

SOUTH AFRICA

V e M M A<sup>®</sup>

# COMPENSATION PLAN



# The Vemma Compensation Plan



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

When you enroll as an Affiliate and place an order for any Vemma product worth at least sixty (60) Qualifying Volume (QV), or as we like to say, “points,” you will receive access to your personal account information and a free marketing website. When you encounter someone who wants to

become an Affiliate, you can enroll them through this marketing website. As soon as you qualify your business by enrolling at least one (1) active Affiliate on each of your left and right teams (active is defined as having an active 60 point minimum order every month), you are then eligible to earn income.

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



## NEW CUSTOMER BONUS

**Qualifications:** Active with a 60 point order every month. Eligible Enrollers will receive the New Customer Bonus on the first order of those Affiliates and Customers whom they personally enrolled. To fund the New Customer Bonus, each first sale will contribute half of the order's normal points.

New Customer Bonus is subject to compression. If the Enroller is inactive, then the first eligible upline Enroller will receive the New Customer Bonus.

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

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

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

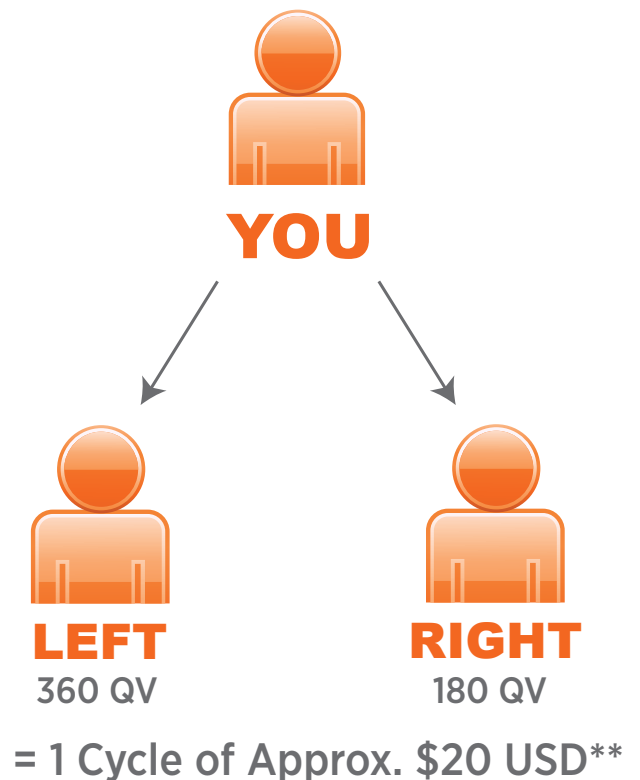


## CYCLE COMMISSION

**Qualifications:** Active Affiliates with a 60 point order every month, along with two (2) personally enrolled active Affiliates, one (1) on each team.

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

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



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

# CYCLE CREDIT CHART

Vemma® Product Purchase	New Customer Earned	New Customer Points	Subsequent Order Points
Vemma 1-Pack	\$10 USD	30	60
Vemma 2-Pack	\$20 USD	60	120
V2 Fridge Brick®	\$10 USD	30	60
V2 Fridge Brick 2-Pack	\$20 USD	60	120
Verve Energy Drink 1-Pack	\$10 USD	30	60
Verve Energy Drink 2-Pack	\$20 USD	60	120
Verve Leadership Pack (3 cases Verve)	\$25 USD	90	150
Combo Leadership Pack (1 Verve, 1 V32, 1 V2)	\$25 USD	90	150
V2/Verve Leadership Pack (2 Verve, 1 V2)	\$25 USD	90	150

## CYCLE EARNINGS LEVELS

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

Earnings Level up to:	Affiliate Rank:
\$25,000 per week/\$1,300,000 USD per year**	Affiliate—Royal Ambassador
\$30,000 per week/\$1,560,000 USD per year**	Star Royal Ambassador
\$35,000 per week/\$1,820,000 USD per year**	Pinnacle Leader

