



Beneve & Achieve

Compensation Plan

EFFECTIVE 2/2024

WELCOME TO *Beneve*

At Beneve, our primary focus is on attracting, retaining, and growing our customer base. We believe in bringing together outstanding products and exceptional individuals who share our commitment to the core mission of "People Doing Good Together."

Our dedication to delivering quality is evident in our efforts to help promote healthy lifestyles for both our customers and influencers. We are driven by passion and guided by our unwavering belief in our mission. We understand that starting a business shouldn't break the bank, which is why becoming an influencer with Beneve is accessible for everyone, at just \$39.95 annually.

What sets Beneve apart is our commitment to excellence in network marketing. Unlike many of our competitors, we prioritize compensating our influencers generously, allocating a full 65% of company-wide commissionable volume to our compensation plan. Additionally, we offer our influencers unparalleled social media and business ownership protections through our innovative "Influencer Bill of Rights."

To excel in Beneve's Business model, simply focus on three key behaviors:

- 1. Acquiring Customers.**
- 2. Be Coachable (Focus on Becoming a Leader).**
- 3. Develop Other Leaders.**

By consistently practicing and duplicating these behaviors, your potential for success will only be limited by your own drive.

The pages that follow outline the Beneve Compensation Plan, and will show you how the Beneve Business model can work for you. I believe you will find it very lucrative and compelling. My hope, is that you will decide to join our mission of "People Doing Good Together", as we focus on helping individuals from all walks of life achieve both their health and financial goals!*

I extend a warm invitation for you to join the Beneve family and explore firsthand the transformative possibilities awaiting you.

Sincerely,

Judy Willodson

Founder & CEO





*As a new business, Beneve, LLC lacks sufficient statistical data to provide accurate financials regarding the incomes earned by our Influencers. Therefore, the examples within this manual are solely to illustrate how the Beneve Compensation Plan works, and are not illustrative of the income you can expect to earn as a Beneve Independent Influencer. Beneve, LLC does not warrant the financial success of any Independent Influencer. Your financial success will depend on your effort and dedication, as well as your ability to create duplication within your team.

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Simple Tips

FOR LAUNCHING YOUR BENEVE BUSINESS:

**First, take a deep breath and relax.
You're not in this alone, we're here to help!**

There's no need for you to be intimidated about starting your Beneve business, or even fully understanding every aspect of this compensation plan. Simply use this guide to maximize your earnings while focusing on the following Simple Success Steps:

1

Create your daily habit (Sip, Smile & Repeat!)

Start your day with our Limitless Duo, or Trio (Xcelerate Coffee/Watermelon Berry & Power of 3 capsules)!

2

Be a product, of the product.

Authenticity is critical. People love honesty and transparency, so share your story and the transformational stories of others.

3

Set a monthly goal to personally enroll a minimum of 10 new Customers each month, and teach your team to do the same. This simple formula is the secret to creating the foundation for the long-term success of your business!

4

Coach your Customers to help them achieve their desired results (weight loss, increased energy, and/or general health goals). Remind them that being consistent in their daily routine with our Limitless Duo, or Trio will be the key to achieving their transformational goals.

5

Help your happiest Customers become Influencers

so they can pay for their products with the income earned from their customers, and we're here to help you with this!

6

Help at least one of your personally enrolled Influencers advance to a new rank each month, and teach them to do the same with their team.

By following these simple steps on a consistent basis, you will be well on your way to building a successful Beneve business!

12 Ways To Earn

Within the Beneve platform, Influencers are empowered with **12 distinctive methods** for earning income, each offering unique opportunities for financial growth and sustainability.

Customer Referral Rewards

Earn when you personally enroll

Customers and support them:

1. New Customer Bonus (NCB)
2. Customer Retention Bonus (CRB)
3. Limitless Xperience Seller Bonus

Team Building Rewards

Earn when you build a team of Influencers who personally enroll Customers and support them:

4. Limitless Xperience Upline Commissions
5. Fast Start Bonuses (FSB)
6. Power of 3 Xcelerator Bonuses
7. Unilevel Commissions
8. Unilevel Check Matching Bonuses
9. Rank Advancement Bonuses
10. Lifestyle Bonus
11. Star Pool Bonus
12. Ambassador Pool Bonus



CUSTOMER PRICING

Customers purchase products either directly from an Influencer or through the Influencer's replicated website. If a purchase is made on an Influencer's replicated website, the Influencer will receive a 50% New Customer Bonus (NCB) on the retail price of the product(s) purchased.

Retail Customers may elect to become Preferred Customers by setting up an automated "Subscribe & Save" monthly Autoship. Preferred Customers receive a 10% discount off the suggested retail price, beginning with their second order.

As an Influencer, you will receive ongoing commissions from your Preferred Customers/Subscribe & Save via the Customer Retention Bonus (CRB).



LIMITLESS XPERIENCE

4 Day Sampler

The key to growing your business is gathering customers!!!

Below is a simple example of how powerful duplication can be...

