

Liföcity  
REWARDS

Welcome to Liföcity.

At Liföcity, our philosophy is very simple, so simple in fact that it is in our name. Liföcity means *Quality of Life!* We strive in everything we do to inspire individuals to create the quality of life they desire. We believe that by placing the needs of our customers and partners first, we will create a purpose driven brand that is not only lasting, but meaningful.

**Our focus is on your health and living your life, your way.**

While quality of life is not created by income, it certainly is easier with the income you desire, than without it. We designed the Liföcity Rewards program to have something for everyone, whether that's an income is at a level to help you better deal with what life brings your way or an income to live the life you want. The power of the Liföcity Rewards program is in our commitment to Adaptive Rewards. Adaptive Rewards places the power of how you choose to engage with Liföcity in your hands and delivers a rewards program that works for you. Whether you want to be a Customer, an Affiliate or a Professional Promoter, the Liföcity Rewards program has something in it for you.

Let's dive in, learn more, and together, create the quality of life you desire.

Your Liföcity Team

# Life Language

## Customers

Liföcity is a customer centric brand and anyone can join Liföcity as a customer by purchasing a product. Customers can also take advantage the Lifocity Rewards Program and earn Free Product with the Brand Ambassador Subscription Bonus as detailed on page 12. There is a limit of 1 customer account per household.

### **SmartShip Subscription Customers**

Customers with a subscription order will achieve SmartShip Customer status, which carries these additional benefits:

- Discount off retail prices (20% off with SmartShip subscription)

## Affiliate Influencers

Anyone who wants to build a business based solely on promoting and selling product to earn retail commissions by referring customers can enroll as an Affiliate Influencer by paying the annual membership fee of \$10.00 USD. Your annual Affiliate Influencer membership unlocks the Liföcity Cloud which allows you to track your orders, commissions and access business tools. Affiliate Influencers can refer customers and earn retail commissions only. Affiliate Influencers cannot enroll Promoters and earn on Personal Qualifying Volume (PQV).

## Professional Promoters

Anyone who desires to build a network of Influencers and Promoters and have the opportunity to earn from the total Liföcity rewards program can enroll as a Professional Influencer by paying the annual membership fee of \$30.00 USD and activating their Pro Start Program. Your annual Influencer membership unlocks the Liföcity Promoter Cloud which allows you to track your progress in the Liföcity Rewards Program and access Pro business tools.

## Qualification to Earn

An Affiliate Influencer or Promoter is qualified to earn if they meet a minimum of 50 PQV\*, during the current Qualifying Cycle and maintain Engaged status:

An Influencer is Engaged, if they HAVE qualified for minimum PQV in the current qualifying month.

An Influencer is NOT Engaged, if they have NOT qualified in the previous Calendar Month qualification cycle.

Some bonuses have specific qualification requirements that a Promoter must meet to qualify for that specific bonus.

## Pay Periods

All earnings are calculated on either a daily, weekly, monthly, quarterly or annual period (depending on the bonus).

A pay “week” begins at 12:00am Monday morning and ends at 11:59pm the following Sunday. Times are based on Mountain time zone as displayed inside the Liföcity Cloud ([www.lifocity.me](http://www.lifocity.me)).

A pay “month” is based on a calendar month.

- All monthly commissions will be calculated and paid on the 15th of the following month for the previous month's activity.
- All volume adjustments due to failed credit card charges, product refunds, etc. that occur during this 15-day period, and that are applicable to orders processed during the previous month, will be factored into all commission calculations for that month.

## Position

**Sponsorship Tree:** The entire downline hierarchy based on all personally enrolled Promoters being put on only the first level. Therefore, does not include those sponsored by an Upline Promoter.

**Placement Tree:** The entire downline hierarchy based on how all Promoters are positioned, including those who have been sponsored by an upline Promoter and “placed”.

## Volume

**BV (Bonus Value):** The points assigned to all commissionable products.

**PQV (Personal Qualifying Volume):** The total amount of Bonus Value (BV) produced by an Affiliate Influencer or Promoter from his/her personal purchases and from sales to their Customers. PQV is one of the primary factors in determining personal income qualifications. PQV is calculated by looking back one calendar month, providing members with a 1-day grace period.

**Leg Volume (LV):** The total amount of BV in each of an Promoter's Placement legs. All those on an Promoter's first level within the Placement Tree are considered the top of that leg.

**NV (New Volume):** The BV produced by all orders placed during the first 30 days of all new personally enrolled Customers, Affiliate Influencers and Promoters. Used only as a qualifier for certain bonuses.

**GV (Group Volume):** The total BV within a given qualification period in the Placement Tree.

**TV (Team Volume):** The total BV within a given qualification period in the first three levels of a Promoter's Sponsorship Tree, in addition to BV from the Promoter's own personally enrolled Customers. TV also includes BV from orders of Customers enrolled by Affiliate Influencers and Promoters on your first three levels). TV does NOT include BV from a Promoter's own purchases.

**PTV (Personal Team Volume):** The total BV within a given qualification period in the first level of a Promoter's Sponsorship Tree. Includes volume from personally enrolled Customers, Affiliate Influencers and Promoters. PTV does NOT include volume from the Customers of personally enrolled Promoters. PTV does NOT include BV from a Promoter's own purchases.

## Ranks

**Achieved Rank:** The highest rank ever achieved by a Promoter. An Promoter will always be referenced by this rank, which is permanently assigned for as long as they remain engaged.

**Paid Rank:** The rank the Promoter is qualified for in that particular week or month, which is the rank they are paid at. NOTE: Your monthly Paid Rank is confirmed on the 15th of the following month, after the 15-day Pending Period to process any refunds on orders placed in the previous month.

