

COMPENSATION  
PLAN



AUGUST 1<sup>ST</sup>, 2008



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CONTENTS

INTRODUCTION..... 3

EARN BONUSES..... 4

GROWING A SALES TEAM..... 4

*A Few Terms You Should Know..... 4*

BENEFITS OF BEING UNILEVEL QUALIFIED..... 5

EXPRESS BONUS (FIRST ORDER BONUS)..... 5

Earn Up to \$90 per First Order..... 5

POWER PACK Earn Up to \$100 per enrollment..... 6

UNILEVEL AND ENROLLER BONUS..... 6

*Here is how it works..... 6*

GENERATION BONUS..... 9

RANK BONUS..... 10

THE ARDYSS CAR BONUS PROGRAM..... 10

PRESIDENTIAL POOL..... 11

*CONDITIONS TO COLLECT IN THE PRESIDENTIAL POOL..... 11*

*LEADERSHIP POINTS..... 12*

POWER START The program that simplifies growth..... 15

Glossary of Terms..... 18



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

## INTRODUCTION

The purpose of any compensation plan is two fold: First, to define the amount of compensation you, as an Independent Advisor (IA), can earn from any given volume of business or level of performance. Second, to serve as a guide for your goals and to help you set realistic and achievable benchmarks for building your business.

But at Ardyss we weren't content to stop there. We wanted our compensation plan to do more. We established three specific objectives we wanted to accomplish with our plan:

- Allow you, as a new Independent Advisor, to make meaningful income immediately.
- Provide a simple, duplicable system for you to follow that will allow you to stay qualified and "in the money".
- Enable you to create a serious business, if you choose to do so, and be rewarded accordingly.

We believe the Ardyss Compensation Plan described in this detailed document does all of these things, and more. It represents the latest thinking in compensation plan design, but at the same time, it is based upon principles that have been proven in practice over many years. Like our products, we believe the Ardyss Compensation Plan is the very best available. We hope you will find it both lucrative and easy to share with others.

As an Independent Advisor you will have your own personal Ardyss Replicating Website linked to the company's master web site where you can direct potential customers and potential Independent Advisors (IAs) while being assured that they will be electronically linked to you for ongoing commissions and bonuses.



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

## EARN BONUSES

Retailing Ardyss products are the backbone of your business. There are two types of customers on which you may receive bonuses.

1. **Retail Customer:** An independent distributor buys Ardyss products at wholesale and sells at suggested retail earning a 40% profit. Those who buy at suggested price are consider "retail customers"
2. **Independent Advisor (IA):** Every person that enrolls at Ardyss, becomes an Independent Advisor (IA). At their option, they can become only a customer and/or sell product and/or subscribe to an Autoship order. An IA qualifies to receive bonuses directly from Ardyss.

**Independent Advisor (IA):** You begin as an Independent Advisor by choosing one of the 3 options to be an Independent Advisor:

Autoship	Free
Starter Membership Kit	30 dollars*
Power Pack:	250 dollars*

\*Shipping and taxes might apply

Every Independent Advisor with the Company has the opportunity to purchase products at wholesale (40% discount from suggested retail) and sell them at retail, or consume them personally. By simply telling people you know about the exciting benefits of Ardyss products, you can quickly build a customer base and earn meaningful retail commissions on the purchases by your customers. And by sharing the business opportunity with others, you can begin building an organization.

Every Independent Advisor (IA) that joins Ardyss will be assigned a position in the Unilevel Plan and may qualify for combined Customer Bonuses of 15% (5% unilevel and 10% Enroller Bonus) of the assigned Value Points (VP), on personally enrolled Independent Advisors. In addition, you may now qualify for Express Bonuses on the first order placed by personally enrolled IA's. (See details below)

## GROWING A SALES TEAM

In order to be eligible for Unilevel Bonuses you must be personally Active. You will be considered Active when you meet the Active qualification of creating the appropriate Personal Qualification Points (PQP) on your eligible rank, or subscribe to an autoship order valued at the designated PQP for that rank. One of the advantages of been enroll in the autoship is that your PQP is lower typically in 50 dollars

Now, when you enroll your first IA, this person is placed at your Level 1 in the Ardyss compensation plan where you may earn a bonus based on the Assigned Value Points (VP).

### A Few Terms You Should Know...

**Personal Qualification Points (PQP):** PQP represents an assigned value on every Ardyss products that you personally purchased. The purpose of this is to determining qualifications for promotions and maintenance qualifications for receiving various bonuses.

**Group Qualification Points (GQP):** GQP represents all the PQP created by the entire group in the downline of an Advisor or higher rank person for the purpose of determining qualifications for promotion and maintenance qualifications for receiving various bonuses.



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

**Active:** To be considered Active, your monthly purchases should be at least 150 PQP or subscribe to a product autoship for only 100 PQP in the qualifying month. As you advance in rank, to be paid as a particular rank, may require an increase in Personal Qualification Points or in your autoship commitment.

**40% Rule:** For the purpose of Qualification to earn a new rank and Maintenance Qualification to be Paid As that rank, no more than 40% of the GQP created can be credited from any single leg in a downline organization.

**Value Points (VP):** Every Ardyss product that is purchased carries an assigned "Value Points" (VP) This VP is used to calculate various forms of compensation in the company Compensation Plan.

## BENEFITS OF BEING UNILEVEL QUALIFIED...

**Becoming a Qualified Independent Advisor (IA)** - As an Independent Advisor you can earn Unilevel Bonuses on level one of your Level 1 Independent Advisors based on the Value Points assigned to the products they purchase for personal use or for resale.