**New Customer Bonus** will pay out on the first order on an account.

Affiliates will not be eligible to receive some bonuses until they have qualified their business by having a 60 point order every month, one (1) active Vemma Affiliate on their left team and one (1) active Vemma Affiliate on their right team whom they personally enrolled. Affiliates will be able to accrue volume on both, profit and power, teams if they are qualified. However, if an active Affiliate has four (4) consecutive weeks of non-qualification, the volume in their profit team will flush. For every consecutive week after the four (4) week flush that an Affiliate does not qualify, no volume will accumulate on the profit team. Any sales that they have in the power team of their organization will remain there until they have qualified their business, as long as they are active. Affiliates can accumulate or bank a maximum of 2,000,000 points in their power team.

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

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

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

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

\*Volume period is defined as a Vemma business period beginning on Friday at 12:00 a.m. and ending at 11:59 p.m. Thursday night (Phoenix, Arizona, United States).

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

## MATCHING COMMISSION

**Qualifications:** Active and qualified with a 60 point order every month in addition to four (4) personally enrolled active Affiliates, one (1) on the Affiliate's left team and one (1) on the right team, two (2) anywhere else on their team.

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

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

## SECOND TIER MATCHING COMMISSION

**Qualifications:** Active and qualified with a 60 point order every month in addition to six (6) personally enrolled active Affiliates, one (1) on the Affiliate's left team and one (1) on the right team, four (4) anywhere else on their team.

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

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



## TIER MATCHING COMMISSION CAP

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

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

**Regis McKenna, Founder of The McKenna Group**

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

## BALANCED TEAM BONUS

**Qualifications:** Active and qualified with a 60 point order every month along with two (2) personally enrolled Affiliates, one (1) on each team. Additional requirements are shown in the table below.

This bonus pays out at the end of each four (4) week rank advancement period based upon the paid ranks achieved during the current or previous rank advancement period. Balanced Team Bonus is prorated amongst all qualified participants based upon "Paid As" rank. The Balanced Team Bonus Pool encompasses approximately three percent (3%) of the sales generated from countries that participate in the Balanced Team Bonus. Balanced Team Volume accumulated in a four (4) week rank advancement period does not roll

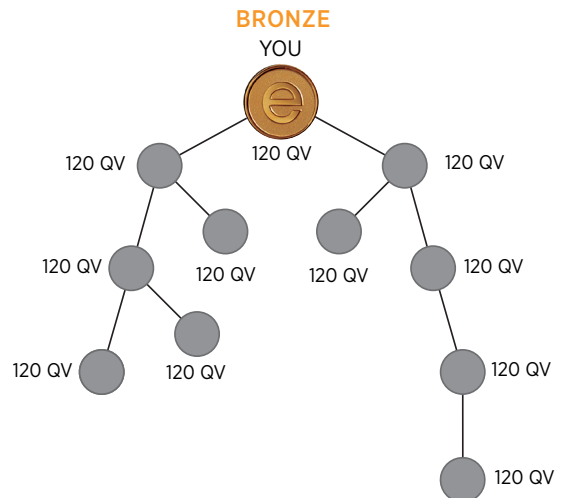
over to the next four (4) week period. The payout at each level may vary from period to period. Affiliates can participate in the pools at each Balanced Team level for a period of no longer than twelve (12) months from the date they first achieve that Balanced Team level. Affiliates who do not meet the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