**Current Rank:** The rank at which a Promoter has qualified for DURING the pay period, before it ends. This rank could go up or down once the period and Pending period ends.

# REWARDS

## Affiliate Influencer Rewards

### Retail Commission

A weekly commission based on the percentage of BV that occurs on personally enrolled Customers.

### Brand Ambassador Bonus

Get your product FREE every month by directly referring 2 SmartShip Retail Customers.

## Promoter Rewards (Requires Pro Start Activation)

### Pro Retailer Commission

A weekly commission based on the percentage of BV that occurs on each of the first one to eleven levels of the Placement Tree.

### Pro Retailer Bonus

Pays a percentage of all BV produced by personally enrolled Customers, based on the number of Customers enrolled.

### Pro Generation Bonus

In addition to the Pro Retailer Commission, the Pro Generation Bonus offers a percentage of BV that occurs from unlimited levels of Promoters one to five Generations deep following the Sponsorship Tree.

### Brand Ambassador Bonus

Get your product FREE every month by directly referring 2 SmartShip Subscription Customers. Affiliate Influencer, Promoters AND Customer accounts can participate.

### Pro Retail Match

A percentage of the Pro Retailer Commission earned by all Promoters that contribute towards an Promoter's Team Volume (TV). That is, within the Promoter's first three levels, based on Sponsorship Tree.

### Pro Enroller Bonus

A weekly bonus that pays on all commissionable orders placed during the first 30 days of new, personally enrolled Affiliate Influencers and Promoters.

\*Promoters can qualify for Daily Pay

## Pro Start Bonuses

### Pro14 Bonus

Pays a cash bonus, Life Bucks and additional Pro Start Bonuses, based on a Pro Influencer's Personal Team Volume (PTV) and Team Volume (TV) within the first 14 days following the start of their Pro Start Activation.

### Pro30 Bonus

Pays a cash bonus, Liföcity Bucks and additional Bonus Pool shares, based on the Influencer's Personal Team Volume (PTV) and Team Volume (TV) within the first 30 days following the start of their Pro Start Activation.

## LEADERSHIP REWARDS

### Leadership Development Bonuses

#### PRO 30 Leadership Bonus

Pays a cash bonus based on developing 5 PRO30s within 120 days following the start of the Pro Start Activation.

### Leadership Pools

#### Pro30 Pool (Monthly)

A bonus pool for only Pro Influencers who earned the PRO 30 Bonus, based on 0.5% of all company-wide New Volume during the calendar month.

#### Leadership Pool L7 - L10 (Quarterly)

Four separate bonus pools for Pro Influencers who reach the L7, L8, L9 and L10 ranks, each based on 1% of total company BV.



## RANKS & QUALIFICATIONS

All rank qualifications and commissions in Liföcity Rewards are based on the BV (Bonus Value) assigned to all commissionable products sold.

RANK	PQV	TV	GV
<b>Affiliate Influencer</b>	50	0	N/A
<b>R1 – Promoter</b>	50	250	350
<b>R2 - Promoter</b>	50	500	1,500
<b>R3 - Promoter</b>	50	2,500	5,000
<b>R4 - Promoter</b>	100	5,000	10,000
<b>R5 - Promoter</b>	100	7,500	20,000
<b>Professional Promoter</b>			
<b>R6 - Pro</b>	200	15,000	30,000
<b>R7 - 100k Pro</b>	200	30,000	100,000
<b>R8 - 250k Pro</b>	200	50,000	250,000
<b>R9 - 750K Pro</b>	200	100,000	750,000
<b>R10 - 1m Pro</b>	200	250,000	1,000,000

Personal Qualifying Volume (PQV) is earned from:

1. The Promoter's own initial purchase of products.
2. The accumulation of PQV from more than one of the Influencer's own orders.
3. The sale of products to Customer.
4. Any combination of the above three scenarios.

Team Volume (TV) is calculated by:

5. The total BV within a given qualification period in the first three levels of an

Promoter's Sponsorship Tree, in addition to BV from the Promoter's own personally enrolled Customers.

6. TV is compressed based on Promoter membership.
7. TV does not include personal orders.

Group Volume (GV) is recalculated based on a calendar month, based on an Promoter's Placement Tree at the conclusion of the month:

8. GV is based on the BV within a given qualification period in the Placement Tree.
9. All GV is reset at the beginning of each new month.
10. No GV is ever carried over.
11. Refunded items that produce GV are deducted from the monthly GV total of the month in which the refund is issued.

#### 70% RULE:

No more than 70% of your GV can come from one team. A team is any personally enrolled Promoter and their entire Community volume.

#### PENDING PERIOD:

Your monthly Paid Rank is confirmed on the 15th of the following month, after a 15-day true-up (Pending Period). All volume adjustments due to failed credit card charges, product refunds, etc. that occur during this 15-day period, and that are applicable to orders processed during the previous month, will be factored into all rank qualification and commission calculations for that month.

## PRO PLACEMENT

The PRO Placement feature is an incredible tool, providing strategic team building placement. PRO Placement allows you to create collaborative synergies with Promoters that you think would benefit from being on the same team. Reward those that deserve it by helping them grow their teams as well as advance to higher ranks.

The key to using Pro Placement is to sponsor personally every month and create new Liföcity Promoters that you can hold in the Placement Lounge. Create momentum by helping them Pro Start so you build volume that you can then place on the team of your choice. This also allow the new Liföcity Influencers to gain additional support by teams that are already in place. Remember, take your time. Once the Liföcity Influencers are placed they CAN NOT be moved again.