***Here is how it works:*** Once you have enroll with any of the 3 enrollment options, you may begin enrolling other IA's which are automatically placed at your Level 1 in the Unilevel. You will earn a 5% Bonus on all these people's product sales based on the assigned Value Points. In addition, you will accumulate a special 10% bonus called Enroller Relationship Bonus. In addition, as previously mentioned, you may now qualify for Express Bonuses on the first order placed by personally enrolled IA's. (See details below)

**Becoming a Coordinator (C)** - As a Qualified IA, you can now earn the rank of Coordinator and increases the depth of your unilevel bonus of 5% through two levels. Plus also continue receiving your 10% VP Enroller Relationship Bonus and Express Bonuses

**Qualifications:** To become a Coordinator, you must accumulate 700 Group Qualification Points in the qualifying month. Note: Personal Qualification Points are included Group Qualification Points.

**Maintenance:** In order to receive downline bonuses, you must maintain \$150 PQP or \$100 PQP in autoship.

## EXPRESS BONUS (FIRST ORDER BONUS)

Earn Up to \$90 per First Order

Provided that you have qualified as described below, when you directly enroll a new IA that places their first order, this first order creates what is called a Express Bonus. You will earn a special Bonus on their first order of 20% or up to 30% on the VP's.

**Here is how it works:** If you enroll a new IA that places a first order of any size up to 300 VP, you will be paid a 20% bonus (up to \$60) on that first order. However, if you have enrolled previously to the autoship program we will increase your First Order Express Bonus to 30% (up to \$90).

Please keep in mind that this special Express Bonus is only paid on the First Order of a new Independent Advisor and follows the Enroller Tree and not the Sponsor Tree.



## COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

### POWER PACK

Earn Up to \$100 per enrollment

When you present the Ardyss opportunity to someone and this person decides to take serious the Ardyss career. You have the option to enroll him or her with the Power Pack. This package has the best Ardyss products to start the business and also gives the enroller (mentor) and the new distributor the right to receive extra bonuses.

When this new enrollment buys this package it will enter a program named "Power Start" that will pay extra bonuses from 50 dollars all the way to 10,000 dollars for achieving certain goals. (see details below)

Also for enrolling someone with this package you will receive 80 dollars for the first 3 enrollments in the same month. But if you enroll 4 new distributors or more in the same month you will be earning 100 dollars for all. For example if you enroll 5 persons in the same month with the Power Pack you will receive 500 hundred dollars!!

The bonus paid on the power pack will replace the Express Bonus.

### UNILEVEL AND ENROLLER BONUS

**Enroller Relationship Bonus:** No matter what rank in the company you have, you qualify for a 10% Enroller Bonus on the entire VP created by your personally enrolled Independent Advisors or higher ranks. Also, combined with your 5% Unilevel Bonus, you now earn a total of 15% VP of personally enrolled IA volume in the Ardyss Unilevel Plan.

**Optional Placement of downline Distributors:** As a Coordinator, you now have the option to strategically place your new enrollees under another downline Qualified IA for training and mentoring.

Here is how it works...

**The Enroller and Placement Relationships:** As an additional for you to help others in your downline Sales Organization succeed and thereby help yourself, Ardyss tracks two different types of relationships among its Independent Advisors known as the "Enroller relationship" and the "Placement relationship".

An Enroller is an existing Independent Advisor (IA) of any rank that first explains the Ardyss business opportunity to potential new IA's, and subsequently helps them to enroll as an IA. The Company computer thereby recognizes an "enroller relationship" between these two IA's and maintains it accordingly.

A Placement (Sponsor) is an IA of any rank who is immediately upline in an Organization from a new or existing IA, and is generally responsible for the day-to-day coaching, encouragement, and assistance of the IA's immediately below them. The computer system recognizes a "placement relationship" based on the placement position between these two IA's and maintains it accordingly.

The Enroller and the Placement of a new Independent Advisor can of course be the same person, though they do not have to be. With the dual relationship tracking system, the person who enrolls the new IA can elect to place the new IA anywhere in their downline under another IA, who then becomes the Placement.

The importance of this relationship will become clear as you read on in this document. The original Enroller of a new Independent Advisor is eligible for several exciting enhanced bonus programs to reward those individuals who commit their efforts to growing their organization.



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

Upon becoming a Coordinator you have the option of placing personally enrolled IA's on your Level 1 or placing them under one of your downline Qualified IA's or higher rank person for sponsorship.

We recognize that you have a special relationship with people you personally enroll no matter where you position them in the downline. To reward you for your personal enrollment efforts and for helping your new IA's build their own organization, you are qualified to earn a 10% Enroller Relationship Bonus in addition to the 5% level bonus for a total of 15% on the VP created by IA's you personally enroll.

**Example:** You personally enroll a new IA and that person creates \$100 in Value Points. As a Coordinator if they are within your eligible unilevel pay line, you will earn 5% plus the Enroller Relationship Bonus of 10% for a total of 15% VP or \$15. If you place them below your current eligible pay line in the unilevel, you would still earn the 15% Enroller Relationship Bonus even though they would be outside of your unilevel income.

**NOTE:** Only the original Enroller may qualify for this special Enroller Relationship Bonus, as it does not compress.

**Becoming a Supervisor** - As a Qualified Coordinator, you can now earn the rank of Supervisor and increase the depth of your unilevel bonuses three levels of 5% VP. Plus also continue receiving your 10% VP Enroller Relationship Bonus and the Express Bonuses.

