one-time orders or take advantage of our convenient Flexship program. When you direct Customers to your replicated Alovéa website, we will ship the order to them directly. It's all tracked for you. When your Customers sign up for Flexship, they will receive the additional benefit of product credits toward their future orders.

Customer Bonuses provide you the opportunity to earn up to 40% on the sale of all Alovéa products to your Customers.

Here are the details:

To receive Customer Bonuses, you must first become an SBP or Affiliate. You do not need to place a personal purchase to qualify for these bonuses.

The below illustrates how the sliding commission scale works for SBP's and Affiliates based on their total customer volume for trailing 4 week period:*

| Tier | Total Customer Purchase Volume | Customer Tiered Bonuses* |
|------|--------------------------------|--------------------------|
| 1 | 0 - \$500 | 5% |
| 2 | \$501 - \$2,000 | 20% |
| 3 | \$2,001 - \$4,000 | 30% |
| 4 | \$4,001 - \$10,000 | 35% |
| 5 | \$10,000+ | 40% |

To help in this effort, Alovéa provides its SBP's and Affiliates with Referral Codes that provide their customers with discounted Preferred Customer pricing.

* Customer Volume trailing 4 week period (CVt4) - Add your total customer volume at the close of the current week to your total customer volume from the previous 3 weeks to determine your tier bonus level.

TEAM BUILDING REWARDS

IMPACT LEVEL LIFESTYLE BONUS

This bonus is based on the number of children you and your teams help us nourish in a 4-week period based on your Impact Level. These bonuses are 4-week rolling bonuses paid to a SBP beginning at 5K Champion. SBP's will receive the Lifestyle Bonus amount at their highest Paid as Level during each 4-week cycle in which they are qualified. The chart and table below shows the Lifestyle bonuses and additional details on this payment method.



















We believe that the Alovéa Social Business 3.0 Rewards Program can provide those who excel a path to financial freedom. The Impact Level Lifestyle Bonus can be used for any purpose,

including but not limited to:

- Paying off student loans
- Paying off consumer credit card debt
- Paying off other debts
- Purchasing a vehicle
- Enjoying a richer lifestyle
- Investing in your Alovéa Social Business
- Investing for retirement
- Charitable contributions & tithing

There are no restrictions whatsoever on how you use your Lifestyle Bonus, but we encourage you to use this income to help grow your net worth!

Help us make an impact on the lives of children in need, and Alovéa will make an impact on your life too!

| Impact Level | Lifestyle Bonus |
|---|-----------------|
|   | \$100 |
|   | \$200 |
|   | \$400 |
|   | \$800 |
|   | \$1,200 |
|   | \$1,600 |
|   | \$2,000 |
|   | \$2,500 |
|   | \$4,500 |

* **Personal Group Qualifying Volume (PGQV)**
The 4 week cumulative volume in a SBP's personally enrolled teams.