LEVEL	# OF SAMPLES	COMMISSION PER LEVEL	6 SAMPLES MONTHLY	COMMISSION ON 6 SAMPLES	10 SAMPLES MONTHLY	COMMISSION ON 10 SAMPLES
0	YOU	\$5	6	\$30	10	\$50
1	3	\$1	18	\$18	30	\$30
2	9	\$1	54	\$54	90	\$90
3	27	\$1	162	\$162	270	\$270
4	81	\$1	486	\$486	810	\$810
Total			726	= \$750	1206	= \$1250

*\$5.00 seller bonus = Paid Weekly

*\$1.00 enrollment tree bonus, paid out on 4 levels = Paid Monthly

\$19.95

***Includes Shipping**



BEFORE & AFTER



With tens of thousands of customers experiencing life-changing transformations, we would like to introduce you to just a few that have chosen to Xcelerate their lives with a simple switch of their coffee and nutritional supplement.



Are you ready to transform your Mind, Body and Soul?

Results may vary, but may be enhanced if taken in conjunction with a healthy diet and exercise program.

SO MUCH MORE THAN JUST
a cup of coffee and a supplement

*IF YOU'RE NOT A COFFEE DRINKER, IT'S OKAY. WE HAVE THE SAME AMAZING FORMULA IN OUR WATERMELON BERRY

Get Happy! Get Healthy! Start your "LIMITLESS DUO or TRIO" journey today!



= Living Limitlessly

In today's crazy stress filled world, your body needs ALL the support it can get. With the proper supplementation that Xcelerate and the Power of 3 provides, your body will be thanking you from the inside out.

- Get your A-game BACK with Xtreme energy!
- Get your BRAIN focused and start feeling positive again!
- Get your BODY fit and start achieving your weight loss goals!

The one-two punch of our Xcelerate Beverages and Power of 3 (Limitless Duo or Trio) provides a full spectrum of benefits: craving control, focus, energy, stress reduction, better sleep, enhanced creativity, recovery, immune support, endurance and so much more.

Once you Xperience it, you'll never want to be without it

NEW CUSTOMER BONUS

Earn 50% on your NEW Customer orders every month!

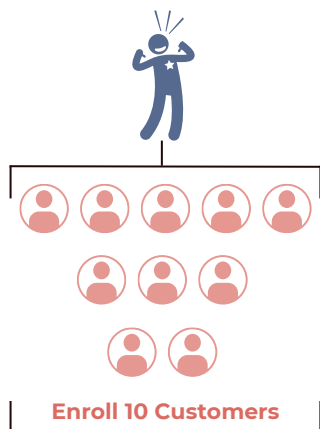
How it works:

When you enroll a NEW Customer, you will receive a 50% Bonus* on the Retail price of every product order placed during their first 30 days (paid weekly)! Plus, you'll receive an ongoing Customer Retention Bonus (CRB), (paid monthly), thereafter whenever your Customer(s) place another product order. See page 10 for details on CRB.

**Below are hypothetical examples based on specific numbers. Your customer gathering numbers will of course vary, as will your earnings.

MONTH 1

Acquire 10 New Customers ordering a Duo (full retail \$110.00) = \$1,100.00 in retail sales. You earn a 50% NCB on \$1,100.00 (50% x \$1,100.00) = \$550.00 Retail Profit.



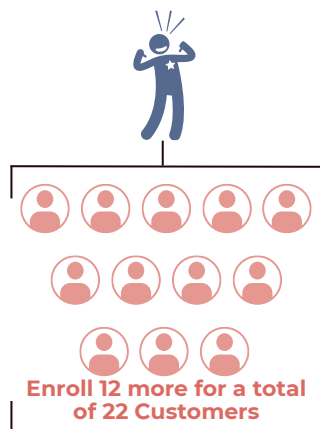
50% NCB x \$1,100 =

\$550

MONTH 2

Acquire 12 more New Customers ordering a Duo. You earn 50% NCB = \$660.00 Retail Profit.

Plus, your 10 customers from month 1 reorder duos again (\$99.95 Subscribe & Save) 15% CRB on \$999.05 (15% x \$999.05) = \$149.85 CRB.



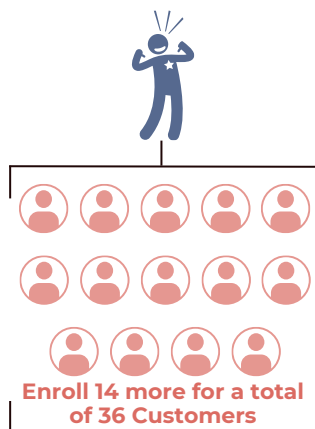
\$660 NCB + \$149.85 CRB =

\$809⁸⁵

MONTH 3

Acquire 14 more New Customers ordering a Duo. You earn 50% NCB = \$770.00 Retail Profit.

Plus, your 22 customers reorder duos again (\$99.95 Subscribe & Save) 20% CRB on \$2,198.09 (20% x \$2,198.09) = \$439.78 CRB.