**Qualifications:** To become a Qualified Supervisor and be Paid As a Supervisor, you must accumulate 2,000 GQP in qualifying month.

**Maintenance:** In order to receive downline bonuses, you must maintain \$150 PQP or \$100 PQP in autoship.

**40% Rule:** No more than 40% of the required Group Qualification Points can come from any one leg of your organization.

**Becoming a Manager A** - As a Qualified Supervisor, you can now earn the rank of Manager A and increase the depth of your unilevel bonuses four levels of 5% VP. Plus also continue receiving you 10% VP Enroller Relationship Bonus and the Express Bonuses

**Qualifications:** To become a Manager A, you must accumulate 6,000 GQP in qualifying month.

**Maintenance:** In order to receive downline bonuses, you must maintain \$250 PQP or \$200 PQP in autoship.

**40% Rule:** No more than 40% of the required Group Qualification Points can come from any one leg of your organization.

**Becoming a Manager B** - As a Qualified Manager A, you can now earn the rank of Manager B. Here you will not increase the depth of your unilevel bonuses, but at this point forward you are in title to receive a bonus called Generation Bonus, which will be explain forward. Plus also continue receiving you 10% VP Enroller Relationship Bonus and Express Bonuses

**Qualifications:** To become a Manager B, you must accumulate 10,000 GQP in qualifying month.

**Maintenance:** In order to receive downline bonuses, you must maintain \$250 PQP or \$200 PQP in autoship.

**40% Rule:** No more than 40% of the required Group Qualification Points can come from any one leg of your organization.

**Becoming a Director** - As a Qualified Manager B, you can now earn the rank of Director and increase the depth of your unilevel bonuses five levels of 5% VP. Plus also continue receiving you 10% VP Enroller Relationship



# COMPENSATION PLAN AUGUST 1<sup>st</sup>, 2008

## Bonus and Express Bonuses

**Qualifications:** To become a Director, you must accumulate 18,000 GQP in qualifying month.

**Maintenance:** In order to receive downline bonuses, you must maintain \$250 PQP or \$200 PQP in autoship.

**40% Rule:** No more than 40% of the required Group Qualification Points can come from any one leg of your organization.

**Becoming a President** – As a Qualified Director, you can now earn the rank of President and increase the depth of your unilevel bonuses six levels, this new level is 3% VP. Plus also continue receiving you 10% VP Enroller Relationship Bonus and Express Bonuses

**Qualifications:** To become a President, you must accumulate 40,000 GQP in qualifying month.

**Maintenance:** In order to receive downline bonuses, you must maintain \$250 PQP or \$200 PQP in autoship.

**40% Rule:** No more than 40% of the required Group Qualification Points can come from any one leg of your organization.

**Becoming an Executive** – As a Qualified President, you can now earn the rank of Executive and increase the depth of your unilevel bonuses to seven levels, this new level you will receive a 2%. Plus also continue receiving you 10% VP Enroller Relationship Bonus and Express Bonuses

**Qualification:** To become an Executive, you must accumulate 100,000 GQP in qualifying month.

**Maintenance:** In order to receive downline bonuses, you must maintain \$250 PQP or \$200 PQP in autoship.

**40% Rule:** No more than 40% of the required Group Qualification Points can come from any one leg of your organization.

**Becoming a Diamond** – As a Qualified Executive, you can now earn the rank of Diamond and increase the depth of your unilevel bonuses to eight levels, this new level you will receive a 1%. Plus also continue receiving you 10% VP Enroller Relationship Bonus and Express Bonuses

**Qualification:** To become a Diamond, you must accumulate 200,000 GQP in qualifying month.

**Maintenance:** In order to receive downline bonuses, you must maintain \$250 PQP or \$200 PQP in autoship.

**40% Rule:** No more than 40% of the required Group Qualification Points can come from any one leg of your organization.

**Becoming a Platinum** – As a Qualified Diamond, you can now earn the rank of Platinum. The levels on the unilevel side will maintain in eight levels but there will be other benefits described below. Plus also continue receiving you 10% VP Enroller Relationship Bonus and Express Bonuses

**Qualification:** To become Platinum, you must accumulate 300,000 GQP in qualifying month.

**Maintenance:** In order to receive downline bonuses, you must maintain \$250 PQP or \$200 PQP in autoship.

**40% Rule:** No more than 40% of the required Group Qualification Points can come from any one leg of your organization.



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

## GENERATION BONUS

When you become a Manager B under the Plan, you begin to qualify for “generation bonuses.”

As a qualified Manager B, you are eligible to receive the “YOU” Generation Bonus. Here’s how:

- As a Manager B, you qualify for the “YOU” generation bonus -- a 4% bonus on your own personal group value points. This means that you may qualify to receive this 4% bonus on the VP of every Advisor, Coordinator, Supervisor and Manager A in your personal group though infinite depth only to be interrupted by another Manager A that earns the position of Manager B.

When you qualify for Director and a Manager A in your downline becomes a Manager B that Manager B moves out of your personal group and becomes your 2<sup>nd</sup> Generation. Now, he/she will begin earning the 4% “YOU” generation bonus. But, as long as you have been promoted to the rank of President, you will begin receiving 3% generation bonus on that Managers B personal group value points.