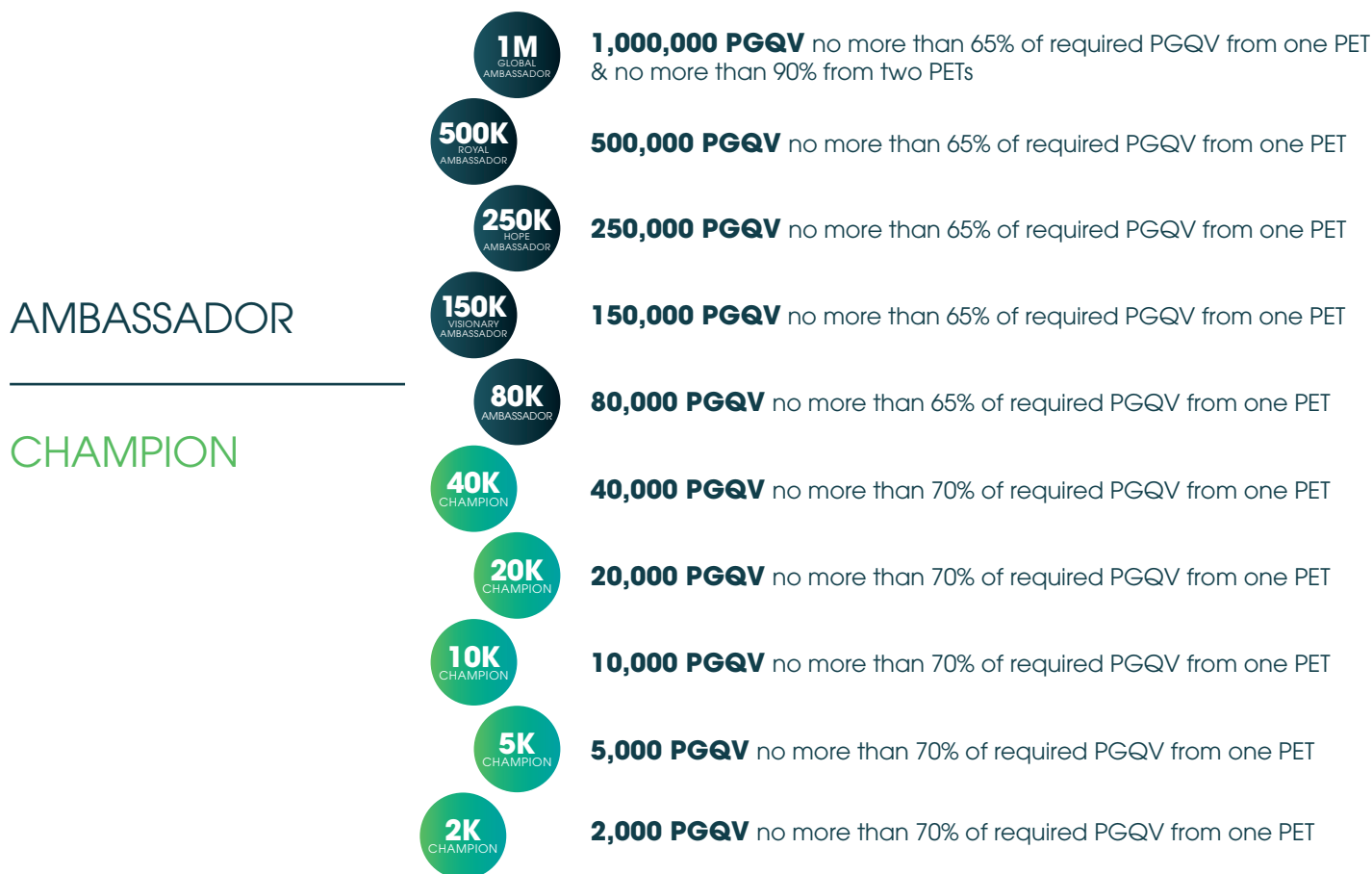
** Approximate number of children nourished daily in that 4-week period.

ALOVÉA IMPACT LEVEL QUALIFICATIONS

As a Social Business, our mission is to provide advanced immune support to the world's most vulnerable children. The Impact Bonuses are to reward you for the children being impacted by your team organization's sale of products. Every product sold provides the same number servings of Acemannan products to a child in need. Alovéa uses the actual dollar amount spent on those product sales in calculating your Impact Level.

There are Impact Levels that one can achieve with the Alovéa Social Business Rewards Program. Personal Enrollment Genealogy is used to determine structure and level qualifications, as well as PGQV (Personal Group Qualification Volume - see definitions below). As you build your team, your volume will grow, increasing your level in the Alovéa Social Business Rewards Program, which, in turn, increases your ability to earn more income.

At each level you also have what we call "Impact." Your Impact is determined by how many servings of nourishment you produce in your team. Look for the badges on the following pages that show you how many children you nourish on a monthly basis at each level.



PET: Personally Enrolled Team - Each SBP you personally enroll is considered a Team. See definitions for more information.

TEAM BUILDING REWARDS

TEAM BUILDER BONUSES

These bonuses are designed to reward SBP's for taking immediate action by achieving Team Builder status. You must accumulate 700 TBQV* or greater in your first 28 days of becoming an SBP to become Team Builder qualified. Team Builders earn the following one time bonus rewards the first time they achieve the Impact Levels of 1K, 2K, 5K and 10K Champion, and can also earn the Team Builder Rewards on 1st Orders from their personally-enrolled team sales.



| Team Builder Bonuses | 1K Champion | 2K Champion | 5K Champion | 10K Champion |
|------------------------|-------------|-------------|-------------|--------------|
| Team Builder Qualified | \$100 | \$200 | \$500 | \$1000 |

*Team Builder Qualifying Volume can be a combination of all personal purchases, and all purchases made by personally enrolled Customers, Affiliates, and SBP's within a new SBP's first 28 days.

1ST ORDER TEAM BUILDER BONUSES

A 10% bonus is paid on all first orders to the first qualified Team Builder above the Enroller of these orders. A 5% bonus is paid to the second qualified Team Builder above that same Enroller.

| Qualified Enroller | 1 st Order Bonus |
|--|-----------------------------|
| 1 ST Qualified Team Builder | 10% |
| 2 ND Qualified Team Builder | 5% |