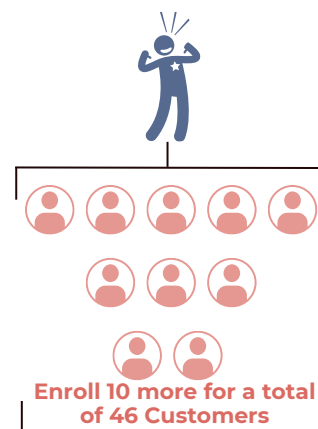
\$770 NCB + \$439.78 CRB =

\$1,209⁷⁸

MONTH 4

Acquire 10 more New Customers ordering a Duo. You earn 50% NCB = \$550.00 Retail Profit.

Plus, your 36 customers reorder duos again (\$99.95 Subscribe & Save) 30% CRB on \$3,598.02 (30% x \$3,598.02) = \$1,079.46 CRB.



\$550 NCB + \$1,079.46 CRB =

\$1,629⁴⁶

***NCB product orders that payout a 50% Retail Bonus have a reduced Commissionable Volume (CV) assigned to them for Unilevel commission calculations.**

Single Product = 10 CV
Duo Bundle = 20 CV
Trio Bundle = 30 CV

While CV is reduced on NCB product orders for the Unilevel, the full product volume will be applied to both GV and QRV for Rank Qualification calculations. The aforementioned volume categories will be reflected within an Influencer's Business Progress page in their back-office.

CUSTOMER RETENTION BONUS

Beginning in your Customers 2nd month and thereafter, you will earn a “Customer Retention Bonus” (CRB) on their monthly product orders. This is yet another way we reward you for gathering, supporting, and most importantly, retaining your Customers. Your CRB earning percentage will scale higher as an increasing reward for how well you retain your Customers each month.

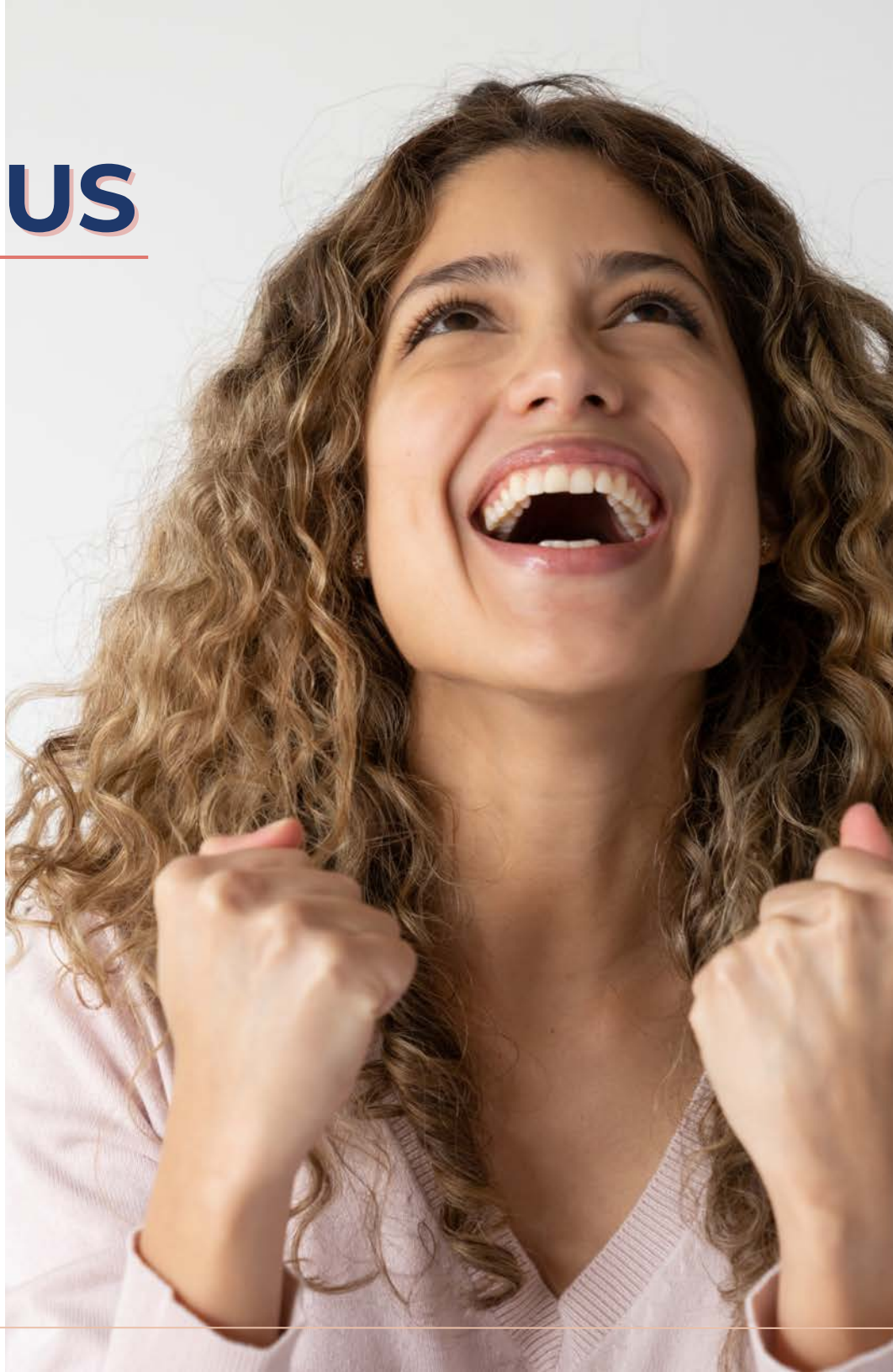
Active Customers Enrolled by You	Customer Retention Bonus (CRB)
1-10	You Earn 15%
11-30	You Earn 20%
31+	You Earn 30%

