

# SuccessPlan | U.S.

as of January 2018



# Overview

The Arbonne compensation plan, which we call the SuccessPlan, offers the opportunity to earn an income your way. The time, effort and activity you devote to your Arbonne business will determine your income and success. Whether you want to focus on personal sales or also expand your sales by building a team to leverage your time and effort, there are benefits for you. The more you help others on your team grow their sales volume, the more you will be rewarded as you promote to management levels in our SuccessPlan.

### How You Earn an Income

### Arbonne Independent Consultants earn in 4 ways through our SuccessPlan:

- Client Commissions are the profits paid to you on personal product sales to Clients (35% of Suggested Retail Price, or SRP) and Preferred Clients (15% of SRP)
- Overrides are commissions paid to you on the product sales volume of your team
- Mercedes-Benz Cash Bonus is available to Vice Presidents based on their team's product sales volume
- Cash Bonuses are available at each level based on personal and/or team product sales

In addition to these earnings opportunities in the SuccessPlan, Arbonne may offer incentives and reward and recognition programs for its Arbonne Independent Consultants. Refer to the information in your Arbonne My Office website for applicable offers.

### **KEY CONCEPTS FOR UNDERSTANDING COMPENSATION BENEFITS**

All Arbonne products have a Suggested Retail Price (SRP), Retail Volume (RV), and Qualifying Volume (QV). These help you understand your income and benefits:

- **SRP** This is used to calculate product discounts and Client and Preferred Client Commissions paid for product sales.
- **RV** This is used to calculate Override Volume (OV).
- **OV** This is used to calculate the overrides paid for product sales. OV is 65% of RV.
- **QV** This is used to calculate volume from product sales to qualify for promotions and maintenance of the ranks in the SuccessPlan, as well as incentives and other rewards. It is the universal point system that we standardize across each country.

Please note that Starter Kits, Business Aids, business fees (i.e., registration and renewal fees), sample packs, and product specials do not have RV or QV. Therefore, items without RV or QV do not generate commissions and overrides and do not count toward rank qualification or maintenance. Discounted or value priced product sets or other product specials may have reduced RV and QV and reduced Client and Preferred Client commissions.

Qualified Status: At all levels of the SuccessPlan, you need to achieve "Qualified Status" by accumulating 150 Personal Qualifying Volume (PQV) each month to receive overrides, bonuses and other incentives and to qualify for a promotion to and maintain the team management levels at Arbonne, which are District Manager and above.

**Personal Qualifying Volume (PQV):** PQV equals the QV from products sales through your Arbonne account and the product sales to your personally registered Clients and Preferred Clients.

THESE POLICIES CONTAIN STATEMENTS REGARDING THE ARBONNE COMPENSATION PLAN. THERE ARE NO GUARANTEES REGARDING INCOME, AND THE SUCCESS OR FAILURE OF EACH ARBONNE INDEPENDENT CONSULTANT, LIKE ANY OTHER INDEPENDENT BUSINESS, DEPENDS UPON EACH ARBONNE INDEPENDENT CONSULTANT'S OWN SKILLS AND PERSONAL EFFORT. YOU SHOULD NOT RELY ON THE RESULTS OF OTHER ARBONNE INDEPENDENT CONSULTANTS AS AN INDICATION OF WHAT YOU SHOULD EXPECT TO EARN. ACTUAL FINANCIAL RESULTS OF ALL ARBONNE INDEPENDENT CONSULTANTS FOR THE PRECEDING YEAR ARE CONTAINED IN ARBONNE'S INDEPENDENT CONSULTANT COMPENSATION SUMMARY (ICCS). YOU MAY VIEW THE INDEPENDENT CONSULTANT COMPENSATION SUMMARY ON ARBONNE'S OFFICIAL WEBSITE AT ICCS.ARBONNE.COM.

# Consultant - First Step Toward Success

Each Arbonne Independent Consultant starts at our first rank in the SuccessPlan as an Independent Consultant (IC). Most of your earnings at this rank will come from your personal sales to Clients and Preferred Clients (PC). You have the ability to increase your potential earnings when you also personally sponsor other Arbonne Independent Consultants who sell Arbonne products. There is no limit to how many Clients and Preferred Clients you can register or how many Arbonne Independent Consultants you can sponsor.

### **EARNINGS**

- 35% discount on the SRP of Arbonne products
- 35% Client Commission
- 15% Preferred Client Commission
- 6% override on the Override Volume (OV) from the sales of your **personally sponsored** Independent Consultants when you accumulate 500 PQV in the same month
- \$100 Independent Consultant Cash Bonus when you personally sponsor a minimum of two new Independent Consultants and/or Preferred Clients, who each accumulate at least 150 PQV in their Start Month, and in the same month, you accumulate 150 PQV and 2,500 SuccessLine Qualifying Volume (SLQV)

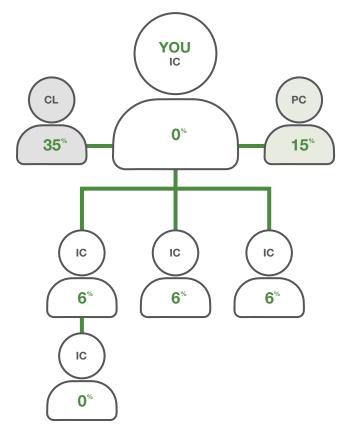
#### **EARNINGS AT A GLANCE**

Client Commission	35%
PC Commission	15%
Consultant Override	6%

CL = Client

PC = Preferred Client

IC = Independent Consultant



### **KEY CONCEPTS**

SuccessLine Qualifying Volume (SLQV): Your PQV plus the PQV from all the Arbonne Independent Consultants who have been sponsored below you, no matter how deep, unless they have promoted to a higher rank in the SuccessPlan. Then those promoted Arbonne Independent Consultants and anyone sponsored below are excluded from your SLQV.