TEAM BUILDING REWARDS

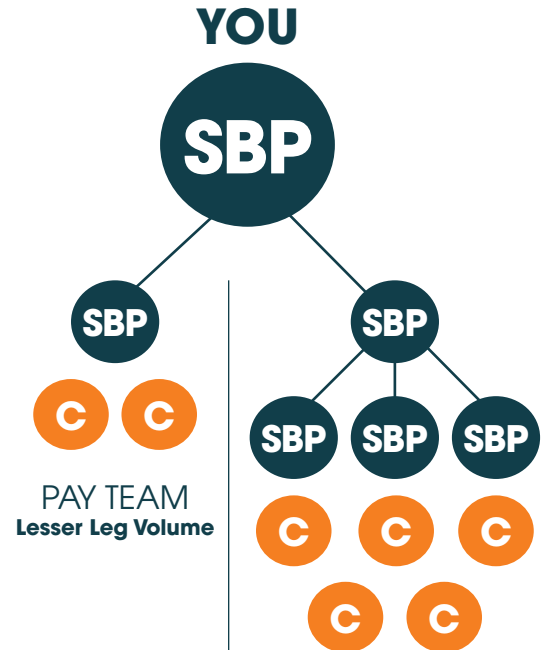
PAY TEAM BONUS

The **Pay Team Bonus** is designed to provide incremental income opportunity from the growth of your teams in the depth of your organization.

The Pay Team Bonus utilizes a two leg structure that allows you to place personal enrollees on either your left or right side TeamLegs to help maximize this pay structure.

Your sponsor or anyone above you in the team structure can place people below you as well. You will be paid a bonus based on the Point Volume (PV) of your Pay Team Leg. Your Pay Team is defined as the team, left or right that has the lesser amount of Point Volume.

- You must have at least one **personally enrolled active SBP Team Member** in both your right and left Team Legs in order to receive the Pay Team Bonus.
- Pay Team Bonus is 10% of the Point Volume in your Pay Team Leg (also known as your Pay Team Volume (PTV)).
- A SBP must have qualifying volume of at least 95PQV within the current and the previous 3 weeks to receive a Pay Team Bonus.
- There is a minimum PTV requirement of 300 PTV in order to receive a Pay Team Bonus.
- Any volume considered in the PTV will be matched with volume from the opposite leg and both volumes will be flushed once the bonus is paid.
- A Pay Team Individual Cap is in place for this bonus. If a SBP hits a Pay Team Individual Cap (see definitions section) any volume over the cap in the PTV will be flushed.
- Any excess volume on the non-PTV leg that is not matched and paid on will accrue and be considered Carry Over Volume (COV, see definitions section).
- Any volume generated through a Customer of a Customer rolls to the enrolling SBP's QV. For example, if Sally sells product to James and James sells product to Wanda, the volume from the product sale to Wanda will be applied to Sally's QV. If Sally's QV is already at or above 95QV, the Point Volume will be applied to her Pay Team Volume. Customers of an Affiliate will not roll up to the upline SBP.
- Only online Customer sales volume will roll up to you.



TEAM BUILDING REWARDS

PAY TEAM, PERSONAL CHECKMATCH & GENERATIONAL CHECKMATCH

SBP's can earn a Personal Matching Bonus (PMB) on personal enrollees and a Generational Matching Bonus (GMB) on their downline. Matching Bonuses pay a percentage based on the Pay Team Commission check of those personally enrolled by the SBP and their team. SBP must have achieved a minimum of 95PQV within the current and the previous 3 commission weeks and be paid as an 2K Champion or higher. Once Alovéa 20K Champion is achieved, the SBP must achieve a minimum 200PQV within the current and previous 3 weeks.

- The Personal Matching Bonus (PMB) is paid on a fixed percentage of the personal enrollee's Pay Team Bonus earnings in the week.
- The Personal Matching Bonus (PMB) is paid on SBP's (not Affiliates) of all levels.
- Generational Matching Bonus (GMB) is paid on a minimum check amount of \$30.
- The Generational Matching Bonus (GMB) is based on generations. A generation is determined by analyzing each of your enrollment legs and ends when a 10K Champion is found in your enrollment Genealogy. Anyone between you and that 10K Champion (including that 10K) are considered your 1st generation (not including personal enrollees). 10% is paid on each generation of matching bonus that an SBP is eligible to earn on.
- Both check matching bonuses are paid only on the first \$1,500 in Pay Team Bonus earned.