- When your 2nd Generation Manager B or higher rank person has someone in her group who becomes a Manager B, that person becomes your 3<sup>rd</sup> Generation. As long as you have been promoted to the rank of President and you receive a 3% generation bonus on this 3<sup>rd</sup> generation.
- When your 3rd Generation Manager B or higher rank person has someone in his/her group who becomes a Manager B, that person becomes your 4th Generation and as long as you have been promoted to the rank of Executive, you receive 2% generation bonus on this 4<sup>th</sup> generation.
- When your 4th Generation Manager B or higher rank person has someone in his/her group who becomes a Manager B, that person becomes your 5th Generation and as long as you have been promoted to the rank of Diamond or Platinum, you receive 1% generation bonus on this 5<sup>th</sup> generation.
- Generation bonuses are paid to unlimited depth in each generation until another Manager B or higher rank is found. This continues down to the maximum number of generations.
- Note: As President and higher, you may now qualify for the Presidential Pool. More Later

Rank	Volume	Bonus
Supervisor	4,000 GQP	150
Manager A	8,000 GQP	225
Manager B	12,000 GQP	300
Director	30,000 GQP	400
President	70,000 GQP	500
Executive	150,000 GQP	600
Diamond	250,000 GQP	700
Platinum	350,000 GQP	800



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

## RANK BONUS

Ardyss gives extra money just for maintaining the rank you have achieved!

As you advance ranks in the Ardyss career you will be receiving extra bonuses for achieving a new rank and as well for maintaining it. Here is the chart:

Rank	Volume	Bonus
Supervisor	2,000 GQP	100
Manager	6,000 GQP	200
Director	18,000 GQP	400
President	40,000 GQP	500
Executive	100,000 GQP	600
Diamond	200,000 GQP	700
Platinum	300,000 GQP	800

Every month that you maintain your current rank on the Ardyss system you will receive extra money, but if you decrease your rank you will not be in title to collect this money in that particular month. (40% rule applies)

## THE ARDYSS CAR BONUS PROGRAM

### Ardyss Offers the Most Lucrative Car Bonus Program In the Industry

You may begin earning your own new car paid for by Ardyss. Even if you are still Part Time, Ardyss helps you leverage your time and effort by enhancing your income with the Ardyss Car Bonus Program.

Start earning a \$150 Car Bonus when you become a Supervisor just by building three or more teams of Advisors that help you create 4,000 Group Qualifications Points each month. Advancing to the rank of Manager A, Manager B, Director, President Executive, Diamond and eventually Platinum will provide an opportunity to increase your car bonus from \$150 up to as much as \$800 per month which you can use to buy or lease that car of your dreams.

Here is all you have to do. Meet the GQP requirement based on your earned rank for two consecutive months with no more than 40% of this volume from any one of your downline Advisor team legs. (See table below)

Upon meeting this qualification, each month that you maintain a particular Rank along with the associated GQP, you will receive your car bonus check associated with that rank. If you do not maintain the GQP Volume requirement or if do not meet the rank qualifications, you will be "Paid As" the rank that you do qualify for that particular month based on 50% of that rank's eligible car bonus. The following chart will explain how this works.

No other company in the industry offers such a generous car program so early in your personal business growth. You can be driving your Ardyss car sooner than you think if you just follow our simple and achievable success plan.



# COMPENSATION PLAN

**AUGUST 1<sup>st</sup>, 2008**

## PRESIDENTIAL POOL

One of most profitable means to make money in Ardyss International is the Presidential Pool, where all distributors with a President Team rank can accede to an additional share in all the Value Points (VP) of their organization and receive quarterly commissions on them, too.

The following are the ranks participating in the Presidential Pool:

- President
- Executive President
- Diamond President
- Platinum President

### CONDITIONS TO COLLECT IN THE PRESIDENTIAL POOL

In order to earn the right to collect percentages in the Presidential Pool, distributors must satisfy the following conditions:

#### HOW COLLECTION RIGHTS ARE EARNED

In order to earn the right to participate in the Presidential Pool, distributors must satisfy 2 conditions: 1) they must have earned one of the ranks listed above during any calendar month, and 2) they must also have complied with the 40% Rule.

Once these conditions are satisfied, distributors are entitled to participate in the Presidential Pool. This right does not necessarily imply the right to share in the Presidential Pool.

In order to ensure collection from the Presidential Pool, the “Leadership Points” condition (explained further along) must also be satisfied.

Once the right to participate is earned, that month is taken as Month 1, or “Qualifying Month”; Month 2 is the “Growth Month” and Month 3 is the “Growth & Pay Month”. Money is received on the cutoff date of Month 4.

**Chart:**

Month 1	Month 2	Month 3	Month 4
Qualifying	Growth	Growth & Pay	Money collection on “cutoff date”

In order to participate in the Presidential Pool again, Month 4 could also be taken as your first Qualifying Month, as long as the conditions listed above are satisfied, regardless whether your rank has ascended o descended. (Within the 4 ranks listed above).

In case of descending to a rank different from the Presidential ranks listed above, you may Access to the Presidential Pool again in any calendar month as long as the requirements are complied with in full.



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

## LEADERSHIP POINTS

Leadership Points are a means to assess how a distributor is doing in regard to the activities that contribute to the company's growth and cause such growth be continuous. It works like this: the activities listed below give you "Leadership Points" (LP) and there are goals to be achieved in order to earn the right to collect either 5% or 10% of the Value Points accrued by all the organization up to the infinite (\*). Accumulation of these points during Months 1, 2 and 3 (the "Quarter") is how you would earn the right to collect.

In case distributor doesn't reach the required Leadership Points amount, distributor won't be entitled to the right to share in the Presidential Pool. Should distributor wish to participate again, Month 4 would be his Qualifying Month (Month 1) as long as the conditions listed above are satisfied.

In case distributor satisfies and exceeds the number of Leadership Points required to earn the right to collect, excess points are not accumulative and therefore distributor would start from zero next period.