## HOW IT WORKS

When you personally enroll Liföcity Promoters, they are automatically placed in your Placement Lounge for up to 60 days, which is also on your 1st level of your Residual Commissions. During that time, you (the sponsor) has the option to place the new Promoter into an open position in an existing leg in their Placement Tree. Allowing you to place a new Promoter in an open position in the Placement Tree provides an opportunity to increase the sales volume in an existing leg that is already in place. Any volume associated with the Promoter, at the time of the move, also moves with the that person.

If you decide to not move any of your Promoters or if the 60 days expires, they will be permanently left on your 1st level. Rank advancement and Residual Commissions are based on the sales volume in the Placement Tree. All moves are FINAL.

# AFFILIATE INFLUENCER REWARDS

## Retail Commissions

A weekly residual retail commission based on the percentage of BV that occurs on each of 1 to 11 levels following the Placement Tree. All one-time and SmartShip orders will be paid accordingly, with the exception of orders that pay via the Pro Enroller Bonus and Influence Bonus.

RESIDUAL COMMISSION (RC)				% Percentage of BV
Rank	1	2	3	
	%	%	%	

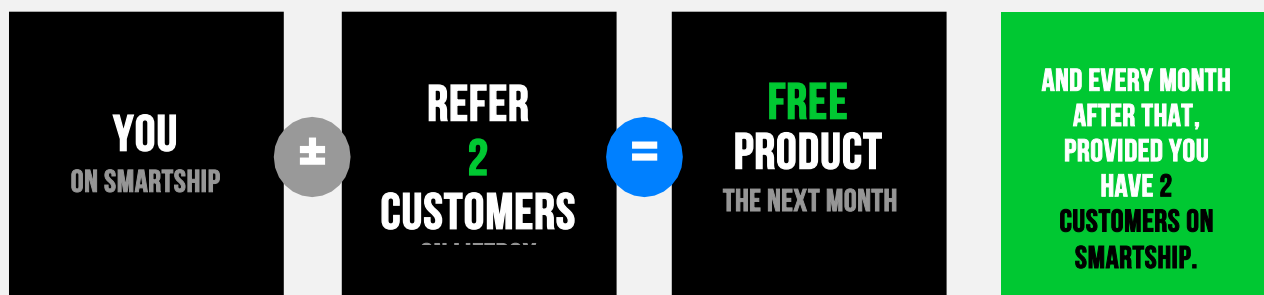
Who is eligible Affiliate Influencers	Qualified and Engaged
Qualifying cycle onthly	M
Pay period onthly	M
What you will receive	A % of BV on all Customers and Influencers on 1 <sup>st</sup> level
	*Percentage paid is based on Rank (refer chart above)

1. 50% of Customer BV is included in the RC.
2. Orders placed during the first 30 days of your personally referred Influencers will not be included in Residual Bonuses.

# AFFILIATE INFLUENCER REWARDS

## Brand Ambassador Subscription Bonus

Get your product FREE every month by directly referring 2 SmartShip Customers.  
All Affiliate Influencer, Promoter AND Customer accounts can participate in this bonus!



The average of the 2 largest orders are awarded as Liföcity Bucks, which will be automatically applied to yoLiföcityBox order.  
\*Orders placed by Customers within 30 days of joining (Customer NV), and SmartShip orders are valid.

### How do Liföcity Bucks work?

Affiliate Influencers, Promoters and Customers can use their Liföcity Bucks on approved products for one-time and recurring SmartShip orders\*. You just pay for the tax and shipping.

Partial Liföcity Bucks can be applied to the sub total (excluding tax and shipping), with the balance being paid via credit card on file, along with tax and shipping. Credit card on file is required to process tax and shipping.

\*Your SmartShip order will automatically use Liföcity Bucks if you have the entire, or partial value in your wallet, up to a maximum of \$500; ONLY IF you have 2 Active SmartShip Customers.

Who is eligible	All Customers, Affiliate Influencers and Promoters
Qualifying cycle	Monthly
Pay period	1st day of month
Eligibility requirements	
- Personally enrolled Customer orders - New Volume and SmartShip Orders only	Qty 2 (different customers, 1 order applied per customer)
- Personal active SmartShip order	No minimum volume
What you will receive	
- Liföcity Bucks	Equal to the average of your two highest Customer orders

- Brand Ambassador Bonus does not cover the cost of sales tax or shipping.
- For Eligibility Requirement, orders placed by Customers within 30 days of joining (Customer NV), and SmartShip orders are valid.
- Both (2) Customer orders must be placed in the same calendar month to earn Liföcity Bucks for a given period.
- If you have more than two valid customer orders, the two largest orders placed within the current month will be used to calculate your Liföcity Bucks.
- Only 1 order per customer will be applied to the qualification. In the event a customer has multiple orders, the highest value order will be used.
- Orders that qualify towards the Brand Ambassador Bonus do not get counted towards the Retailer Bonus or Residual Commissions.
- Promoters and Customers must maintain Active SmartShip order during the Pending Period, or the Brand Ambassador Bonus for previous qualifying cycle will not be paid out.
- Orders that use Liföcity Bucks for the complete value of the order will NOT count as a qualifying order towards the Brand Ambassador Bonus. Orders that use Liföcity Bucks for partial value of the order will have the qualifying value of that order reduced in proportion.

# PROMOTER REWARDS

## PRO Retail Commissions

A monthly residual commission based on the percentage of BV that occurs on each of 1 to 11 levels following the Placement Tree. All one-time and SmartShip orders will be paid accordingly, with the exception of orders that pay via the PRO Enroller Bonus and Brand Ambassador Bonus.