See below for the fixed Personal Matching Bonus (PMB) percentages and the number of generations available by level.

| | 2K CHAMPION | 5K CHAMPION | 10K CHAMPION | 20K CHAMPION | 40K CHAMPION | 80K AMBASSADOR | 150K VISIONARY AMBASSADOR | 250K HOPE AMBASSADOR | 500K ROYAL AMBASSADOR | 1M GLOBAL AMBASSADOR |
|----------|----------------|----------------|-----------------|-----------------|-----------------|-------------------|---------------------------------|----------------------------|-----------------------------|----------------------------|
| Personal | 20% | 20% | 20% | 20% | 20% | 35% | 35% | 40% | 40% | 45% |
| Gen 1 | | | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% |
| Gen 2 | | | | 10% | 10% | 10% | 10% | 10% | 10% | 10% |
| Gen 3 | | | | | 10% | 10% | 10% | 10% | 10% | 10% |
| Gen 4 | | | | | | 10% | 10% | 10% | 10% | 10% |
| Gen 5 | | | | | | | 10% | 10% | 10% | 10% |
| Gen 6 | | | | | | | | 10% | 10% | 10% |
| Gen 7 | | | | | | | | | 10% | 10% |

ALOVÉA XPERIENCES™

ALOVÉA XPERIENCES™ (PRICELESS)

Alovéa Xperiences™ are just that: XPERIENCES, life-changing events, trips, resort vacations and a variety of other memorable life Xperiences™. The Alovéa Rewards Program allows for SBP's to qualify for life-changing trips, resort vacations and a variety of other memorable life Xperiences™. Come along with the Executives and Leaders of Alovéa to "Xperience™" things you can only dream of. Most Alovéa Xperiences™ are custom-tailored to the event, trip or reward. These are announced at events and on calls throughout the year. Visit [Alovéa.com/incentives/](https://alovea.com/incentives/) to learn more about the current Alovéa Xperiences™ underway.



Photos of past Alovéa Xperiences™

IMPACT ADVANCEMENT QUALIFICATIONS

SOCIAL BUSINESS PARTNER



HOW TO QUALIFY:

- Read, understand, and accept Alovéa Policies and Procedures and Rewards Program.
- Complete the Alovéa Enrollment Form or paper application.
- Purchase an Alovéa Social Business Kit (optional in North Dakota).
- Must achieve 95PQV to be "Active"

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive Bonuses on products sold to your Customers, and through your Team Building activities.
- Enroll other Affiliates and SBP's into the Alovéa business, who then can help you build teams and teams of teams that allow you to progress through the Alovéa Rewards Program.

1K CHAMPION



HOW TO QUALIFY:

- 95PQV requirement.
- Personal Group QV requirement: 1,000 volume in a rolling 4 commission week cycle.
- No more than 70% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive Customer Bonuses on all products sold to your personally enrolled Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 20% Personal Matching Bonus on any SBP's you personally enroll*

2K CHAMPION



HOW TO QUALIFY:

- 95PQV requirement.
- Personal Group QV requirement: 2,000 volume in a rolling 4 commission week cycle.
- No more than 70% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive Customer Bonuses on all products sold to your personally enrolled Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 20% Personal Matching Bonus on any SBP's you personally enroll*

IMPACT ADVANCEMENT QUALIFICATIONS (CONT.)

5K CHAMPION



HOW TO QUALIFY:

- 95PQV requirement.
- Personal Group QV requirement: 5,000 volume in a rolling 4 commission week cycle.
- No more than 70% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 25% Personal Matching Bonus on any SBP's you personally enroll*
- Eligible for Impact (Lifestyle) Bonus of \$100.

10K CHAMPION



HOW TO QUALIFY:

- 95PQV requirement.
- Personal Group QV requirement: 10,000 volume in a rolling 4 commission week cycle.
- No more than 70% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 25% Personal Matching Bonus on any SBP's you personally enroll.
- Eligible for Generational Matching Bonus on one (1) generation of your personal enrollee's enrollment downline.
- Eligible for Impact Lifestyle Bonus of \$200.

IMPACT ADVANCEMENT QUALIFICATIONS (CONT.)

20K CHAMPION



HOW TO QUALIFY:

- 200PQV requirement.
- Personal Group QV requirement: 20,000 volume in a rolling 4 commission week cycle.
- No more than 70% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 30% Personal Matching Bonus on any SBP's you personally enroll.
- Eligible for Generational Matching Bonus on two (2) generations of your personal enrollee's enrollment downline.
- Eligible for Impact Lifestyle Bonus of \$400

40K CHAMPION



HOW TO QUALIFY:

- 200PQV requirement.
- Personal Group QV requirement: 40,000 volume in a rolling 4 commission week cycle.
- No more than 70% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 30% Personal Matching Bonus on any SBP's you personally enroll.
- Eligible for Generational Matching Bonus on three (3) generations of your personal enrollee's enrollment downline.
- Eligible for Impact Lifestyle Bonus of \$800

IMPACT ADVANCEMENT QUALIFICATIONS (CONT.)

80K AMBASSADOR



HOW TO QUALIFY:

- 200PQV requirement.
- Personal Group QV requirement: 80,000 volume in a rolling 4 commission week cycle.
- No more than 65% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 35% Personal Matching Bonus on any SBP's you personally enroll.
- Eligible for Generational Matching Bonus on four (4) generations of your personal enrollee's enrollment downline.
- Eligible for Impact Lifestyle Bonus of \$1,200.