See "Leadership Points" chart.

**Chart: Leadership Points (LP)**

Activities	(LP) per activity
Distributor maintenance	3
Leadership development	7 – 20
Personal enrollments	3
Presentations	2
Opportunity presentations "Flying High"	5
National presentations	10
Product and business trainings	4

**Chart: Quarterly Goals**

(PL) accrued during quarter 5%	(PL) accrued during quarter 10%
275	375

**How does the Distributor Maintenance activity work?**

In order to be able to accumulate points in this activity, distributor must maintain in active status as many personal enroll distributors as possible every month of the quarter. For example, if a distributor had 10 direct distributors at the end of Month 1, he would multiply 10 by the corresponding number of Leadership Points of the chart (3 points), which equals 30. If at the end of Month 2 distributor only had 9 personal distributors, he would have earned 27 Leadership Points in the second month. If at the end of Month 3 you had 12 personal distributors, that month's total would be 36 Leadership points.

In order to calculate the aggregate, you just add those three months up, which equals to 93 Leadership points: that would be the quarter's total Leadership Points earned for this activity.

Only distributors with a minimum of 50 QP and over are taken into account in this activity. In addition, only in this activity there is a limit of 20 direct distributors you can maintain.



# COMPENSATION PLAN AUGUST 1<sup>st</sup>, 2008

Also is important to understand that current month's enrolments are not taken into account the same month but in the following one, as long as they are kept active.

### ***How does the Leadership Development activity work?***

Using the same formula as above, the difference here would be that now Leadership Points can be accumulated either by developing new direct coordinators (or superior ranks) or helping current direct distributors get a higher rank. Let's say there were two rank advances by the end of the month. That would be multiplied by the Leadership Points and the result would be the month's aggregate. The addition of the three months would be the quarter's total points for this activity.

Chart of Leadership points for advancing ranks

Rank	LP
Coordinator	7
Supervisor	10
Manager A	12
Manager B	14
Director	18
President	20
Executive	20
Diamond	20
Platinum	20

### ***How does the Personal Presentations activity work?***

Using the same formula as above, the difference would be that now distributor would earn Leadership Points for personally enrolling new distributors, regardless whether they are placed directly on his first downline or in other levels. Let's say I enrolled three people during the month; I just need to multiply those 3 by the corresponding Leadership Points of the chart and the result would be the total for my first month. The aggregate of the three months would be the quarter's total points for this activity.

### ***How does the Local Opportunity Presentations "Flying High" activity work?***

An "Opportunity Presentation" is a meeting organized by the distributor wherever Ardyss maintains open operations. In order to accredit this presentation, it should be posted in the company's internal magazine and have at least an effectiveness of 4 sponsorships per event (see "Information Submitting Procedure").

Leadership Points are calculated using the same formula. Let's say that during Month 1 I made 4 presentations. I would only need to multiply 4 by the Leadership Points of the chart and the result would be the total of my first month. The addition of the three months would be the quarter's Leadership Points' aggregate for this activity.

### ***How does the National Presentations activity work?***

A "National Presentation" is an open event with a high number of attendees in which we talk about the Opportunity and other general leadership and recognition issues. In order to have access to this kind of events, public speaking skills may be a factor to be considered by the company prior to its approval.



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

Leadership Points calculation is the same as above. For example, if during the month I make 4 national presentations, I just need to multiply 4 by the corresponding Leadership Points of the chart and the result would be the aggregate of my first month. The accumulation of the three months would be the quarter's Leadership Points' total for this activity.

### ***How does the Product and Business Training activity work?***

A "Product and Business Training" is a meeting organized by the distributor wherever Ardyss maintains open operations. In order to accredit this presentation, it should be posted in the company's internal magazine and have at least an effectiveness of 10 attendees per event (see "Information Submitting Procedure").

Leadership Points are calculated using the same formula. Let's say that during Month 1 I made 2 presentations. I would only need to multiply 2 by the Leadership Points of the chart (4 points) and the result would be the total of my first month. The addition of the three months would be the quarter's Leadership Points' aggregate for this activity.

### ***How does the Presentation activity work?***

A "Presentation activity" is opportunity presentations where you help others join the Ardyss business, even though you are not the enroller. (Doesn't matter if they are on your team)

For example, let's say that on month one you hosted a Local opportunity meeting "Flying High" there where a total of 10 new enrollments and non where personal enroll by you. You will earn 5 Leadership points of the Local Meeting plus 2 Leadership Point of those 10 enrollments, for a total of 25 Leadership points for your first month.

In case one of those recruits is personal enroll, you will get 3 Leadership Points instead of 2.

The same happens in a home showcase or national meetings; you can get Leadership Points if you "Present" the opportunity to others. For this to count there is a section in the Ardyss Agreement Form where you need to write your name and ID number.

### **Earning the Right to Get Paid**

Once the ways of earning the right to participate in the Presidential Pool have been explained, the only condition to satisfy during Month 3 in order to earn the right to get paid from the Presidential Pool would be the accumulation of Leadership Points. The accumulated amount of Leadership points will determine whether you have earned the right to collect 0%, 5% or 10% of the total Value Points. (See the chart).

### **Pay calculations**

Pay is calculated exclusively by multiplying either 5% or 10% of the organization's Value Points' aggregate during the third month of the period. The first two months are not taken into account in this calculation.

The exception to this rule is when there are higher ranks below your organization. For example, when an Executive President Team has a Platinum distributor in one of his downlines, he wouldn't be able to collect from the Platinum distributor until he moves forward and equals the Platinum rank.

