



Affiliate Member SALES & MARKETING PLAN

Overview

Welcome and thank you for taking the time to review the Affiliate Member Sales and Marketing Plan. The driving force behind our company is our mission to help people experience wellness and create wealth for their life purposes. Our focus and dedication is devoted to people who want to experience greater wellness and wealth by sharing and distributing our scientifically-validated, premium line of nutritional products. The diagram below is an example of what we strive for with our employees, Members, Affiliate Members and all stakeholders, to help embrace and support TriVita's mission.



The following sales and marketing plan was developed to advance our mission. It is strategically designed to reward people for advancing in the Career Path and Compensation Plan and contributing to the distribution and supply chain of our wellness products.

Understanding our compensation plan and business model is essential for Affiliate Members to advance in the Career Plan. The TriVita Affiliate Member Sales and Marketing Plan (TSMP), was designed to serve two primary purposes:

- Bypass the traditional retail supply chain so we can have a direct relationship with our customers and fulfill our mission
- Compensate, reward and recognize our Affiliate Members for touching and moving our products through the sales and marketing plan

The TSMP rewards Affiliate Members for sharing TriVita products – whether that’s generating enough money to offset the cost of your own personal products or running your own international wellness business. The TSMP works for all different types of people – regardless of their skills, age or experience.

As you progress in the Career Plan, you can earn more significant compensation and bonuses that correspond with your level of advancement. You will not only earn greater compensation, but will also receive special recognition and rewards that empower you and your team to achieve your financial goals.

The TSMP is identical for each Affiliate Member and is dependent on two primary factors:**

- Time, effort and commitment an Affiliate Member puts into their TriVita business
- Product sales and purchases made by Members and Affiliate Members

***These two primary factors raise the importance of an Affiliate Member’s responsibility to learn and follow the TSMP and train their organization to do the same. ***

Affiliate Member Benefits

There are several benefits you will experience as a TriVita Affiliate Member. Our Career Path and Compensation Plan hosts a number of opportunities to help individuals set new goals and reach new heights. Growing financially is only one aspect of being an Affiliate Member. Below are some of the benefits you can expect:

- ✓ Fast Cash Bonuses Paid Weekly
- ✓ Free Visa/MasterCard Pre-Paid Debit Card or Direct Banking Deposit
- ✓ Residual Monthly Compensation
- ✓ Leadership Bonuses
- ✓ Career Plan Recognition
- ✓ Leadership Training Events
- ✓ Special Team Building Events at Fun and Exotic Destinations
- ✓ Periodic Promotions and Incentives

Becoming an Affiliate Member

Becoming an Affiliate Member is the first step in the Career Plan and enrollment is free. Enrolling can be conveniently done through our corporate website at www.trivita.com. The enrollment process is quick, easy and available online 24/7. Enrollment confirmation is available upon completion of the online Affiliate Member application.

Important Terms You Need to Know and Understand

Linkage

Linkage is used to determine to whom and for how much the compensation plan should pay. As an Affiliate Member, you are given a unique eight-digit identification number to help track your purchases, sales and recruits of new Members and Affiliate Members. Each time you enroll a new Member or Affiliate Member, they will use your eight-digit ID to enroll and you will receive credit and compensation for their enrollment and product purchases.

Placement and Enroller

In addition to the linkage, you will also have an option to choose between placement and enroller.

You make the decision on where to place your Member or Affiliate Member that you enroll. You can place them on your first tier or you may want to help someone else and place your new Member or Affiliate Member under someone in your downline. There are no restrictions on where you place. However, if you do place the enrollee under someone else, you will be forfeiting the first tier compensation and your compensation level will be determined by the tier in which they are placed.

The enroller is the Affiliate Member who will be receiving the initial bonus from the Income Accelerator Weekly Bonus discussed below. Like placement, the enroller is optional and can be claimed by you as the enroller of a new Member or Affiliate Member, or it can be forfeited and given to someone else. Forfeiting the enroller bonus is not common, but in some cases is done to help others in their businesses.

VitaPoints

VitaPoints (VP) are points tied to products to help determine compensation and rank qualifications in the Career Path and Compensation Plan. Each product has a designated amount of VitaPoints. For example, Nopalea has 40 VitaPoints per bottle.