150K VISIONARY AMBASSADOR



HOW TO QUALIFY:

- 200PQV requirement.
- Personal Group QV requirement: 150,000 volume in a rolling 4 commission week cycle.
- No more than 65% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 35% Personal Matching Bonus on any SBP's you personally enroll.
- Eligible for Generational Matching Bonus on five (5) generations of your personal enrollee's enrollment downline.
- Eligible for Impact Lifestyle Bonus of \$1,600.

IMPACT ADVANCEMENT QUALIFICATIONS (CONT.)

250K HOPE AMBASSADOR



HOW TO QUALIFY:

- 200PQV requirement.
- Personal Group QV requirement: 250,000 volume in a rolling 4 commission week cycle.
- No more than 65% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 40% Personal Matching Bonus on any SBP's you personally enroll.
- Eligible for Generational Matching Bonus on six (6) generations of your personal enrollee's enrollment downline.
- Eligible for Impact Lifestyle Bonus \$2,000.

500K ROYAL AMBASSADOR



HOW TO QUALIFY:

- 200PQV requirement.
- Personal Group QV requirement: 500,000 volume in a rolling 4 commission week cycle.
- No more than 65% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 40% Personal Matching Bonus on any SBP's you personally enroll.
- Eligible for Generational Matching Bonus on seven (7) generations of your personal enrollee's enrollment downline.
- Eligible for Impact Lifestyle Bonus of \$2,500.

IMPACT ADVANCEMENT QUALIFICATIONS (CONT.)

1M GLOBAL AMBASSADOR



HOW TO QUALIFY:

- 200PQV requirement.
- Personal Group QV requirement: 1,000,000 volume in a rolling 4 commission week cycle.
- No more than 65% of the Personal Group QV requirement can come from one Personally Enrolled Team.

BENEFITS:

- Eligible for 3 & FREE! See page 4 for more details.
- Receive a Customer Bonus on any product sold to Customers and Preferred Customers.
- Receive 10% on any Pay Team Volume (your Pay Team is the Team, right or left, with fewer points each week).
- Receive 45% Personal Matching Bonus on any SBP's you personally enroll.
- Eligible for Generational Matching Bonus on seven (7) generations of your personal enrollee's enrollment downline.
- Eligible for Impact Lifestyle Bonus of \$4,500.

DEFINITION OF TERMS, RULES, & CONCEPTS

PLEASE NOTE: The payout figures in this document are intended to explain the components and operation of the Alovéa Social Business Rewards Program. They are not intended to be representative of the income, if any, that an Alovéa SBP can or will earn through his or her participation in the Alovéa opportunity. These figures should not be considered guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings, whether made by Alovéa or another SBP is misleading or inaccurate. Success with Alovéa results from successful sales efforts, hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities. Neither a product order nor participation in the Flexship program are required to become a SBP or qualify for compensation.

| | |
|---|--|
| Active | A SBP is Active if they have accumulated 95 PQV during the current week and previous three weeks (the current week refers to the week being paid). Only Active SBP's can receive team commissions. Please refer to Personal Volume 4-week rolling period. |
| Affiliate Program | The Affiliate Program allows you to enroll organizations such as gyms and doctor's offices. Those organizations can buy products at case quantity discounts for resale or enroll their customers online as a preferred customer. Affiliates can earn 1st Order bonuses, progressive customer bonuses, and are also able to participate in our 3 & Free Program. The Affiliate Program allows you to enroll for free. |
| Pay Team Organization | The genealogy that follows the Pay Team organization structure where individuals are placed in either a left or right leg and automatically fill the next position. Sometimes called a Placement Genealogy. |
| Pay Team Period | The Pay Team Period is a one-week period, beginning Saturday at 12am and ending Friday at 11:59pm, CT. All level qualifications are based on the most recent 4 Pay Team cycles ending with the last day of the commission period being paid, the "current period" and the 3 previous periods. |
| Canceled SBP Position | When a SBP is canceled and no longer part of the company, their position in the Enrollment Genealogy is not filled and remains empty. The downline of the canceled SBP will continue to have the same upline lineage (minus the canceled SBP). |
| Carry Over Volume (COV) | Excess or unused Left and Right Leg Pay Team Volume is called Carry Over Volume (COV). This occurs when a Pay Team Commission is paid and the greater volume leg has additional volume which the SBP is not paid on that week. If a SBP fails to meet the minimum Active requirement during the rolling 4 week qualification period, all positive COV will be flushed, no positive COV will remain. If a SBP hits a Level based Pay Team Individual Cap, all Pay Team Volume is considered paid in full and flushes. |
| Customers | A Direct Customer is a consumer who buys product directly from a SBP or Affiliate's personal inventory. Preferred Customers are enrolled by Affiliates or SBP's and purchase their products online. Preferred Customers also have the option to participate in the FLEXSHIP program. |
| Customer Volume trailing 4 weeks (CVt4) | Add your total customer volume at the close of the current week to your total customer volume from the previous 3 weeks to determine your (tier) bonus level. |
| Enroller | The person who enrolls an individual in the company as an Affiliate, SBP, or Preferred Customer is considered to be the Enroller. |