Presidential Pool bonuses are attached to Month 3 commission check and will not appear in the company's "Back Office".

### **Other**

Leadership Points are non transferrable. Only the holder of the distribution contract has the right to accredit Leadership Points.



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

## POWER START

The program that simplifies growth

Power Start is a Program specially designed for **new Distributors** who wish to start an **Ardyss Business Career**. It offers highly lucrative growth goals and money rewards not only to the Participant but also for the Enroller who assists in its development.

Program Requirements:

- a. Group Quality Points (GQP) Volume
- b. Maintaining Personal Sponsorships (minimum purchase 50 PQP)

Both requirements must be met within the established period of time in order to maximize the Program's profits, as follows:

### CHART: Power Start

GQP Volume	Months	Active Personal Enrollments	PARTICIPANT	ENROLLER	PARTICIPANT	ENROLLER
			On-time Bonus	On-time Bonus	Off-time Bonus	Off-time Bonus
800	1	4	\$50	\$50	\$25	N/A
2000	2	5	\$100	\$100	\$50	N/A
3500	3	6	\$150	\$150	\$75	N/A
5000	5	7	\$200	\$200	\$100	N/A
6500	7	8	\$250	\$250	\$125	N/A
8000	8	9	\$300	\$300	\$150	N/A
10000	10	10	\$350	\$350	\$175	N/A
14000	12	11	\$500	\$500	\$250	N/A
18000	14	12	\$700	\$700	\$350	N/A
24000	16	12	\$1,000	\$1,000	\$500	N/A
30000	18	12	\$1,500	\$1,500	\$750	N/A
40000	20	12	\$2,000	\$2,000	\$1,000	N/A
50000	22	12	\$2,500	\$2,500	\$1,250	N/A
60000	24	12	\$3,000	\$3,000	\$1,500	N/A
80000	26	12	\$3,500	\$3,500	\$1,750	N/A
100000	28	12	\$4,000	\$4,000	\$2,000	N/A
120000	30	12	\$4,500	\$4,500	\$2,250	N/A
140000	32	12	\$5,000	\$5,000	\$2,500	N/A
180000	34	12	\$6,000	\$6,000	\$3,000	N/A
220000	36	12	\$7,000	\$7,000	\$3,500	N/A
260000	38	12	\$8,000	\$8,000	\$4,000	N/A
300000	40	12	\$10,000	\$10,000	\$5,000	N/A



# COMPENSATION PLAN AUGUST 1<sup>st</sup>, 2008

## **Earn the right to participate**

In order to participate in the Program, new Distributor must purchase a Power Pack, which is a starter kit that will help him achieve his goals.

New Distributor may now purchase the Power Pack no later than 90 calendar days after he joins Ardyss.

Should he choose not to purchase the Power Pack, he won't be entitled to collect any the Program's additional Bonuses.

## **Who is the Enroller?**

The Program rewards both the Participant and the Enroller with additional Bonuses. Therefore, a Enroller is the person who has personally enrolled the Participant, regardless whether Participant is placed under his downline.

## **My first working month**

By First Working Month we mean: "The date you join Ardyss plus the entire following month". For example, if I joined the Company and purchased my Power Pack on January 5, my First Working Month starts on January 5 and ends on the last day of February.

## **Bonuses**

The Chart above shows the potential, one-time Money Bonuses you may earn just by advancing in your Group Qualifying points & in your Sponsorships. These Bonuses are additional to the set forth in the Ardyss Compensation Plan.

These Bonuses start at \$50 and go up as much as \$10K for both Distributor and the Enroller.

There are 2 two different types of Bonuses you can earn in this Program, the "On-time" Bonuses and the "Off-time" Bonuses.

What determines the difference between the "On-time" and the "Off-time" Bonuses is the amount of time it takes Distributor to achieve a particular goal (See "Maximum Amount of Time").

In addition, Bonuses may be accumulated in case Distributor exceeds the goals shown in the Chart.

For example, if a Distributor accumulates 2,000 points and maintains 5 personal enroll distributors buying a minimum of 50 PQP during his First Working Month, Distributor and Sponsor each would receive the accumulation of the \$50 Bonus corresponding to the first month plus the \$100 Bonus of the second, as shown in the Chart.

Bonuses may only be earned once per set goal during your Ardyss Business Career.

## **Maximum amount of time**

The time it takes you to escalate those goals will determine whether you qualify to earn the maximum amount of money of the "On-time" Bonuses described in the Chart.

"Maximum amount of time" starts counting from the moment you join the Company and not from the moment you purchase the Power Pack. If you don't purchase the Power Pack you would be missing the additional Bonuses.



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

If you had purchased your Power Pack within the 90-calendar day's period but for some reason you were late to collect one of the "On-time" Bonuses, you would not be in title to collect them.

In the "Months" column of the Chart we can see the "maximum amount of time" you have to meet the "Group Volume" & "Active personal enroll" requirements in order to earn an "On-time" Bonus. For example, a Distributor has up to 3 months –counted from the date he joined the Company-, to achieve the 3,500 points & 6 "Active personal enrollment" goal.

In case of meeting this goal during such "maximum amount of time", Distributor and Enroller each may collect the "On-time" Bonus, which, according to the Chart, is \$150 for each. Otherwise, only the participant would collect the corresponding "Off-time" Bonus (\$75).

Now, it is quite likely there would be cases where Distributor would advance faster than the established in the Chart. In this scenario, such Distributor earns more time to achieve his next goal ("Time banked"), in addition to collecting the accumulated Bonuses shown in the Chart.