RESIDUAL COMMISSION (RC)		% Percentage of BV									
Rank	1	2	3	4	5	6	7	8	9	10	
Level 1	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
Level 2	1%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
Level 3	1%	1%	5%	5%	5%	5%	5%	5%	5%	7%	
Level 4	1%	1%	1%	5%	5%	5%	5%	5%	5%	7%	
Level 5	1%	1%	1%	1%	5%	5%	5%	5%	5%	7%	
Level 6	1%	1%	1%	1%	1%	5%	5%	5%	5%	5%	
Level 7	1%	1%	1%	1%	1%	1%	5%	5%	5%	5%	
Level 8	1%	1%	1%	1%	1%	1%	1%	5%	5%	5%	
Level 9	-	-	-	-	-	-	1%	1%	1%	1%	
Level 10	-	-	-	-	-	-	1%	1%	1%	1%	
Level 11	-	-	-	-	-	-	1%	1%	1%	1%	
<b>Power-up</b>											

COMPRESSION EXAMPLE		
YOU	Rank 6	Compression
Level 1 Promoter	Not engaged	COMPRESSED OUT
Level 2 Promoter	Engaged	Level 1 5%
Level 3 Promoter	Not engaged	COMPRESSED OUT
Level 4 Promoter	Engaged	Level 2 5%
Level 5 Promoter	Engaged	Level 3 5%
Level 6 Promoter	Engaged	Level 4 5%
Level 7 Promoter	Not engaged	COMPRESSED OUT
Level 8 Promoter	Engaged	Level 5 5%
Level 9 Promoter	Engaged	Level 6 5%
Level 10 Promoter	Engaged	Level 7 1%
Level 11 Promoter	Not engaged	COMPRESSED OUT
Level 12 Promoter	Engaged	Level 8 1%

Who is eligible	Qualified and Engaged Pro Influencers
Qualifying Cycle	Monthly
Pay period	Monthly
What you will receive	A% of BV on up to 11 Levels (compressed to include only Engage Influencers)
*Percentage paid is based on Rank (refer chart above)	
Power-up Retail Commissions Eligibility Requirements:	
- Unique personally enrolled Customers (who place a commissionable order)	Qty 10 (no minimum volume)
- Personal Team Volume (PTV)	1500 BV
- New Volume	1000 BV
- Achieved Rank	Rank 7

1. The Cloud system will compress up from as many levels down as needed to achieve eight final levels of Engaged Promoters, or the maximum number of Engaged Promoters within that leg.

2. 50% of Customer BV is included in the RC.  
 3. Orders placed during the first 30 days of your personally referred Promoters will not be included in Pro Retail commissions

# PROMOTER REWARDS

## PRO Retailer Bonus

The Retailer Bonus pays 40% on 50% of the BV produced by personally enrolled Customers of Pro Influencers, plus an additional percentage on 50% of the BV produced by Level 1 - 3 Customers in your Sponsorship Tree.

PRO RETAILER BONUS		
50% Retail BV applied	Bonus Rate	Accelerated Qualifier
Personal Customers	40%	-
Level 1 Customers	5%	4 Personally Enrolled Customers* ↓
Level 2 Customers	10%	
Level 3 Customers	15%	

\*Qualifying Customers must place order during qualifying period. No minimum volume.

Who is eligible	Qualified and Engaged Pro Influencers
Qualifying cycle	Monthly
Pay period	Monthly
What you will receive:	
40% Bonus Rate on personally enrolled Customers—applied to 50% of BV	
5% on Level 1, 10% on Level 2 and 15% on Level 3—applied to 50% of BV	
Eligibility Requirements	
- To earn on Level 1, 2 and 3	
- Unique personally enrolled Customers (who place a commissionable order)	Qty 4 (No minimum volume)

- If the Promoter who has earned a Retailer Bonus is not qualified, his/her Retail Bonus will roll up (based on line of sponsorship) to find the next qualified Promoter.
- Applicable BV does not include Promoter's own order/s
- Unique personally enrolled Customers qualifier:
  - Refer footnotes on page 24.
- Note: Retail Bonus can be received by as little as one person and as many as 4.
- The Retail Bonus is based on number of unique household Customers who place an order, not number of Customer orders.
  - 'Unique household' is based on the address profile of qualifying Customers.
- The Brand Ambassador Bonus, which pays on personally enrolled Customer orders, takes precedence over the Retailer Bonus. However, those Customers will count towards the Retail Bonus Qualifier.

# PROMOTER REWARDS

## Pro Generation Bonus

In addition to the Residual Commission, the Pro Generation Bonus offers a percentage of BV that occurs from unlimited levels of Influencers one to five Generations deep following the Sponsorship Tree.

PRO GENERATION BONUS					
Rank	6	7	8	9	10
Generation 1	2%	2%	2%	2%	2%
Generation 2	1%	2%	2%	3%	3%
Generation 3	1%	1%	3%	3%	4%
Generation 4	1%	1%	1%	3%	5%
Generation 5	1%	1%	1%	1%	1%

EXAMPLE		
YOU	Rank 8	
Level 1 Influencer	Rank 2	
Level 2 Influencer	Rank 6	Gen 1 – 2%
Level 3 Influencer	Rank 4	
Level 4 Influencer	Rank 2	Gen 2 – 2%
Level 5 Influencer	Rank 8	
Level 6 Influencer	Rank 6	Gen 3 – 3%
Level 7 Influencer	Rank 1	
Level 8 Influencer	Rank 4	Gen 4 – 1%
Level 9 Influencer	Rank 4	
Level 10 Influencer	Rank 10	
Level 11 Influencer	Rank 2	
Level 12 Influencer	Rank 3	Gen 5 – 1%
Level 13 Influencer	Rank 3	
Level 14 Influencer	Rank 7	