As you grow in the Career Plan you will need to meet a personal monthly sales volume in VitaPoints in order to qualify for each particular rank. Starting at the Affiliate level, you only need to meet a monthly sales volume* of 40 VitaPoints minimum to qualify for that rank. When you hit the 2 Star Affiliate level you will need 100 VitaPoints monthly to qualify for that rank.

The other factor for qualifying in the Career Plan is Total Group Sales Volume in VitaPoints (TGVP). In addition to personal VitaPoints, you will need to meet the Total Group VitaPoints to qualify for each rank. TGVP is your personal VP plus every Member or Affiliate Member's personal VP in your downline. By adding all these personal VP together, it gives you your total TGVP to determine your rank and compensation.

*Another term used to describe combined VP and TGVP is Volume

Reward Value

While VitaPoints help determine your rank and level at which you should be compensated, Reward Value (RV) is the number used to calculate the actual compensation amount to be paid. Each product has a VitaPoint value, but also a Reward Value, and it's the RV multiplied by the bonus or tiered compensation amount for which you are paid.

There are two important variables in factoring the Reward Value on your personal and total group sales. The first is the Income Accelerator Weekly Bonus. This bonus (explained below) is a 60-day bonus on all new Members and Affiliate Members. During this 60-day period the Reward Value on all product sales is calculated at 100 percent RV. For example, Nopalea has 40 VP and a single bottle sells for \$40 US. During the 60-day bonus period, the RV is 100 percent so the calculation would be: $\$40 \times 30\% = \12.00 .

After the 60-day period is over, the RV is lowered to 80 percent. For example, Nopalea has 40 VitaPoints but the RV on Nopalea is 80 percent of the sale price. If it is a single bottle at \$40 US, you would be compensated on \$32 multiplied by the particular bonus or tiered compensation. So if it was a Member on your first tier and they purchased one bottle of Nopalea, you would receive $\$32 \times 21\% = \6.72 US.

All products are factored the same; during the 60-day period, it is 100 percent RV; post 60-day period, it is reduced to 80 percent RV. See the Career Path and Compensation Plan chart for all VitaPoint requirements.

Career Path and Compensation Plan

3 Ways to Earn Compensation

We believe sharing TriVita's line of wellness products with others should be rewarded. This is why TriVita offers you three ways to earn generous compensation for sharing Trivita products with others.

1. Weekly Bonuses
2. Monthly Total Group Compensation
3. Monthly Leadership Bonuses

1. Weekly Bonuses

As an Affiliate Member, you'll benefit from our Income Accelerator Weekly Bonus (IAWB), which pays you a generous bonus over the first 60 days on all product purchases made by new Members and Affiliate Members that you acquire. This weekly bonus pays up to 70 percent and is dispersed based on your rank and title in the Career Path and Compensation Plan.

Career Plan Rank	Comp%
Tier 1 – Affiliate	30
Tier 2 – Affiliate	15
Tier 3 – Affiliate	10
Director	5
1 Star Director	3
2 Star Director	3
3 Star Director	2
Presidential Director	2
	Total 70%

The bonus percentage paid is not only driven by your rank in the Career Plan, but is also determined by who is listed as the enroller.

IAWB Compensation Examples (in US Dollars)

Example 1:

4 Cases of Nopalea™ on Tier 1

On Tier 1, you will have four Affiliate Members each purchasing a case.

$\$139.99 \times 4 \times 30\%$

Your Earnings = \$167.99

Example 2:

16 Cases of Nopalea™ on Tier 2

$\$139.99 \times 16 \times 15\%$

Your Earnings = \$335.98

Example 3:

64 Cases of Nopalea™ on Tier 3

$\$139.99 \times 64 \times 10\%$

Your Earnings = \$895.93

As you grow in the Career Plan and reach Director, you will be eligible to receive a greater portion of the total 70 percent pay out. As Director, your personally enrolled Member and Affiliate Members' purchases will earn you a total bonus of 60 percent. When you reach Presidential Director, your personally enrolled Member and Affiliate Members' purchases will pay you the entire 70 percent bonus.