For example, let's say a Distributor creates 3,500 points during his First Working Month. The Chart shows his next goal would be 5,000 points & 7 Active personal enrollments (minimum 50 PQP) within a "maximum amount of time" of 5 months. Therefore, Distributor would be left with 4 months as a "maximum amount of time" to achieve his next goal and collect his "On-time" Bonus.

## **Enrollments**

All Enrollments must be personal and may be placed in your downline. In order to be taken into account, they must be enrolled in one of the official Ardyss' enrolment options.

The number of required Enrollments shown in the Chart does not necessarily have to be met in the same month. What the Chart shows is the number of Enrollments that must be Active in the qualifying month.

For the purposes of this Program, an active Distributor is such Distributor who has placed a minimum purchase of 50 Personal Qualifying Points (PQP).

For example, if you are pursuing the 10,000 Group Qualifying Points (GQP) goal, you must first comply with the "10 Active Personal Enrollments" requirement in such qualifying month, regardless whether they were enrolled months ago.

## **Bonus Collection**

In order to earn the right to collect any of the Program's Bonuses or any check at all, Participant and Enroller each must comply with the Personal Qualification Points (PQP) set forth in the Ardyss Compensation Plan.

## **Notes**

In order to collect all bonuses you must comply with the 40% rule



# COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

## GLOSSARY OF TERMS

**ACTIVE:** To be considered Active, create between 150 PQP or subscribe to a product autoship for 100 PQP in the qualifying month. As you advance in rank, to be paid as a particular rank, may require an increase in Personal Qualification Points or in your autoship commitment.

**APPLICATION AND/OR AGREEMENT FORM:** This is a legal binding agreement between you and the Company, which covers your rights, duties, and responsibilities and those of the Company. This is vital and necessary information. The Policies & Procedures manual is an extension of this Agreement and should be read carefully.

**BONUS QUALIFIED:** You are Bonus Qualified when you are an Independent Advisor in good standing and have met the minimum personal sales requirements for the applicable pay period.

**COMPANY:** The Ardyss corporate or home office.

**COMPENSATION PLAN:** (Sometimes called the "Marketing Plan") The official set of definitions and performance requirements, as published in the Ardyss Independent Advisor Manual by which the Independent Advisor gets paid.

**COMPRESSION:** Unilevel and Generation Bonuses are earned by and paid to Independent Advisors that are Bonus Qualified. When an Independent Advisor fails to meet the minimum maintenance requirements for earning bonuses at his or her titled position, the Company's computer searches downline until it finds an Independent Advisor who is Bonus Qualified no matter how far downline it has to search. That qualified Independent Advisors personal volume for the Unilevel plan or group volume for the generation plan then "Compresses" to include all the volume that may have been generated by all non-qualified Independent Advisors in between to create the next level or generation respectively, until it has satisfied its payout requirements with qualified Independent Advisor levels or Generations. The term "Compression" is used to describe the temporary condition that occurs when an Independent Advisor fails to meet the maintenance requirements for a particular pay period and the term. Compression does not apply to Enroller Check Match Bonuses. *(See also "Rollup")*

**DIRECT:** Refers to an Independent Advisor that you have personally and directly enrolled. *(See "Leg")*

**DOWNLINE:** Those people directly sponsored by an Independent Advisor, plus all the people whose line of sponsorship resulted from and came through that Independent Advisor. Your Downline consists of all Independent Advisors on your Level 1, Level 2, Level 3, etc, through unlimited depth. *(See "Level")*

**ENROLL:** To sign and submit an Independent Advisor Application and Agreement form to Ardyss for the purpose of becoming an Independent Advisor for the Company.

**ENROLLER:** The Ardyss Independent Advisor of any rank, who introduces the business opportunity to potential new Independent Advisors and helps them enroll as an Independent Advisor.

**FRONT LINE:** Refers to all Independent Advisors that are personally sponsored and/or enrolled (Level 1) by a particular Independent Advisor or by the Company. *(See also "Direct")*

**GROUP QUALIFICATION POINTS (GQP):** GQP represents all the PQP created by the entire group in the downline of an Advisor or higher rank person for the purpose of determining qualifications for promotion and maintenance qualifications for receiving various bonuses.



## COMPENSATION PLAN AUGUST 1<sup>st</sup>, 2008

**I.D. #:** The identification number used by the Company to identify each Independent Advisor for Compensation Plan purposes.

**INDEPENDENT ADVISOR:** The generic name for an independent contractor who has signed an Independent Advisor Application and Agreement form with the Company, and whose Independent Advisor Application and Agreement has been accepted by the Company. Upon acceptance of such Agreement, an Independent Advisor is eligible to purchase the Company's products at wholesale prices for resale and can enroll and place other people into their Downline retail Sales Team. An Independent Advisor is eligible to earn Commissions and Bonuses in accordance with the terms and provisions of the Compensation Plan.

**STARTER MEMBERSHIP KIT:** Tools, forms, tapes, brochures, manuals and application forms, relative to the Ardyss business opportunity, needed to begin your new business.

**INDIRECT:** All Independent Advisors in your Downline that are not directly enrolled by you. (See also "Downline").

**LEG:** Each Independent Advisor on your first level is part of your total Downline and is a separate "Leg." You and your entire Sales Team (Downline) are one "Leg" to your sponsor.

**LEVEL:** The people you personally enroll and/or sponsor are your first level. The ones they enroll and/or sponsor are your second level. The ones your second level sponsors are your third level, etc.