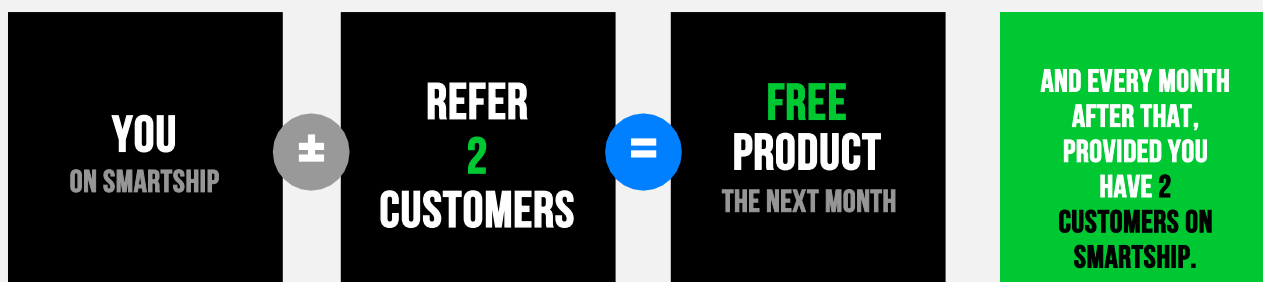
<b>Who is eligible</b>	Qualified Rank 6 or above, Engaged Pro Influencers
<b>Qualifying cycle</b>	Monthly
<b>Pay period</b>	Monthly
<b>What you will receive</b>	% of BV, following the Sponsorship Tree, linearly down through unlimited levels of Rank 1-5 Influencers stopping at but including the 5th generation Rank 6 or higher rank Influencer.
	<i>*Percentage paid for each level and generation are based on Rank (refer chart above)</i>

- 50% of Customer BV is included in the Generation Bonus.
- Orders placed by personally enrolled Influencers during their first 30 days will not be included in Residual Bonuses.
- Unique personally enrolled Customers qualifier:
  - Refer footnotes on page 24.

# PROMOTER REWARDS

## Brand Ambassador Subscription Bonus

Get your product FREE every month by directly referring 2 SmartShip Customers.  
All Affiliate Influencer, Promoter AND Customer accounts can participate in this bonus!



The average of the 2 largest orders are awarded as Liföcity Bucks, which will be automatically applied to your SmartShip Subscription order.  
\*Orders placed by Customers within 30 days of joining (Customer NV), and SmartShip orders are valid.

### How do Liföcity Bucks work?

Affiliate Influencers, Promoters and Customers can use their Liföcity Bucks on approved products for one-time and recurring SmartShip orders\*. You just pay for the tax and shipping.

Partial Liföcity Bucks can be applied to the sub total (excluding tax and shipping), with the balance being paid via credit card on file, along with tax and shipping. Credit card on file is required to process tax and shipping.

\*Your SmartShip order will automatically use Liföcity Bucks if you have the entire, or partial value in your wallet, up to a maximum of \$500; ONLY IF you have 2 Active SmartShip Customers.

Who is eligible	All Customers, Affiliate Influencers and Promoters
Qualifying cycle	Monthly
Pay period	1st day of month
Eligibility requirements	
- Personally enrolled Customer orders - New Volume and SmartShip Orders only	Qty 2 (different customers, 1 order applied per customer)
- Personal active SmartShip order	No minimum volume
What you will receive	
- Liföcity Bucks	Equal to the average of your two highest Customer orders

- Brand Ambassador Bonus does not cover the cost of sales tax or shipping.
- For Eligibility Requirement, orders placed by Customers within 30 days of joining (Customer NV), and SmartShip orders are valid.
- Both (2) Customer orders must be placed in the same calendar month to earn Liföcity Bucks for a given period.
- If you have more than two valid customer orders, the two largest orders placed within the current month will be used to calculate your Liföcity Bucks.
- Only 1 order per customer will be applied to the qualification. In the event a customer has multiple orders, the highest value order will be used.

- Orders that qualify towards the Brand Ambassador Bonus do not get counted towards the Retailer Bonus or Residual Commissions.
- Promoters and Customers must maintain Active SmartShip order during the Pending Period, or the Brand Ambassador Bonus for previous qualifying cycle will not be paid out.
- Orders that use Liföcity Bucks for the complete value of the order will NOT count as a qualifying order towards the Brand Ambassador Bonus. Orders that use Liföcity Bucks for partial value of the order will have the qualifying value of that order reduced in proportion.



# PROMOTER REWARDS

## Pro Retail Match

Earn a percentage of the Residual Commissions earned by Engaged Promoters who contribute towards a Promoter's Team Volume (TV). That is, within the Influencer's first three levels, based on Sponsorship Tree.