** The Income Accelerator Weekly Bonus requires a personal monthly sales volume of 100 VitaPoints to qualify for bonuses.*

2. Monthly Total Group Compensation

Monthly Total Group Compensation is calculated in the uni-level part of the Career Path and Compensation Plan. There are two uni-level plans on which you are paid. One is for calculating Member purchases and the other is for calculating Affiliate Member purchases.

These two compensation components become active when your new Member or Affiliate Member places a product order after the 60-day period of their initial enrollment. This monthly compensation is paid to you not only from your personally acquired Members and Affiliate Members, but also from your total group of Members and Affiliate Members down through seven tiers.

Monthly Total Group Compensation is designed to create residual income as you create loyal Members and Affiliate Members in your seven-tier structure. The Total Group VitaPoints achieved in the calendar month combined with your personal VitaPoint order determine how much compensation you earn on the products sales of your downline. The compensation is compressed and Affiliate Members who do not qualify with the compensation plan qualifications volume will roll up to qualified Affiliate Members.

Below are the two uni-level compensation plans with the percentages they pay through seven tiers.

Member Uni-Level		Affiliate Member Uni-Level	
Tier	Comp %	Tier	Comp%
1	21	1	3
2	4	2	7
3	4	3	7
4	4	4	7
5	4	5	7
6	4	6	7
7	4	7	7


3. Monthly Leadership Bonuses

As you grow in the Career Plan you will have the opportunity to earn additional monthly bonuses once you achieve the Director rank. As a Director you will receive additional compensation past your seven-tier downline. This bonus will pay to infinity or down to the next equivalent Director. As you increase your TGVP, you can reach for higher compensation by going from Director to 1 star Director and up to 3 Star Director. Each rank pays you more compensation on your entire downline. Presidential Director is the pinnacle point in the Career Plan and rewards you with even more monthly bonuses on your entire downline. See the chart below:

Monthly Leadership Bonuses					
Qualifications: Monthly TGVP within 7 tiers	25,000	50,000	75,000	100,000	250,000
Director Bonus down to next Director	4%	4%	4%	4%	4%
1 Star Director Bonus Pays down to next 1 Star Director		2%	2%	2%	2%
2 Star Director Bonus Pays down to next 2 Star Director			2%	2%	2%
3 Star Director Bonus Pays down to next 3 Star Director				2%	2%
Presidential Director Bonus Pays down through 4 Presidential Directors					1%

Advancing in the Career Plan

The key to increasing your income is by simply following the Career Plan. Advancing in the Career Plan is a process, not an event. You will want to plug into our *Share and Earn* training program to help you advance, but you will also need to understand the compensation plan qualifications so you can set your goals and be familiar with the specific qualifications that pertain to each individual rank. Below is a chart that connects the compensation plan with the Career Plan and all the qualifications you need to be aware of.

 TRIVITA experience wellness Career Plan	Affiliate Member	1 Star Affiliate Member	2 Star Affiliate Member	3 Star Affiliate Member	4 Star Affiliate Member	DIRECTOR	1 STAR DIRECTOR	2 STAR DIRECTOR	3 STAR DIRECTOR	PRESIDENTIAL DIRECTOR
Personal Qualifying Order	20	40	100	100	100	100	100	100	100	100
Monthly TGV with 7 Tiers			2,500	5,000	10,000	25,000	50,000	75,000	100,000	250,000
50% Team Rule						✓	✓	✓	✓	✓
Personally Enrolled AMs	1	2	3	3	3	3	3	3	3	3
Director Legs							1	2	3	3
MEMBER COMMISSIONS-PAYS ONCE MONTHLY										
Tier 1	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Tier 2	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Tier 3	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Tier 4	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Tier 5			4%	4%	4%	4%	4%	4%	4%	4%
Tier 6				4%	4%	4%	4%	4%	4%	4%
Tier 7					4%	4%	4%	4%	4%	4%
AFFILIATE MEMBER COMMISSIONS-PAYS ONCE MONTHLY										
Tier 1	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Tier 2	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
Tier 3	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
Tier 4			7%	7%	7%	7%	7%	7%	7%	7%
Tier 5				7%	7%	7%	7%	7%	7%	7%
Tier 6					7%	7%	7%	7%	7%	7%
Tier 7						7%	7%	7%	7%	7%
DIRECTOR COMMISSIONS-PAYS ONCE MONTHLY										
DIRECTOR	Pays on all AM volume down to the next Director					4%	4%	4%	4%	4%
1 Star Director Commission	Pays on all AM volume down to the next 1 Star Director						2%	2%	2%	2%
2 Star Director Commission	Pays on all AM volume down to the next 2 Star Director							2%	2%	
3 Star Director Commission	Pays on all AM volume down to the next 3 Star Director								2%	2%
PRESIDENTIAL COMMISSIONS-PAYS ONCE MONTHLY										
Presidential	Pays on TGV through 3 generations of Presidential Directors									1%