Example: Based on 30% CRB (Duo orders):

You have gathered and retained 36 Personally Enrolled Customers who each order a Duo (\$99.95) monthly. $(36 \times \$99.95)$ for a total of \$3,598.20 $\times 30\% =$ \$1,079.46 CRB

*Hypothetical example based on specific numbers. Your customer gathering numbers will of course vary, as will your earnings.

Your goal is to now continue increasing the number of customers each month, as there is no limit to the amount you can earn on their reoccurring orders each month.



ENROLLMENT *Packs*

All business builder enrollment packs are designed to help new Influencers have enough product on hand to sample Beneve's exciting products with others.



CHOOSE THE PACK THAT
BEST FITS YOUR GOALS

DO GOOD PACK

\$199
SAVE \$49

110 CV



DO MORE PACK

\$399
SAVE \$112.95

200 CV



BETTER TOGETHER PACK

\$779
SAVE \$228.95

400 CV



*For QRV purposes, enrollment packs are a 1 point to 1 dollar ratio.

FAST START

Bonuses



Influencer Earns
\$375.00 in FSB

Fast Start Bonuses (FSB) on Enrollment Packs are paid to the sponsoring Influencer.

DO GOOD PACK **\$199**
SAVE \$49



= \$50.00 FSB to Sponsor

DO MORE PACK **\$399**
SAVE \$112.95



= \$100.00 FSB to Sponsor

BETTER TOGETHER PACK **\$779**
SAVE \$228.95



= \$225.00 FSB to Sponsor

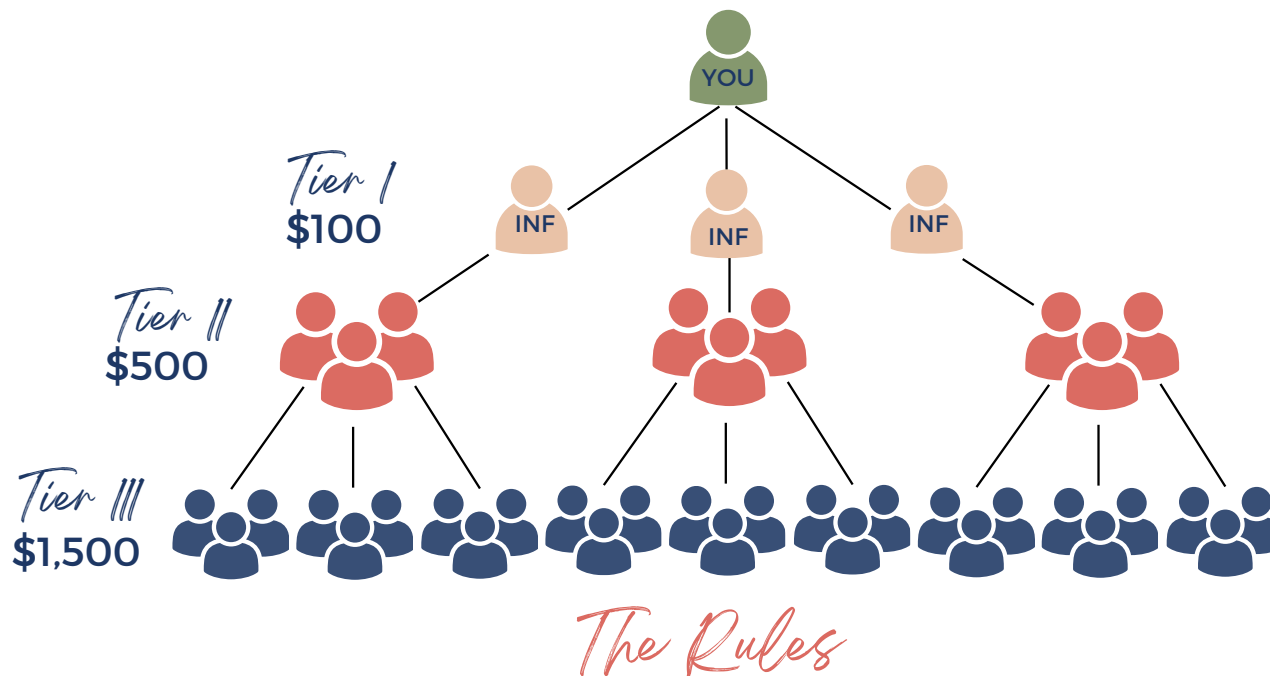
After the first 30 days, no FSB is paid on pack orders; Therefore, the CV is increased as follows *"Do Good" Pack to 160 CV and on the *"Do More" Pack to 320 CV.