RESIDUAL MATCH (RM)		% Percentage of Residual Commissions									
Rank		1	2	3	4	5	6	7	8	9	10
Level 1		10%									
Level 2		10%									
Level 3		10%									

ACCELERATED MATCH						
	5	6	7	8	9	10
	20%					
	20%					
	20%					

Maintain 800BV Personal Team Volume (PTV)

Who is eligible	Qualified and Engaged Pro Influencers
Qualifying cycle	Monthly
Pay period	Monthly
What you will receive	
	A % of total paid RCs on up to 3 Levels of the Sponsorship Tree (compressed to include only Engaged Influencers)
	*Percentage and number of levels paid are based on Rank (refer chart above)
Eligibility requirements	
	In addition to reaching Rank 5 or above, the below qualifiers are required to earn the accelerated Matching Bonus:
	<b>- Personal Team Volume (PTV)</b> 800 BV

- The RM is paid from the RC of all Promoters (within three levels), regardless of rank. It makes no difference what rank the downline Influencer is that you earn RMs from. Your own rank is the only factor in determining the RM (per the chart above).
- Compression rules apply as described in Point 1, in the Residual Commission section on page 11. A Promoter's first three levels applicable to the RM should only be made up of Engaged (but not necessarily Commission Qualified) Promoters.
- If a Promoter is not Commission Qualified but otherwise would have earned a Residual Commission, all those Promoters three levels upline to them will not receive a RM on this non-qualified Promoter's unpaid RC.
- Orders placed by personally enrolled Promoters during their first 30 days will not be included in Residual Bonuses.

# PROMOTER REWARDS

## Pro Enroller Bonus

A weekly bonus that pays on all commissionable orders placed during the first 30 days of new, personally enrolled Influencers.

Sponsorship Tree	Standard	Example <sup>†</sup>	Accelerated	Example	Power-up	Example	Limited Offer	Example
Level 1	20%	\$160	20%	\$160	20%	\$160	40%	\$320
Level 2	5%	\$40	10%	\$80	10%	\$80	<b>PURCHASE AN 800BV MAX EXPERIENCE PACK TO GET 30 DAYS OF 40% ON LEVEL 1, AND RANK 5 FOR 1 YEAR.*</b>	
Level 3	10%	\$80	20%	\$160	20%	\$160		
Level 4	-	-	5%	\$40	5%	\$40		
Level 5	-	-	-	-	2%	\$12		
Level 6	-	-	-	-	2%	\$12		
Level 7	-	-	-	-	2%	\$12		
Level 8	-	-	-	-	2%	\$12		

\*Purchase BEFORE your Go Challenge starts. The 30 days begins when you start your Go Challenge.

Who is eligible	Qualified and Engaged Pro Influencers
Qualifying cycle	Ongoing bonus with no time limit
Pay period (default)	Weekly
Pay period (optional - requires qualification)	Daily
	Personal or personally enrolled SmartShip order processed during last 30 days
	Personal or personally enrolled Active SmartShip order
	At least Rank 2
<b>Accelerated Pro Enroller Bonus Eligibility Requirements</b>	Looks back 31 days from end of weekly period for customer qualifier.
- Option 1: Achievement based	Achieve Go Pro or MVP and maintain 100 PQV
- Option 2: Unique personally enrolled customer orders	Qty 10 (Based on unique households)
<b>Power-up Pro Enroller Bonus Eligibility Requirements</b>	Looks back 31 days from end of weekly period for customer and volume qualifiers.
- Unique personally enrolled Customers (who place a commissionable order)	Qty 10 (no minimum volume)
- Personal Team Volume (PTV)	1500 BV
<b>What you will receive</b>	Based on BV produced from commissionable orders during the first 30 days of new, personally enrolled Influencers.
- Standard Pro Enroller Bonus	20% of BV on Level 1, 5% of BV on Level 2, 10% of BV on Level 3
- Accelerated Pro Enroller Bonus	20% of BV on Level 1, 10% of BV on Level 2, 20% of BV on Level 3, 5% of BV on Level 4
- Power-up Pro Enroller Bonus	20% of BV on Level 1, 10% of BV on Level 2, 20% of BV on Level 3, 5% of BV on Level 4, 2% on Level 5, 6, 7, 8

1. Refer page 24 for conditions and footnotes.
2. Unique personally enrolled Customers qualifier:
  - Refer footnotes on page 24.

# PROMOTER REWARDS

## Pro14 Bonus

Pays a cash bonus, Lifocity Bucks and additional Pro Start Bonuses, based on a Promoter's Personal Team Volume (PTV) and Team Volume (TV) within the first 14 days following the start of their Pro Start Challenge.

Who is eligible	Qualified and Engaged Promoters
Qualifying cycle	14 full days following the start of the Pro Start Challenge
What you will receive	One-time \$250 cash bonus 100 Lifocity Bucks Level 2 and 3 of Pro30 Bonus doubled (Level 2 = 10%, Level 3 = 20%) Level 4 at 5% will be added to Pro30 Bonus
Eligibility requirements	
- Minimum Personal Qualifying Volume (PQV)	100 PQV in the last month
- Personal Team Volume (PTV)	800 BV
- Unique personally enrolled Customers (who place a commissionable order)	Qty 2 (no minimum volume)
- Team Volume	1000 TV

1. \$250 cash bonus is paid the following weekly pay period within which the Pro 14 Bonus was achieved.
2. The Pro Enroller Bonus increase will commence at the conclusion of the first calendar week that does not contain any of the Influencer's first 14 days, after the Pro 14 Bonus was achieved.
  - a. This additional Pro Enroller Bonus will be permanent for as long as the Promoter remains Engaged.
  - b. If a Promoter goes not Engaged, and then becomes Engaged again, the extra percentage on levels two, three and four of the Pro Enroller Bonus will not be reinstated.

# PROMOTER REWARDS

## PRO30 Bonus

Pays a cash bonus, Liföcity Bucks and additional Bonus Pool shares, based on a Promoter's Personal Team Volume (PTV) and Team Volume (TV) within the first 30 days following the start of their Pro Start Challenge.