There are five main qualifications you need to understand in the chart above:

1. Personal Monthly Sales Volume (Personal VitaPoint Sales)
2. Total Group Monthly Sales Volume (Total Group VitaPoints Sales)
3. Personally Enrolled Affiliate Members
4. 50% Team Rule
5. Director Legs

- 1. Personal Monthly Sales Volume** is what you have to personally produce in VitaPoint product monthly sales. These sales are accounted for from your direct purchase of products from the company.
- 2. Total Group Monthly Sales** is what your total group/down-line monthly VitaPoint product sales are. These VitaPoints from products sales include all orders placed by your group/downline within the two seven tier Uni-Level compensation plans.
- 3. Personally Enrolled Affiliate Members** is another qualification to advance in the Career Plan. These Affiliate Members must be active with a personal monthly product sales order of at least 40 VitaPoints. The Affiliate Member does not need to be placed on your first tier and can be placed underneath another Affiliate Member in your group.
- 4. 50% Team Rule** is only in effect when you are going to the Director rank. In order to achieve Director, 50 percent of your Total Group Monthly Sales Volume can only come from one leg. So, as you start to build from the beginning, it's essential to find two personally enrolled Affiliate Members that you want to work with, and help them reach Director as well.
- 5. Director Legs** is the final qualification to reach the pinnacle position of Presidential Director. As you advance from Director to 1, 2, and 3 Star, you will need to help promote up to three additional Directors within the seven-tier Affiliate Member uni-level compensation plan.

Career Plan Recognition and Rewards

When you grow in the TriVita Career Plan you will experience multiple opportunities to receive special awards and recognition amongst your fellow TriVita peers. At our annual Galaxy of Stars event we present special plaques and crystal trophies during the elegant gala dinner.

Once you reach Director in the Career Plan you will be invited to special events and earn travel bonuses to exotic locations like Hawaii or the Caribbean. At these events you will get to enjoy the tropical environment while spending time with key field and corporate leaders who are there to help you develop and grow your skills and knowledge. These trips are fun and informative and a significant portion is paid for by the company.

TriVita's 60-Day Money Back Guarantee

TriVita guarantees the quality of each and every product that carries the Trivita brand name. This guarantee certifies that each product is manufactured to meet the highest standards using only the highest quality ingredients. Our products are manufactured and distributed to deliver the best possible standards of freshness and purity for our customers.

Each TriVita product is backed by a 60-day money back guarantee. We are confident that our customers will find our products satisfactory. However, if for any reason a customer or Member is not completely satisfied with any TriVita product purchased from a TriVita Affiliate Member or directly from TriVita, Inc., the customer or Member may request a complete refund within 60 days from the time of the original purchase. If the sale was made through the Independent Affiliate Member, it is his/her responsibility to refund the sale within the North American Policies and Procedure guidelines.

Co-Op Advertising

As an Affiliate Member you are eligible to participate in our co-op advertising program. This optional program allows you to acquire contacts and customers through TriVita's corporate advertising programs. This advertising includes TV, radio, print and internet-generated contacts and customers who purchased a TriVita product.

CO-OP ADVERTISING Q & A

Q: Can you overview how the Co-Op Advertising Program works?