SOCIAL BUSINESS PARTNER REWARDS PROGRAM



| | |
|--|--|
| Enroller/Sponsor Automatic Change | Should a Customer (let's call her Cassie) enrolled by an Affiliate decide to upgrade to an Affiliate or Social Business Partner, then the Enroller for Cassie shall automatically be changed to the first upline Social Business Partner. The Affiliate that originally enrolled the Customer will have until the end of the Commission Period during which the Customer upgrades to also upgrade to become a Social Business Partner, in which case the upgraded Customer's (now an Affiliate or SBP) enroller will remain the same (now a SBP). |
| Enrollment Genealogy | The line of sponsorship that follows the Enroller. The people that you personally enroll are on your 1st level of the Enrollment Genealogy. Your upline does not place people into your Enrollment Genealogy. |
| FLEXSHIP | A FLEXSHIP order is an order placed for automatic shipment every 4 weeks. |
| Flushing | The term used to describe the volume that is eliminated (flushed). This can occur when the SBP remains inactive for four consecutive weekly periods. Should a SBP have over the cap amount of points in their Pay Team, the Pay Team check will be paid and the volume will be flushed. |
| Generational Matching Bonus (GMB) | <p>Paid As 10K Champion and above may receive a percentage bonus on the Pay Team Commission of SBP's in the Enrollment Genealogy by generation. See table on Page 9 for more information on the number of eligible generations by level.</p> <p>Weekly Payout based on Paid-As level.</p> <p>The Generational Matching Bonus is 10%.</p> <p>Generations are defined by a 10K Champion in a SBP's Enrollment Genealogy. For example, when a 10K Champion is found in a SBP's Enrollment Genealogy that 10K Champion and anyone above them in that Enrollment Leg are considered a Generation. If a second 10K Champion is present in the same enrollment leg, the Second 10K Champion and anyone between them and the first 10K Champion are considered the 2nd Generation. A SBP's personally enrolled SBP's are not considered in the GMB.</p> <p>The SBP whose earnings are being considered for a GMB must have earned at least \$30 in Pay Team Bonus in that week (please refer to Pay Team Period).</p> <p>For any check that is considered for the GMB, the first \$1,500 Pay Team earnings per check that is being matched is considered.</p> <p>Percentages and number of down line generations that can be matched are based on receiving SBP's Paid As Level in the current period (period being paid).</p> |
| Impact Level | The highest Impact level an SBP has earned (subject to the company's demotion policy) in a 4-week rolling period. |
| Impact Level Lifestyle Bonus | The Impact Lifestyle bonuses are 4-week rolling bonuses paid to a SBP when they achieve a 20K Champion or higher. SBP's will receive the "Lifestyle" amount at their highest Paid as Level during each 4 week cycle in which they are qualified. Unlike traditional Level Advancement Bonuses, the Alovéa Impact Lifestyle Bonuses continue to be paid as long as the SBP continues to achieve the Paid as Level of 20K Champion or above. |
| Legs (Difference between Pay Team Leg and Enrolled Leg) | An Enrolled Leg is a downline that starts from a Personally Enrolled SBP. Unlike a Pay Team Leg, an Enrolled Leg starts with a personally enrolled recruit, regardless of where they might be placed in the Pay Team downline. Each new recruit who is personally enrolled by a SBP represents the start of an Enrolled Leg. Thus, if a person enrolls 10 people, they have 10 Enrolled Legs. These legs and their individual downlines, if any, are used in the Career Path, in conjunction with the PTQV or PGQV, to determine qualification levels, paid-as levels, etc. See example next page. |