POWER OF 3

Xcelerator

90 DAY DASH FOR CASH!

***EARN UP TO \$4,500.00
FROM THE "POWER OF 3
XCELERATOR" IN YOUR
FIRST 90 DAYS!!!**



Tier I

In order to qualify for the Tier I bonus (\$100.00), an Influencer must have met the following performance criteria: Enroll a minimum of three (3) new personally sponsored Influencers with a "Limitless Trio" product order (120 CV), or any larger product order, including the Do Good, Do Better, or Better Together Packs within the same calendar month. **Minimum Requirement: 3 NEW Influencer's with "Limitless Trio" orders = 360 CV within the same calendar month.**

Tier II

In order to qualify for the Tier II bonus (\$500), an Influencer must have met the following criteria: Help your three (3) newly enrolled Influencers, EACH enroll three (3) NEW Influencers (Total of 9 Influencers on your 2nd Level), with "Limitless Trio" product orders (120 CV), or any larger product order including the Do Good, Do Better, or Better Together Packs. **Minimum Requirement: 9 NEW Influencer's with "Limitless Trio" orders = 1,080 CV within the same calendar month.**

Tier III

In order to qualify for the Tier III bonus (\$1,500), an Influencer must have met the following criteria: Help nine (9) of your 2nd Level newly enrolled Influencers (Tier II), EACH enroll three (3) NEW Influencers (Total of 27 Influencers on your 3rd Level), with "Limitless Trio" product orders, or any larger product order including the Do Good, Do Better, Better Together Packs. **Minimum Requirement: 27 Influencer's with "Limitless Trio" orders = 3,240 CV within the same calendar month.**

1. Any Influencer wishing to participate in the Power-of-3 promotion must maintain a minimum of 80 PV (Personal Volume) monthly.
2. The Power of 3 Xcelerator Bonus may be earned during your first 90 days, following your date of enrollment with Beneve (90 day rolling calendar). Example: You enroll on May 15th, your first 30 days ends on June 14th, 11:59pm PST and so on for your first 90 days.
3. If a qualifying Influencer's product order is returned during any qualifying month, it will result in the retraction of the Power of 3 Xcelerator Bonus earned.
4. Power of 3 Xcelerator Bonus will be paid monthly on or before the 15th of the following month after which it was earned.
5. Power of 3 Xcelerator Bonuses are NOT cumulative. An Influencer may earn either Tier I (\$100), Tier II (\$500), or Tier III (\$1,500), during any of the three (3) calendar months.
6. Influencers are NOT permitted to use any form of a reward to entice an individual to enroll with Beneve, nor are they permitted to use any form of their own money (credit card etc.), to pay for an Influencer(s) product purchase(s).
7. The Power of 3 Xcelerator Bonus is available throughout Phase II Pre-Launch,



THE MOST POWERFUL

Unilevel Payout in the Industry

PAID MONTHLY	PAID AS RANK		Influencer	Star	Rising Star	1 Star	2 Star	3 Star	4 Star	5 Star	6 Star	7 Star	Ambassador	Crown Ambassador
	Minimum Monthly PV		80	80	80	80	80	100	100	100	100	100	100	100
	Minimum Monthly GV		N/A	1,000	2,500	5,000	10,000	15,000	35,000	80,000	180,000	350,000	600,000	900,000
	Active Customers		N/A	1	2	3	4	5	5	6	6	7	7	7
	Maximum CV % by Leg		N/A	100%	100%	90%	80%	70%	60%	50%	40%	35%	35%	35%
	Maximum Volume by Leg		N/A	N/A	N/A	4,500	8,000	10,500	21,000	40,000	72,000	122,500	210,000	315,000
	Max Unilevel & Check Match		\$500	\$1,000	\$2,000	\$3,000	\$5,000	\$8,000	\$15,000	\$25,000	\$50,000	\$80,000	\$120,000	Unlimited
	PERCENTAGE PAID PER LEVEL	1st	10%	10%	10%	10%	10%	10%	10%	10%	5%	5%	3%	1%
		2nd	↑	5%	7%	7%	7%	7%	7%	7%	5%	5%	3%	1%
		3rd		↑	5%	9%	9%	9%	9%	7%	7%	7%	7%	7%
		4th			↑	5%	7%	7%	7%	7%	7%	7%	7%	7%
		5th				↑	5%	7%	7%	7%	7%	7%	7%	7%
		6th					↑	3%	5%	7%	7%	7%	7%	7%
		7th						↑	3%	5%	7%	7%	7%	7%
		8th							↑	3%	5%	5%	7%	7%
		9th								↑	3%	3%	5%	7%
		10th									↑	3%	3%	7%
		11th										↑	3%	5%
		12th											↑	3%

UNILEVEL CHECK MATCH

Enrollment Tree

2-Star & Above

Level 1 = 15% on Unilevel Commissions
(Your Personally Sponsored Influencers)

3-Star & Above

Level 2 = 10% on Unilevel Commissions
(Your Personally Sponsored's Directs)

4-Star & Above

Level 3 = 5% On Unilevel Commissions
(Your Personally Sponsored's Direct-Directs)



RANK Qualifications

Refer to the table for minimum monthly requirements on Qualified Rank Volume (QRV), which may also be viewed within your back office, on your business progress page.