Who is eligible	Qualified and Engaged Pro Influencers
Qualifying cycle	30 full days following the start of the Pro Start Challenge
Pay period	Weekly
What you will receive	One-time \$500 cash bonus
	Eligible to earn Shares in Pro30 Leadership Pool
	1 additional share of the Leadership Pool
	100 Liföcity Bucks
- If Pro30 Bonus was not achieved	Level 4 at 5% will be added to Pro30 Bonus
	2 and 3 of Pro Start Bonus doubled (Level 2 = 10%, Level 3 = 20%)
Eligibility requirements	
- Minimum Personal Qualifying Volume (PQV)	100 PQV in the last month
- Personal Team Volume (PTV)	1600 BV
- Unique personally enrolled Customers (who place a commissionable order)	Qty 4 (no minimum volume)
- Team Volume	2000 TV

1. \$500 cash bonus is paid the following weekly pay period within which Pro30 was achieved.
2. The Pro Start Bonus increase will commence at the conclusion of the first calendar week that does not contain any of the Promoter's first 30 days, after the Pro30 was achieved.
  - a. This additional Pro Start Bonus will be permanent for as long as the Influencer remains Engaged.
  - b. If a Promoter is not Engaged, and then becomes Engaged again, the extra percentage on levels two, three and four of the Pro Start will not be reinstated.

# LEADERSHIP REWARDS

## Pro30 Pool

A pool for Pro Influencers who earned the Pro30 Bonus during their organic qualifying cycle, based on 0.5% of company-wide New Volume (NV) during the calendar month.

Who is eligible	Qualified and Engaged Pro Influencers
Qualifying cycle	Monthly
Pay period	Monthly
What you will receive	
	800 NV = 1 share
	1200 NV = 3 shares
	3000 NV = 5 shares
0.5% of company NV during the qualifying cycle will be divided between total number of Shares earned by all Pro Influencers	
Eligibility requirements	
- Pro30 Bonus dependency	P Pool shares are paid only to Pro Influencers who achieve their organic Pro30 status for the first time during the qualifying cycle.
- Minimum New Volume	800 NV
- Minimum Personal Qualifying Volume (PQV)	100 PQV
- Personal Team Volume (PTV)	800 BV
- Unique personally enrolled Customers (who place a commissionable order)	Qt 10 (no minimum volume)

# LEADERSHIP POOLS

## PRO30 Leadership Bonus

Pays a cash bonus and unlocks additional levels on the Pro30 Bonus, based on developing 5 Pro30 Pro Influencers within 120 days following the start of the Pro Start Challenge.

Who is eligible	Qualified and Engaged Pro Influencers
Qualifying cycle	120 full days following the start of the Pro Start Challenge
Pay period	Weekly
What you will receive	One-time \$1000 cash bonus Unlock Accelerated Pro30 Leadership Bonus
Eligibility requirements	
- Develop personally enrolled MVPs (Influencers who achieve Go MVP)	Qty 5

1. Promoters must maintain 5 unique personally enrolled customers in order to maintain the Accelerated Pro30 Leadership Bonus.
2. The Accelerated Pro30 Leadership Bonus increase will commence at the start of the next weekly qualifying cycle, following the week in which the Accelerated Pro30 Leadership Bonus was earned (via either option).
  - a. This additional Pro30 Leadership Bonus will be permanent for as long as the Influencer remains Engaged.
  - b. If a Promoter is not Engaged, and then becomes Engaged again, the extra percentage on levels 4, 5, 6, 7, and 8 of the Pro Enroller Bonus will not be reinstated.

# LEADERSHIP POOLS

## Leadership Pool: Rank 7 - Rank 10

Four separate pools for all Influencers who reach the R7, R8, R9 and R10 ranks, each based on 1% of total company BV produced over a calendar quarter.

Who is eligible	Qualified and Engaged Pro Influencers
Qualifying cycle	Monthly
Pay period	Quarterly (Every 3 months)
What you will receive	Below qualifying ranks are determined by a Influencer's Paid As rank at the end of each month
	Achieve Rank 7 during the qualifying cycle = 1 share of R7 pool*
	Achieve Rank 8 during the qualifying cycle = 1 share of R8 pool + 1 share of R7 pool*
	Achieve Rank 9 during the qualifying cycle = 1 share of the R9 pool + 1 share of R8 pool + 1 share of R7 pool*
	Achieve Rank 10 during the qualifying cycle = 1 share of the R10 pool + 1 share of the R9 pool + 1 share of R8 pool + 1 share of R7 pool*
	*All Influencers who have achieved the Go MVP Bonus receive 1 extra share per month in the highest Rank Pool they qualified for.
	1% of company BV during the qualifying cycle will be divided between total number of Shares earned by all Influencers
Eligibility requirements	
- SmartShiporder	SmartShiporder processed during the qualifying cycle
- Unique personally enrolled Customers (who place a commissionable order)	Qty 5 (no minimum volume)
- Minimum New Volume	800 NV
- Minimum Personal Qualifying Volume (PQV)	100 PQV
- Personal Team Volume (PTV)	800 BV

1. The BV applied to the Ownership Pools is made up of the total BV of all products sold during the qualifying cycle. That is, not a pool of BV after it has been adjusted as a result of bonuses which dilute the BV. eg. Pro Enroller Bonus, RB, and EB).
2. Unique personally enrolled Customers qualifier:
  - a. Refer footnotes on page 26.
3. Each rank, from Rank-7 through Rank-10, will have it's own pool made up of 1% of company-wide BV produced over a calendar quarter (Jan-Mar is Q1, Apr-Jun is Q2, etc.).
4. The OP is calculated monthly and paid at the end of each quarter.