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|--------------------------|---|-------------------------|---|--------------------------|
| Legs Example | Example: William sponsors three recruits named Dan, Donna, and Richard. In the Pay Team structure, William places Dan on his left leg, Donna on his right leg, and Richard on Donna’s left leg. In the Enrollment Genealogy, William has three Sponsorship Legs (Dan, Donna, and Richard). In the Pay Team structure, William has two Team Legs (Dan and Donna). Richard is in one of his two Team Legs (his right leg or his left leg). The Legs used in the Career Path are Enrolled Legs and use the Enrolling Genealogy. Additional Business Centers are not counted as Enrolled Legs. | | | |
| Minimum Commission Check | No commission check will be issued less than \$15. Any amount earned \$15.00 will accumulate until that threshold is met and then a payment will be made. | | | |
| Paid As Level | <p>Each SBP is Paid As the Impact Level to which they qualify during the bonus period. If in any period, a SBP fails to achieve the requirement of their Impact Level, that SBP is Paid As the lower level for which the SBP actually qualifies for during the period. The SBP retains their Impact Level but is Paid As the level for which the SBP actually qualifies.</p> <p>Example: a 10K Champion who only has 5,000 PGQV and 2,500 PTQV is paid as a 5K Champion (assuming they met the 5K Champion requirements in full). They still maintain the Impact Level of 10K Champion but will be paid as 5K Champion for that bonus period.</p> | | | |
| Payment Caps | <p>Each level has an associated Pay Team individual cap, combined Pay Team individual cap and Check Match cap, Pay Team Volume cap, and max carryover volume cap. The Pay Team individual cap applies only to the actual Pay Team bonus. The Pay Team Commission will be capped each week at varying amounts based on Paid As Level. Combined Pay Team Individual Cap and Check Match Cap: The total amount of Personal Check Match, Generational Check Match and Pay Team earnings a SBP may receive based on the SBP’s Paid As Level.</p> <p>Pay Team Volume Cap: A SBP’s Pay Team and Check Match earnings cannot exceed the volume of the Pay Team Leg. Max Carryover Volume Cap: A SBP’s amount of total carry over volume (COV) is capped at a certain level based on Impact Level.</p> <p>See table below for all cap amounts by cap type.</p> | | | |
| Payment Cap Table | | | | |
| | Paid As Level | Pay Team Individual Cap | Pay Team Individual Cap & Check Match Cap | Max Carryover Volume Cap |
| | SBP 1 | N/A | \$500 | 100,000 |
| | SBP 2 | N/A | \$500 | 150,000 |
| | 2K Champion | N/A | \$1,000 | 300,000 |
| | 5K Champion | N/A | \$1,500 | 400,000 |
| | 10K Champion | N/A | \$2,000 | 500,000 |
| | 20K Champion | N/A | \$5,000 | 750,000 |
| | 40K Champion | \$4,000 | \$8,000 | 1,000,000 |
| | 80K Champion | \$5,000 | Unlimited | 1,500,000 |
| | 150K Visionary Ambassador | \$6,000 | Unlimited | 2,000,000 |
| | 250K Hope Ambassador | \$7,000 | Unlimited | 3,000,000 |
| | 500K Royal Ambassador | \$8,000 | Unlimited | 5,000,000 |
| | Global Ambassador 1MM | \$10,000 | Unlimited | Unlimited |
| | Global Ambassador 2.5MM | \$15,000 | Unlimited | Unlimited |
| Global Ambassador 5MM | \$20,000 | Unlimited | Unlimited | |