Active Customer = a 42 CV or higher order
*NCB product orders will count as active customers within your business progress page and rank qualification calculations.

Note: Your Personal Volume (PV) does not count toward QRV requirements. See page 26 for complete PV details.

While Influencers will be recognized at their highest achieved lifetime rank, monthly commissions, and bonuses will be based on an Influencer's "Paid-As" Rank.

RANK	PV	PERSONAL ACTIVE CUSTOMERS	REQUIRED GROUP VOLUME	MAX VOLUME FROM ANY ONE LEG TOWARDS QRV
Influencer	80	N/A	N/A	NO LIMIT
Star	80	1	1,000	NO LIMIT
Rising Star	80	2	2,500	NO LIMIT
1 Star	80	3	5,000	4,500
2 Star	80	4	10,000	8,000
3 Star	100	5	15,000	10,500
4 Star	100	5	35,000	21,000
5 Star	100	6	80,000	40,000
6 Star	100	6	180,000	72,000
7 Star	100	7	350,000	122,500
Ambassador	100	7	600,000	210,000
Crown Ambassador	100	7	900,000	315,000

\$513,500⁰⁰ **RANK ADVANCEMENT** **BONUSES**

While Customer gathering is the name of the game, Beneve believes that it's important to celebrate your team-building successes with a very lucrative Rank Advancement Bonus program.

Bonuses you can earn!

You have the opportunity to earn \$513,500 in Rank Advancement Bonuses! Each time you advance in rank from Star through Crown Ambassador, you will earn a one-time Rank Advancement Bonus. There are 11 Bonuses available ranging from \$100 at Star to \$250,000 at Crown Ambassador, for a total of \$513,500 in Rank Advancement Bonuses. Rank Advancement Bonuses are cumulative, so you can earn multiple Rank Advancement Bonuses each month!



EARLY RANK ADVANCEMENT BONUSES

Rank Advancement Bonuses are designed to reward team building. You may rank advance without receiving the Rank Advancement Bonus if you fail to meet the following requirements.

ONLY Enrollment Tree volume/legs will be used for bonus qualification. Upline placement of Influencers below you (Placement Tree volume) will not be considered for bonus qualifications. *The use of Enrollment Tree volume alone, ONLY applies to Star through 2-Star ranks.

Star = \$100

Rising Star = \$200

1 Star = \$300

2 Star = \$400

Above listed bonuses are one time and cumulative.

Rank Advancement Bonus Stipulation For Star through 2-Star:

The reason we only use Enrollment Tree volume for Rank Advancement Bonus qualifications in early ranks (Star through 2-Star), is to prevent an Influencer from unfairly receiving the benefit of a Rank Advancement Bonus without enrolling Customers and/or Influencers into their organization. The generosity of the Placement Tree, wherein an upline may place Influencers below another Influencer could potentially trigger Rank Advancement, as well as Rank Advancement Bonuses without an Influencer personally contributing to their organization.



RANK ADVANCEMENT

Bonuses

Get rewarded with Rank Advancement Bonuses as you **achieve & maintain** the ranks shown within the designated time frame

BENEVE & ACHIEVE

As you rank advance within the designated time frames shown, you'll earn Rank Advancement Bonuses. You can achieve any given rank PRIOR to the stated time frame and earn bonuses sooner. If you rank advance AFTER the designated time frame, you will miss the opportunity to earn the rank bonus. All bonuses stack on top of one another, so you have the opportunity to advance through multiple ranks and earn multiple bonuses during any given month.

example

You enroll as an Influencer in February. You would then have 3 full calendar months to achieve our first of many ranks and earn the \$100 Star Rank Advancement Bonus.



Rank Advancement Bonuses are paid on or before the 15th of the following month after which they are earned.

*Must maintain "Paid-As" rank each month to qualify to receive bonus disbursement. If qualification(s) for any given rank is missed, the Influencer forfeits that month's bonus disbursement. Rank bonuses are cumulative.

RANK	TIME FRAME AVAILABILITY	RANK BONUS	PAYOUT TIME FRAME
Star	3 Months	\$100	1 Month
Rising Star	6 Months	\$200	1 Month
1 Star	9 Months	\$300	1 Month
2 Star	12 Months	\$400	1 Month
3 Star	18 Months	\$2,500	2 Months
4 Star	24 Months	\$10,000	4 Months
5 Star	No Limit	\$25,000	8 Months
6 Star	No Limit	\$50,000	12 Months
7 Star	No Limit	\$75,000	15 Months
Ambassador	No Limit	\$100,000	18 Months
Crown Ambassador	No Limit	\$250,000	24 Months

example

Rank Advancement Disbursement:
You achieve 5-Star and qualify to

earn the \$25,000 Rank Advancement Bonus, which is paid out over 8 months. For each month you maintain "Paid-As" 5-Star rank, you will receive a disbursement of \$3,125. If however, you fail to maintain "Paid-As" 5-Star during any given month over the 8 month payout, you will forfeit that month's disbursement. Please refer to the calendar images above for a visual example.