**MAINTENANCE:** The standard of performance involving an Independent Advisor that is required for that Independent Advisor to continue being "Paid As" a particular rank after meeting the initial qualification requirements for that rank.

**MARKETING PLAN:** In Network Marketing this is also known as the Compensation Plan. It is usually depicted in a graphic manner in a promotional brochure and in detail in the Company's manual.

**MULTI-LEVEL MARKETING (MLM):** Another name for network marketing. (See "Network Marketing")

**NETWORK MARKETING:** A non-storefront type of selling where a manufacturer or its Independent Advisors (a network marketing company), sells directly to the consumer through a "network" of independent contractors, rather than through conventional outlets. Independent Advisors multiply themselves directly and indirectly by sponsoring other Independent Advisors and are paid accordingly on multiple levels.

**OPPORTUNITY MEETING:** A periodic meeting, or gathering of Network Marketing Independent Advisors for the purpose of introducing and explaining the business opportunities to prospects.

**PAID AS:** Independent Advisors that have earned the various title designations according to their sponsoring and sales performance will retain those titles indefinitely even if they do not meet the specified bonus qualifications in a pay period. However, they will be PAID AS the level at which they meet bonus qualifications for the pay period.

**PERSONAL QUALIFICATION POINTS (PQP):** Every Ardyss product that is purchased carries an assigned "Qualification Points" (QP) that is generally equivalent to the Independent Advisor (IA) wholesale price applicable to each product. This QP is used to determine qualifications required for promotion to higher ranks. The accumulated QP of all products purchased by you



## COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

and your retail customers during a given pay period are combined to determine your “Personal Qualification Points” (PQP) for that pay period. This PQP is used to calculate bonuses in the Compensation Plan.

**PERSONAL GROUP:** For purposes of this Compensation Plan, a Personal Group consists of an Independent Advisor at the top of a Sales Team, and every Independent Advisor below that person in that Team, through each and every Leg.

**POLICIES & PROCEDURES:** The governing rules of Ardyss that define the relationship between the Company and its Independent Advisors, as well as between Independent Advisors and other Independent Advisors. The Policies & Procedures are specifically incorporated into and made a part of the Independent Advisors Agreement, which each Independent Advisor must sign in order to enroll.

**PROSPECT:** A person to whom you want to offer the Ardyss business opportunity.

**QUALIFIED:** An Active Independent Advisor that is qualified to be “Paid As” a particular rank is considered Qualified at that rank. (See “Paid As”)

**RANK:** A new title is claimed at each level with increased percentages of bonus participation. You will always carry the title of the highest rank you reach, but are paid at the rank for which you qualify each month.

**RECRUITING:** Inviting others to join your Team to share the same opportunity.

**RENEWAL:** Independent Advisors must renew their Independent Advisor Agreement each year no later than the anniversary date of their joining the Company. If an Independent Advisor does not renew their relationship with Ardyss, they will be dropped from the computer files and any sponsored or enrolled Independent Advisors will be moved up to the next active Independent Advisor. If they wish to rejoin Ardyss at a later date, they may not reclaim their previous rank or Downline, but must join at the beginning entry level in the program. (See “Roll-up”)

**RETAIL:** Sales of the Ardyss products to the end users of those products. Retail sales are the foundation of your Ardyss business, and the ultimate purpose of all other activities within the business, including enrolling, sponsoring, training, etc.

**RETAIL COMMISSION:** Regardless of your rank, you have the opportunity to purchase and sell products and services and receive a retail commission on all of the Ardyss products.

**40% RULE:** In order to maintain certain ranks, no more than 40% of the required Total Group Qualification Points can come from any one leg of your organization.

**ROLL-UP:** The permanent form of Compression. When an Independent Advisor terminates his Independent Advisor Agreement or does not exercise his yearly renewal, his entire Downline rolls upline to his sponsor or the next qualified person and his name is deleted from the Company records. (See “Compression”).

**SALES TEAM AND OR SALES ORGANIZATION:** Your Sales Team consists of you and the people that you directly enroll as Independent Advisors, and the people that they enroll as Independent Advisors, and so on, and so on, and so on. There is no limit to how wide or deep that your Sales Team can grow. (See “Downline” and “Leg”)

**PLACEMENT SPONSOR:** An Independent Advisor of any rank who is immediately upline in an Organization from a new or existing Independent Advisor, and is generally responsible for the day-to-day coaching, encouragement and assistance of the



## COMPENSATION PLAN

AUGUST 1<sup>st</sup>, 2008

Independent Advisors immediately below them. The Ardyss computer recognizes a “placement relationship” based on the placement position between these two Independent Advisors and maintains it accordingly.

**SUGGESTED RETAIL PRICE:** The retail price as suggested by the Company. An Independent Advisor may sell the product or service for whatever price he or she chooses.

**UNILEVEL:** The part of the Compensation Plan that is based on fixed Sponsorship genealogical relationships, i.e. Override Bonuses.

**UNLIMITED DEPTH:** As used in this Compensation Plan, the term “unlimited depth” describes any number of levels in depth that is not blocked by another Independent Advisor of equal or higher rank.

**UPLINE:** The term “upline” refers to that portion of either your Enroller or Sponsor genealogy that precedes you. Your upline consists of the Independent Marketing Consultant who is your Enroller and/or Sponsor, and his Enroller and/or Sponsor, and his Enroller and/or Sponsor, etc.

**VALUE POINTS (VP):** Every Ardyss product that is purchased carries an assigned “Value Points” (VP) that is generally a little lower to the IA wholesale price applicable to each product. This VP is used to calculate various forms of compensation in the Ardyss Compensation Plan.