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| Pay Team Commission | A bonus will be paid on the Pay Team Volume (see Pay Team volume from down- line SBP's (and their customers) based on the Team Genealogy. The bonus paid is based on a fixed percentage of ten percent (10%) of the volume. The amount of the bonus is based on the receiving SBP's Paid As level. There is a 300 Pay Team Volume (PTV) minimum to activate this bonus and you must have at least one Active SBP from your Personally Enrolled Teams on both your left and right Team legs. | | | | | | | | | | | | |
|---|---|-----------------------------|---------------------------------------|-----------------------|------------------|-----------------------|------------------|-----------------------|------------------|-----------------------|------------------|-----------------------|------------------|
| Pay Team Qualified | A SBP is Pay Team qualified if they are Active, have at least one personally enrolled Team Active SBP in the left leg and one personally enrolled team Active SBP in the right leg of their Pay Team Genealogy and have at least 300 Pay Team Volume . | | | | | | | | | | | | |
| Pay Team Volume (PTV) | Pay Team Volume (PTV) is equal to the amount of Point Volume in a SBP's lesser volume leg. 100% of customer volume counts towards Level Advancement Volume. | | | | | | | | | | | | |
| Personal Group Qualifying Volume (PGQV) | The 4 week qualifying cumulative volume in a SBP's personally enrolled teams. | | | | | | | | | | | | |
| Personal Matching Bonus (PMB) | When Paid As 2K Champion or above, the SBP may receive a matched percentage bonus on the Pay Team earnings of their Personally Enrolled SBP's. See Personal Matching Bonus table in the preceding pages for detailed information on the percentage by Paid As level. Personal Enrollment Check Matches will only be paid on a SBP's first 1,500 in Pay Team Commissions. | | | | | | | | | | | | |
| Personal Qualifying Volume (PQV) | Personal Qualifying Volume (PQV) is the sum of the QV from your personally-placed orders within a trailing 4 week period. | | | | | | | | | | | | |
| Personally Enrolled Teams (PET) | Any personal enrollee and his/her entire organization. Also see "Legs." | | | | | | | | | | | | |
| Point Volume (PV) | Each product purchased from Alovéa has a PV that is used for the calculation of the PQV Team Bonus. Orders that a SBP places on their own account, do not count toward their Pay Team Volume. Once the SBP has 95PQV, any excess customer PV volume will be applied to their Pay Team Volume (PTV). Any volume sold by customers will roll up to the SBP upline from the customer. Orders that pay a CAB/CRB or HOPE Bonus will have discounted PV for the Sponsor. The percentage of PV flowing into the Team organization will range from 70% of PV to 15% of PV depending on the CAB/CRB/HOPE Bonus Tier that the order was subject to. See chart for details: | | | | | | | | | | | | |
| Point Volume (PV) percentage flowing to Pay Team Example: | <table> <tr> <th>Type of Bonus Paid on Order</th><th>Amount of PV to Pay Team Organization</th></tr> <tr> <td>Customer Bonus Tier 1</td><td>65% of stated PV</td></tr> <tr> <td>Customer Bonus Tier 2</td><td>47% of stated PV</td></tr> <tr> <td>Customer Bonus Tier 3</td><td>47% of stated PV</td></tr> <tr> <td>Customer Bonus Tier 4</td><td>17% of stated PV</td></tr> <tr> <td>Customer Bonus Tier 5</td><td>12% of stated PV</td></tr> </table> | Type of Bonus Paid on Order | Amount of PV to Pay Team Organization | Customer Bonus Tier 1 | 65% of stated PV | Customer Bonus Tier 2 | 47% of stated PV | Customer Bonus Tier 3 | 47% of stated PV | Customer Bonus Tier 4 | 17% of stated PV | Customer Bonus Tier 5 | 12% of stated PV |
| Type of Bonus Paid on Order | Amount of PV to Pay Team Organization | | | | | | | | | | | | |
| Customer Bonus Tier 1 | 65% of stated PV | | | | | | | | | | | | |
| Customer Bonus Tier 2 | 47% of stated PV | | | | | | | | | | | | |
| Customer Bonus Tier 3 | 47% of stated PV | | | | | | | | | | | | |
| Customer Bonus Tier 4 | 17% of stated PV | | | | | | | | | | | | |
| Customer Bonus Tier 5 | 12% of stated PV | | | | | | | | | | | | |
| Preferred Customer | A customer enrolled by an Affiliate or SBP, who purchases online and receives preferred customer pricing discount off retail pricing. | | | | | | | | | | | | |
| Promotion Effective Date & Paid As Effective Date | Impact Level promotions occur upon being paid out at that new level for the first time. This occurs one week after the level is earned. | | | | | | | | | | | | |
| Qualifying Volume (QV) | Qualifying Volume (QV) is 1 QV point per dollar (USD) spent on a volume eligible product. This volume is used for impact level advancement purposes. | | | | | | | | | | | | |

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| Social Business Partner (SBP) | Social Business Partner (SBP) makes a significant social impact while working the Alovéa business by building teams of Customers, Affiliates, and other SBP's. Our SBP must maintain 95 or 200* QV in a 4 week period in order to participate in all of the rewards' bonuses (*Ranks of 20K and above). |
| Team Builder | A Team Builder is an SBP who accumulates 700 or greater Team Builder Qualifying Volume (TBQV) either (a) in their first 28 days from becoming an SBP or (b) within 28 days of their initial purchase as a Customer, whichever occurs first. TBQV can be a combination of personal purchases and purchases made by personally enrolled Customers, SBP's, and Affiliates. |
| Team Builder Qualifying Volume (TBQV) | *Team Builder Qualifying Volume can be a combination of all personal purchases, and all purchases made by personally enrolled Customers, Affiliates, and SBP's within a new SBP's first 28 days. |

PLEASE NOTE: The payout figures in this document are intended to explain the components and operation of the Alovéa Rewards Program. They are not intended to be representative of the income, if any, that an Alovéa SBP can or will earn through his or her participation in the Alovéa opportunity. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings, whether made by Alovéa or another SBP, would be misleading. Success with Alovéa results only from successful sales efforts, requiring hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities. Neither a product order nor participation in the Flexship program are required to become a SBP or qualify for compensation.

Alovéa makes no claims or warranties regarding any Member's level of income, which depends on many factors including individual effort. To review our Income Disclosure Statement please visit: <https://www.Alovéa.com/about/ids/>.

You are welcome to contact our Service Department with any questions by email to info@Alovéa.com, or by phone during normal business hours at (888) 280-9555. Thank you for your interest in The HOPE Movement!