LIFESTYLE *Bonuses*

Each month that your "Paid as Rank" is 3-Star through 7-Star, you will earn a Lifestyle Bonus. This bonus is an ongoing monthly reward for your hard work, as we want you to enjoy the fruits of your labor!

3-Star = \$300

4-Star = \$600

5-Star = \$900

6-Star = \$1,200

7-Star = \$1,500



BONUS *Pools*

Star Pool

Influencers who achieve and maintain the rank of 4 Star, 5 Star & 6 Star, Share in 1% of total companywide Commissionable Volume sales.

Payout is weighted by rank as follows:

4-Star = 10%

5-Star = 20%

6-Star = 30%

7-Star = 40%

Ambassador Pool

Influencers who achieve and maintain the rank of Ambassador & Crown Ambassador, share in a separate 1% bonus pool of total companywide Commissionable Volume sales each month.

Payout is weighted by rank as follows:

Ambassador = 35%

Crown Ambassador = 65%

*Based on your "Paid-As" rank each month, you will qualify to be paid from either the Star or Ambassador Pool.

INCENTIVE TRIPS

In addition to Beneve's incredibly generous Compensation Plan, our Founder and CEO strongly believes in continuously rewarding high-performing Influencers with luxury incentive trips.

Get ready for incredible trips around the world where you'll build memories to last a lifetime!

SO GET READY TO HAVE
the time of your life!



WEEKLY COMMISSIONS

What is paid weekly?

- New Customer Bonus (NCB)
- Fast Start Bonuses (FSB) on Enrollment Packs
- Limitless Xperience Seller Bonus

Requirements:

Be an Influencer In Good Standing

Weekly pay periods begin on Friday at 0001 (PST) and end on Thursday at midnight (PST). Weekly bonuses (NCB and Fast Start Bonuses), are paid on the following week's commission run.



MONTHLY COMMISSIONS & BONUSES

What is paid monthly?

- Limitless Xperience Upline Bonus (4 Level)
- Customer Retention Bonus
- Power of 3 Xcelerator Bonus
- Unilevel Commission
- Unilevel Check Matching Bonuses
- Rank Advancement Bonuses
- Lifestyle Bonuses
- Star Pool Bonuses
- Ambassador Pool Bonuses

Monthly commissions, and or bonuses, are paid on or before the 15th of the following calendar month in which they were earned in.

Eligibility Requirements:

80 PV or 100 PV **(Rank Based)**,
Influencer in Good Standing.
See page 27 for PV details.



BENEVE DETAILS & DEFINITIONS

Terms to Know

ACTIVE CUSTOMER: 42 CV or higher order (with the exception of reduced CV on New Customer orders), within any monthly period.

COMMISSION QUALIFIED INFLUENCER: Influencer In Good Standing with a Current product order of 80 PV or 100 PV (based on rank requirement).

COMMISSIONABLE VOLUME (CV): Each of Beneve's products has a specific CV assigned to it. The CV of a product is used to calculate Unilevel commissions, as well as rank advancement and other bonuses.

CUSTOMER RETENTION BONUS (CRB): Beginning in your Customer's 2nd month and thereafter, you will earn a "Customer Retention Bonus" (CRB) on their monthly "Subscribe & Save" product orders. This is yet another way we reward you for gathering, supporting, and most importantly, retaining your Customers. Your CRB earning percentage will scale higher as an increasing reward for how well you retain your Customers each month.

DOWNLINE: All customers, or Influencers within both your enrollment and placement trees.

1. ENROLLMENT TREE DOWNLINE: All first-level (i.e., front-line) Influencers in the Enrollment Tree and their first-level Influencers, and so on, until the end of the Enrollment Tree is reached.

2. PLACEMENT TREE DOWNLINE: All first-level Influencers (i.e., front-line) in the Placement Tree and their first-level Influencers, and so on, until the end of the Placement Tree is reached.

Each time you enroll/sponsor a new Influencer, you create a new "leg" or "line of lineage" within your enrollment tree. There is however one notable exception; when you "place" a personally sponsored Influencer below another personally sponsored Influencer (via placement tree), it does NOT create a new leg or line of lineage. This is why your use of the "placement tree" must be strategic, as you will need at least 3 "personally sponsored" legs/lines of lineage to maximize the compensation plan. Each enrollment tree leg encompasses the entire team /organization (whether that represents 3 or 5,000), below each of your personally sponsored Influencers.

FAST START BONUS (FSB): Bonus paid to the Sponsor on Business Builder Enrollment Packs.

GROUP VOLUME (GV): The total monthly CV generated from product purchases throughout your entire enrollment and placement tree (downline). GV, along with enrollment tree leg(s) and commissionable volume (CV) amounts are used to determine your "Paid as Rank" each month. Your GV resets to zero on the first day of each month to begin tracking new product orders.