### BALANCED TEAM BONUS

#### "PAID AS" RANK: BRONZE

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

Max Payout Per Share: Up to \$100\*\*

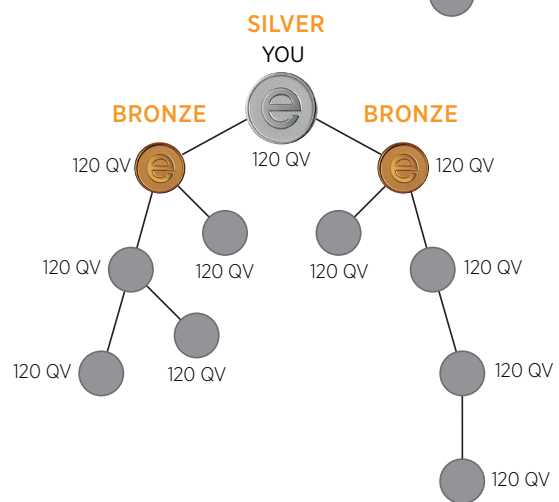


### BALANCED TEAM BONUS

#### "PAID AS" RANK: SILVER

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

Max Payout Per Share: Up to \$200\*\*



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

\*The downline Affiliate's "Paid As" rank must be achieved and maintained by earning a certain number of cycles in a four (4) week rank advancement period as defined in the Rank Advancement section on page 13 of the [Vemma Compensation Plan](#).

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

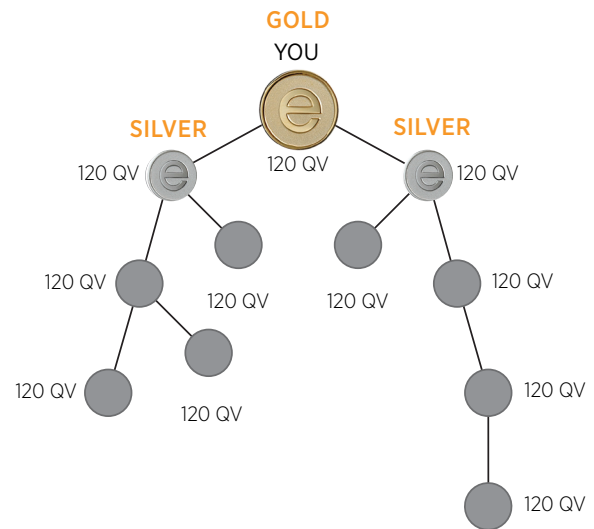


## BALANCED TEAM BONUS

### “PAID AS” RANK: GOLD

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

Max Payout Per Share: Up to \$300\*\*



## PREMIER CLUB

**Qualifications:** Active and qualified with a 120 point order on file at all times. Affiliates must have purchased a Leadership pack within the first 60 days of enrollment, and purchase a second Leadership Pack within the first seven (7) days after becoming Premier Club qualified.

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

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

Once qualified for this program, Affiliates will be eligible to earn the Premier Club Car Bonus. With the Premier Club Car Bonus, vehicle requirements must be met and approved by Vemma.<sup>1</sup>

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

### Vehicle requirements:

- Any vehicle that is valued at \$15,000 or more.<sup>2</sup>
- New or used, must be no older than 2 years
- Color MUST be black, silver, white, orange or red exterior

<sup>1</sup> A qualified Affiliate must contact Vemma for vehicle requirements, documentation, and approval before a vehicle is purchased or leased to ensure vehicle requirements are met. Visit [premierclub@vemma.com](mailto:premierclub@vemma.com) for details.

<sup>2</sup> Value will be based on the final purchase or lease price or the current retail car value listed at KBB.com (Kelly Blue Book). The vehicle must represent the integrity of Vemma's Brand Standards.