- a. Example #1: If Promoter-A was a Rank-7 in October, a Rank-8 in November, and a Rank-9 in December, he would receive 3 shares of the Rank-7 Pool, 2 shares of the Rank-8 Pool, and 1 share of the Rank-9 Pool.
  - i. If Promoter-A had achieved the Go MVP Bonus in or before October, he would receive 4 shares of the Rank-7 Pool, 3 shares of the Rank-8 Pool, and 2 shares of the Rank-9 Pool.
5. Must submit a fully executed Ownership Pool Agreement, available in the Downloads section at [cloud.lifocity.com](http://cloud.lifocity.com), to [support@lifocity.com](mailto:support@lifocity.com).

## Additional Terms

### Unique Personally Enrolled Customers

The footnotes below pertain to all 'Unique Personally Enrolled Customer' qualifiers.

1. If a Customer enrolls and places an order, then within the same month formally resigns their Customer membership, this Customer will still count towards the enroller's Customer total for that month.
2. Only one personally enrolled Customer from the same household is counted towards a Promoter's total Customer count. However, more than one Influencer may count multiple Customers from the same household, as long as each Customer has a unique enroller.
3. Unique households are based on the address profile of Customers.
4. If a Customer places an order then at least 2 hours later in the same month enrolls as a Influencer, the Customer will still count towards the Customer total of the Promoter who enrolled them as a Customer regardless of who subsequently enrolled them as a Promoter. If this Customer enrolls as an Promoter less than 2 hours after they enrolled as a Customer, then the order will be converted to a Promoter order, and will not count towards the total Customer count.
5. If an Engaged Promoter (at least 50 PQV) is converted to a Customer during the month, per the Customer status rule, this Customer will count towards their enroller's Customer total.  
Customer Status Rule: All Promoters who have produced Personal Qualifying Volume but have no community volume, nor has earned any income, during three qualifying cycles, will be converted to the status of Customer.

### Pro Start Bonus

1. SmartShip orders are not counted towards the Pro Enroller Bonus.
2. 30 days starts from date of enrollment.
3. Any product order with a BV value is applicable.
4. All Commission Qualified Promoters are eligible for the Pro Enroller Bonus regardless of rank.
5. Pro Enroller Bonus payouts are based on the Sponsorship Tree.
6. BV of all applicable orders is only applied to the Pro Enroller Bonus, and does not contribute BV to any other bonus, with the exception of the 1% that goes in the 30-Day Bonus Pool.
7. If the Influencer who has qualified for a Pro Enroller Bonus is not Engaged, his/her Pro Enroller Bonus will roll up (based on line of sponsorship) to find the next Qualified and Engaged Influencer.
  - a. Example: Promoter-A sponsors Promoter-B who sponsors Promoter-C who sponsors Influencer-D. If Influencer-C does not qualify for a \$40 Pro Enroller Bonus he could have earned from Promoter-D's first order, then Promoter-B would receive this \$40 Pro Enroller Bonus. If Promoter-B is not Engaged then the Pro Enroller Bonus rolls on up to Promoter-A.
  - b. Only the Standard % Pro Enroller Bonus rolls up, not the double direct bonus or increased percentages based on Pro 14 Bonus or Pro 30 Bonus being achieved.
8. 30 Days of 40% on Level 1: Promoter.

- a. At the end of the 30 days, the Level 1 Bonus will revert to 20%.
- b. 40% on Level 1 is only given to Influencers who purchase an Experience Pack on enrollment OR achieves the 2000 PQV requirement within their first 48 hours.
9. Orders paid via the Pro Enroller Bonus will not be included in Residual Bonuses.
10. Daily Pay
  - a. By default, Daily Pay will pay up to 80% of the reward value daily. The remaining 20% will be paid with weekly rewards. This % may increase, depending on refunded orders within your Community.
  - b. Refunds/Chargebacks are accounted for in Daily Pay payments and will be applied accordingly at time of payout. This may result in a different amount being paid to what was estimated in the Cloud.
  - c. Daily Pay will be suspended if there are 3 directly enrolled refunds within a weekly period.

### Income Claims

Where income examples are used, they are just examples. There is no assurance you'll do as well. If you rely upon our figures; you must accept the risk of not doing as well there can be no assurance that any prior successes, or past results, as to income earnings, can be used as an indication of your future success or results.

Monetary and income results are based on many factors. We have no way of knowing how well that you will do, as we do not know you, your background, your work ethic, or your business skills or practices. Therefore, we do not guarantee or imply that you will win any incentives or prizes that may be offered, get rich, that you will do as well, or make any money at all. There is no assurance that you will do as well. If you rely on our figures; you must accept the risk of not doing as well.

### Personal Purchases

No feature of the Lifocity Rewards Program constitutes a personal purchase requirement to become a Lifocity Promoter, move up in rank in or otherwise fully participate in the Rewards Program. No product purchase is required of anyone at any time to fully participate as a Lifocity Promoter. The Rewards Program is built on retail sales to Customers. Lifocity recognizes that Lifers may wish to purchase product either for resale or, in reasonable amounts, for personal or family use. Pursuant to Lifocity's terms, policies and procedures, the purchase of products primarily as an attempt to qualify for advancement in the Rewards Program is not permitted. Lifers are prohibited from (1) buying excessive inventory or encouraging others to do so, and (2) representing that there is any obligation to personally purchase products,

### Personal Enrollment

Any reference to "personally enrolling/sponsoring" is simply descriptive of the method of building a community, ie. personally enrolling other participants into the community. The phrase is not intended to imply any connection between the simple act of recruitment, sponsorship, or enrollment, and payment of compensation."