INFLUENCER: The name of an independent contractor who has enrolled with the \$39.95 Beneve Virtual Business Suite.

BENEVE DETAILS & DEFINITIONS Continued

Terms to Know

IN GOOD STANDING: You must be In Good Standing Status with Beneve to receive commissions/bonuses and access your Beneve virtual business suite. To maintain your business In Good Standing, you will be required to pay \$39.95 annually for your virtual business suite. After 60 days without paying your annual renewal fee, you will NOT be In Good standing and will lose your ability to receive commissions/bonuses and run your business until you pay the annual fee. After a period of 180 days passes without payment of your annual renewal fee, your position will be terminated.

JOIN MONTH: The calendar month that an Influencer joins Beneve.

LEG: Each Influencer on your first level (Level 1) represents a separate “Leg” in your team. A Brand Partner’s Legs grow as your first-level Brand Partners begin to build their own organization.

LEVEL: A term that describes a genealogy placement within the Unilevel structure of an Influencer, or customer. Influencers sponsored by you may be positioned "directly below you" on your 1st level (Level 1), as ALL of your personal customers are automatically positioned, or you may elect to position a new Influencer up to Four (4) Levels Deep within your Unilevel structure. If you position your new Influencer below your 1st Level, you will still retain sponsorship of said Influencer for purposes of "enrollment leg" CV for rank qualification.

LIFETIME RANK: Your Lifetime Rank is your highest attained rank during your tenure with Beneve.

NEW CUSTOMER BONUS (NCB): When you enroll a NEW Customer, you will receive a 50% Bonus on the Retail price of every product order placed during their first calendar month (paid weekly)!

PAID-AS RANK: You will retain your highest earned rank title indefinitely. However, if you don't meet the specified maintenance requirements for that rank in a pay period, you will be “Paid-as” the rank for which you did qualify.

PERSONALLY SPONSORED: Any individual or business entity customer(s) or Influencer(s) that you personally enrolled to Beneve.

PERSONAL VOLUME (PV): The sum of the CV of the orders you personally place. While you have PV requirements directly associated with given ranks, you may use your personal customers order volumes to offset a portion of your PV requirements above the 40 PV threshold. Example: 1-Star requires the Influencer to have an 80 PV order. Customer order volume can account for 40 of the 80 PV, the same is true for upper ranks.

PREFERRED CUSTOMER (PC): A customer who has selected “Subscribe & Save”.

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QUALIFIED RANK VOLUME (QRV): This is a report within the “Business Progress” section of your back office. It shows the amount of volume from your organization that may be counted towards your “Paid-As” Rank in a monthly commission period. This works around the amount of volume that may be used from any one leg/line of lineage towards Rank Qualification.

RETAIL COMMISSION (RC): The total monthly income generated from the retail product purchases of your customers.

RETAIL CUSTOMER: A customer who is paying the Suggested Retail Price for a product.

SAMPLER SELLER BONUS: Each 4-Day Limitless Xperience Sampler pays a \$5 bonus to the Influencer that sells the sample.

SAMPLER ENROLLMENT TREE BONUS: Each 4-Day Limitless Xperience Sampler pays out \$4 (\$1 per level) through 4 levels of the seller’s upline.

SPONSOR: The Influencer who introduces a customer and/or a business prospect (that becomes an Influencer) to Beneve.

SUGGESTED RETAIL PRICE (SRP): This is the dollar value recommended by Beneve for each of its products when sold to a retail customer.

UPLINE: Every Influencer above you within a given genealogy structure.

1. ENROLLMENT TREE UPLINE: An Influencer’s Enroller and their Enroller and so on until the beginning of the Enrollment Tree is reached.

2. PLACEMENT TREE UPLINE: The Influencer who is directly above the Placement and so on.

Any Influencer sponsored by your upline, but positioned below you, or another Influencer within your genealogy. Likewise, you may elect to place/position a new Influencer up to Four (4) Levels Deep within your Unilevel structure. If you position a personally sponsored Influencer below your 1st Level, you will retain sponsorship.

*As a new business, Beneve, LLC lacks sufficient statistical data to provide accurate financials regarding the incomes earned by our Influencers. Therefore, the examples within this manual are solely to illustrate how the Beneve Compensation Plan works, and are not illustrative of the income you can expect to earn as a Beneve Independent Influencer. Beneve, LLC does not warrant the financial success of any independent Influencer. Your financial success will depend on your effort and dedication, as well as your ability to create duplication within your team. Earning levels or income statements (including claims such as portrayals of luxury lifestyles) discussed herein are not necessarily representative of the success or compensation that any particular Influencer will receive, and should not be construed as typical or average. The ability to earn income under the Beneve Compensation Plan depends on many factors including an individual Influencer’s business, social, and sales skills; personal ambition and activity; availability of time and financial resources; and access to a large network of family, friends, and business contacts. Beneve cannot and does not guarantee any particular level of earnings. Even Influencers who dedicate a significant amount of time, effort, and personal funds may not achieve a meaningful level of success.