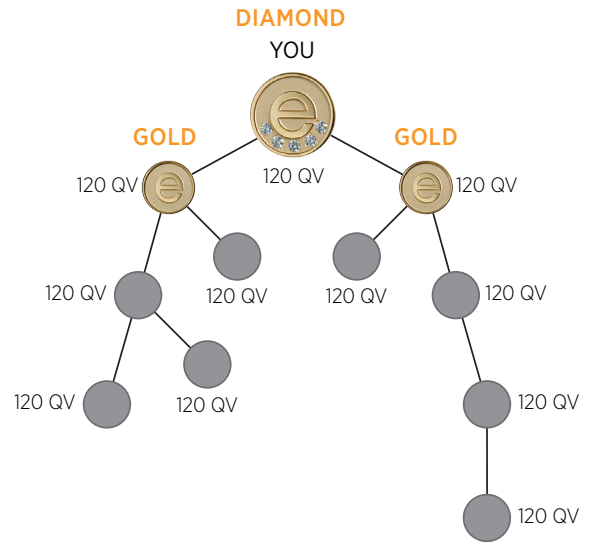
\*The downline Affiliate's "Paid As" rank must be achieved and maintained by earning a certain number of cycles in a four (4) week rank advancement period as defined in the Rank Advancement section of the [Vemma Compensation Plan](#).

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

## PREMIER CLUB

### “PAID AS” RANK: DIAMOND

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



“PAID AS” LEVEL	FULL CAR BONUS**	CASH BONUS**
Diamond		
Platinum		
Star Platinum	\$400	\$200
Executive		
Star Executive		
Presidential		
Star Presidential	\$600	\$300
Ambassador		
Star Ambassador	\$800	\$400
Royal Ambassador	\$1,200	\$600
Star Royal Ambassador	\$1,800	\$900
Pinnacle	\$2,500	\$1,250

\*The downline Affiliate’s “Paid As” rank must be achieved and maintained by earning a certain number of cycles in a four (4) week rank advancement period as defined in the Rank Advancement section of the Vemma Compensation Plan.

## FRENZY BONUS

**Qualifications:** Active and qualified with a 60 point order every month. Affiliates are required to enroll three (3) new Affiliates and/or Customers who purchased a minimum 60 point order within the same volume week (Friday through Thursday) they signed up for Vemma.

The bonus will pay out \$30 USD.\*

## DOUBLE FRENZY

**Qualifications:** Active and qualified with a 120 order every month. Affiliates must have purchased a Leadership Pack in order to be eligible. Affiliates are required to enroll three (3) new Affiliates and/or Customers who purchased a minimum Leadership Pack within the same volume week. (Friday through Thursday) they signed up for Vemma (“new qualifying volume”).

The bonus will pay out \$60 USD.\*

## CUSTOMER REFERRAL PROGRAM

Eligibility is based on having an active 30 point minimum Auto-delivery order on file and a minimum of three (3) personally enrolled Customers (enrolled June 15, 2012, or later) who purchase product in a calendar month. The total QV of the Customer product orders must be three (3) times that of the Auto-delivery order on file of the listed enroller. The free product is given only as an Auto-delivery order. One-time orders will not be free. Affiliates and Customers are responsible for applicable shipping charges and sales tax.

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

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

Customers enrolled prior to June 15, 2012, are eligible to earn free product but do not count as one (1) of the three (3) required Customers for their Enroller. Customers enrolled on or after June 15, 2012, are eligible to earn free product and will be eligible to count as one (1) of the three (3) required Customers for their Enroller.

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

There is a limit of one (1) free Auto-delivery order per account, per month — maximum 600 QV.

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

## GLOBAL BONUS POOL

These 12-week bonus pools encourage team building and cross-line cooperation by rewarding leaders with a bonus that encompasses two and one quarter percent (2.25%) of overall Vemma sales. To qualify for a pool of this bonus, an Affiliate must maintain all requirements, all 4-week periods in a Global Bonus payout timeframe. An Affiliate must have both the “Paid As” and the Balanced Building requirements met each of the 4-week periods. Each level of this bonus Affiliates qualify for is considered 1 share. They can also earn a share of any lower bonus pool up to a share of all ten (10) pools. The last 4-week period of the year will be considered a **“Bonus Pool”** that will pay out only if the Affiliate has earned the Global Bonus Pool all 4 periods in a year. The Affiliates lowest common rank achieved in all 4 periods is what will determine your bonus pool rank for the **“Bonus Pool”**.