A: *The Co-Op Advertising program is an option for Affiliate Members to expand their customer base and contacts in an effort to grow their business. The program allows Affiliate Members to acquire these contacts for the current going rate, which is based on the volume of response generated by TriVita Corporate advertisements. When an Affiliate Member acquires these contacts through the co-op formatted program, they are also receiving the lifetime rights to earn compensation on the acquired contacts as long as they are an active Affiliate Member. Compensation is paid and calculated through the TriVita Affiliate Member Compensation Plan based on commissionable orders placed by the media contacts. Affiliate Members can enhance their compensation and order volume by following up with their acquired media contacts by cultivating relationships and sharing the Affiliate Member opportunity.*

Q: Why has TriVita's Co-Op Advertising program been so successful?

A: *With TriVita, you can simply co-op with the company on a relatively small scale and get predictable results which eliminates the risk of lost advertising revenue due to ineffective ad campaigns. This reliability factor with TriVita has helped thousands of people go beyond their personal warm markets and build successful businesses and has also developed a decade-plus reputation for quality results. Our Affiliate Members have confidence in the long-standing program and proudly share with others who want to take their TriVita business to new heights. Another reason the Co-Op Advertising program is so successful is back-end marketing. TriVita sends a catalog and VitaJournal each month with health and product information, including product special offers, which encourages the media contacts to reorder. This is a major factor in getting customers to reorder. TriVita performs multiple touch points beyond this each and every day to create loyal customers.*

Q: What are some important things to know about the Co-Op Advertising program?

A: *TriVita purchases airtime in advance based on budget reservations. When making a reservation, be as accurate as possible, as we use that to plan and forecast our media purchasing. Media names are cash-only and non-refundable. This is due to the nature of the direct response media industry and its limited opportunities to receive refunds from stations and networks on any media time purchased. Keep in mind that Co-Op is not a commodity; it has to be planned, executed and fulfilled.*

Q: What is the business value of purchasing media bundles and participating in the Co-Op Advertising program?

A: *The value of the Co-Op Advertising program and the media contacts it creates can be monetized or valued in three ways:*

- 1. The personal purchases made by the media contact.*
- 2. Their referrals.*
- 3. Their referrals' personal purchases. These three areas of value are driven by the company's back-end marketing efforts such as the catalog, VitaJournal, Weekly Wellness Reports and the follow-up efforts made by the Affiliate Member.*

Q: What can you tell us about TriVita's continuous testing of media programs?

A: From infomercials to monthly product catalogs, TriVita continually tests against controlled programs benchmarking our results. Various special product offers are created and tested in an attempt to improve response and lower acquisition costs. Testing is a very lengthy process that requires special disciplines that help promote the most successful rollout. TriVita makes special effort and allocates fiscal funding for media testing to keep future growth opportunities possible.

Q: Can you tell us about TriVita's future plans for Media?

A: TriVita will continue to test and improve its media programs to achieve the best results possible. TriVita also is in the process of creating multi-channel media programs through print, web and radio. Public Relations campaigns are also in development to help broaden awareness and promote the overall brand.

Q: Can you tell me about the powerful impact that connecting with media bundle contacts on a personal level can have? Any stories from the field that you have been told about that are examples of this powerful impact?

A: Follow-up is essential for realizing the maximum potential of the media contacts. While catalogs and email specials help drive orders and product volume, personal telephone follow-up, when done right, can enhance the performance and value of media contacts. There are numerous Tuesday webinars with real stories of Affiliate Members who have had tremendous success in following up with media contacts. Many new Affiliate Members are prospected from the media contacts acquired through the Co-Op Advertising program and, in some cases, go on to become successful Affiliate Members. This business is a "people" business and success is created when relationships are made and cultivated. The Co-Op Advertising program was not created for passive participation, but rather as an opportunity to share TriVita products and the Affiliate Member opportunity with like-minded individuals.

The Co-Op Advertising Program is a unique business model that incorporates back-end marketing including our monthly catalog and *VitaJournal* as well as a customer winback campaign that targets "winning back" inactive customers. TriVita also produces an ongoing email campaign to customers, including weekly wellness reports. The Affiliate Member Services Department is available to support Affiliates with any concerns or questions. Call 1-800-TRIVITA (1-800-874-8482) for assistance.