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

## ONE-TIME RANK ADVANCEMENT REWARDS

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

### Two Four (4) Week Periods

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

After qualifying at a new rank (Presidential through Pinnacle) for six (6) consecutive four (4) week rank advancement periods, a one-time bonus will pay out for those Affiliates who maintain a minimum of one “Paid As” Star Platinum in their personally enrolled downline on each team of their business.

### Six Consecutive Four (4) Week Periods

Presidential	\$3,000 USD
Star Presidential	\$5,000 USD
Ambassador	\$10,000 USD
Star Ambassador	\$15,000 USD
Royal Ambassador	\$25,000 USD
Star Royal Ambassador	\$100,000 USD
Pinnacle Leader	\$250,000 USD

**TOTAL POSSIBLE PAYOUT: \$414,100.00\*\***

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

# RANK ADVANCEMENT AWARD LEVELS



Rank Advancement and other recognition will be based on four (4) week periods and calculated when bonuses are run for the last week of the four (4) week period. This recognition will be posted in your Vemma Back Office approximately two (2) weeks after the bonus run.

By earning a certain number of cycles in a four (4) week period, Affiliates can achieve various ranks and be recognized as a Leader!

Leader Rank	Qualifications	Number of cycles in a four (4) week period
	Bronze	1
	Silver	5
	Gold	10
	Diamond	20

# RANK ADVANCEMENT

Leader Rank	Qualifications	Number of cycles in a four (4) week period
	Platinum	50
	Star Platinum	75
	Executive	100
	Star Executive	175
<b>Elite Rankings</b>		
	Presidential	250
	Star Presidential	375
	Ambassador	500
	Star Ambassador	1,000
	Royal Ambassador	2,000
	*Star Royal Ambassador	4,000
	**Pinnacle Leader	6,000

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

\*In addition to earning 4,000 cycles in a four (4) week rank advancement period, to be "Paid As" a Star Royal Ambassador, you must have two (2) Presidential enroller teams on your left team and your right team.

\*\*In addition to earning 6,000 cycles in a four (4) week rank advancement period, to be "Paid As" a Pinnacle Leader, you must have three (3) Presidential enroller teams on your left team and your right team.

# GLOSSARY OF TERMS

## CV/QV — POINTS

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

## ENROLLER

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

## SPONSOR

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

## AUTO-DELIVERY

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

## QUALIFY

Each business must be qualified to earn bonuses. You qualify your business by being active with a 60 point order every month, along with personally enrolling one (1) Affiliate on your left team and one (1) Affiliate on your right team, each meeting the active requirements based on individual rank.

## ACTIVE

In order to be considered active, you must have a 60 point minimum order every month. Platinum and above Affiliates are considered active if they have an order with 120 every month. A 60 point or 120 point order will activate your account for four (4) volume periods, including the volume week in which the order is placed, plus one (1) volume week grace period. As an active Affiliate, you can accrue volume from sales that occur under you in your power team.

## ENROLLMENT LINE

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

## ENROLLERSHIP VOLUME

This refers to all volume that originates from your activity of enrolling an Affiliate and helping them grow their teams. Any spillover or banked volume is excluded from this type of volume for the purpose of the Balanced Team Bonus.

# TWO TEAM REQUIREMENTS



## VEMMA BALANCED BUILDING REQUIREMENTS

Balanced Building requirements apply to Vemma Affiliates who are “Paid As” Platinum rank or above. Eligible Affiliates will be required to maintain a specific minimum structure (as shown on page 17) within their personally enrolled downline on both teams of their organization to continue to receive one hundred percent (100%) of their Cycle Commission and Global Bonus Pools share earnings. All contributions from each week are used to increase the company-wide cycle point value in future weeks.

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

**Emanuel Rosen, The Anatomy of Buzz**



## VEMMA BALANCED BUILDING STRUCTURE REQUIREMENTS

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

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

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

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