Personal Qualifying Volume (PQV): PQV equals the QV from products sales through your Arbonne account and the product sales to your personally registered Clients and Preferred Clients.

Frontline and Width: There is no limit to the amount of people you can personally sponsor as an Independent Consultant or register as a Preferred Client or Client. Independent Consultants you personally sponsor are your frontline and create width in your business, which maximizes your override opportunities.

Now that you're earning as a Consultant, it's time to focus on promoting to the next level, **District Manager.** 

# Stepping Up to District Manager

# **Promote to District Manager**

You can promote to District Manager by meeting the volume requirements over a one-, two- or three-month period. Choose your pace and enjoy the journey. Each qualification journey also has an Advanced Track to Area Manager option.

**One Month** — Qualify in one month period when you achieve:

- 1.000 PQV and
- 6,000 SLQV

**Two Months** — Qualify over a consecutive two-month period when you accumulate over the two months:

- 1,000 PQV and
- 6.000 SLQV
- Month 1: 1,000 PQV or 2,500 SLQV to start the qualification period
- Month 2: 2,500 SLQV in your last month
- Each Month: 150 PQV

Three Months — Qualify over a consecutive three-month period when you accumulate over all three months:

- 1,000 PQV and
- 7,500 SLQV
- Month 1: 1,000 PQV or 2,500 SLQV to start the qualification period
- Month 3: 2,500 SLQV in your last month
- Each Month: 150 PQV

#### **PICK-UP CREDIT**

If you have personally sponsored and helped any Arbonne Independent Consultants who are already paid-as District Managers or above, then you can apply a 650 QV pick-up credit to count toward your SLQV requirement each applicable month during your qualification period. Maximum one 650 credit, regardless of how many you have promoted.

### **EXAMPLES**

	PQV	SLQV	ONE-MONTH EXAMPLE
Month 1:	1,000	6,000*	Met 1,000 PQV and 6,000 SLQV to complete in 1 month

<sup>\*</sup>If applicable, you may apply a 650 QV pick-up credit

	PQV	SLQV	TWO-MONTH EXAMPLE
Month 1:	150	2,500*	Met 150 PQV and 2,500 SLQV to enter qualification
Month 2:	850	3,500*	Met 150 PQV and 2,500 SLQV in the last month
Total:	1,000	6,000	Met 1,000 PQV and 6,000 SLQV over 2 months to complete

<sup>\*</sup>If applicable, you may apply a 650 QV pick-up credit

	PQV	SLQV	THREE-MONTH EXAMPLE
Month 1:	150	2,500*	Met 150 PQV and 2,500 SLQV to enter qualification
Month 2:	350	1,500*	Met 150 PQV
Month 3:	500	3,500*	Met 150 PQV and 2,500 SLQV in the last month
Total:	1,000	7,500	Met 1,000 PQV and 7,500 SLQV over 3 months to complete

<sup>\*</sup>If applicable, you may apply a 650 QV pick-up credit.

### ADVANCED TRACK QUALIFICATION

If you complete one of the qualification options above and in the last month of your qualification you have a minimum of 10,000 SLQV, you will also complete your first qualification month toward Area Manager. The pick-up credit for Area Manager qualifications cannot be applied to the 10,000 SLQV for this Advanced Track option.

# Now You're a District Manager

As a District Manager, you're ramping up your business with personal sales and building a team of Arbonne Independent Consultants. Your team is your "Central District." This includes your own personal sales because you are part of your team. When you help others promote to District Manager, they will move out of your Central District team to form their own Central District teams, which become "1st Generation Districts" to you. You are now an Executive District Manager and will earn income on the product sales of not only your Central District but also your 1st Generation Districts, as well as any Districts they promote up to three Generations deep when you maximize the SuccessPlan.

### **EARNINGS**

- 35% discount on the SRP of Arbonne products
- 35% Client Commission
- 15% Preferred Client Commission
- 8% Override on your Central District OV
- 8% Override on all your 1st Generation Districts' OV
- 2% Override on all your 2nd Generation Districts' OV, when you have two or more 1st Generation District Managers
- 1% Override on all your 3rd Generation Districts' OV, when you have three or more 1st Generation District Managers
- \$200 District Manager Cash Bonus with Central District sales of 5,000 QV and minimum 5 new Independent Consultants and/or Preferred Clients in your Central District who accumulate at least 150 PQV each in their Start Month



Arbonne Independent Consultants

Francis Haugen Regional Vice President **Pevton Mott** National Vice President

Stuart Armfield Executive National Vice President

**Evelyn Bennett** National Vice President Lee Griffin Regional Vice President

Client Commission	35%
PC Commission	15%
Overrides	District
Central	8%
1st Generation	8%
2nd Generation	2%
3rd Generation	1%



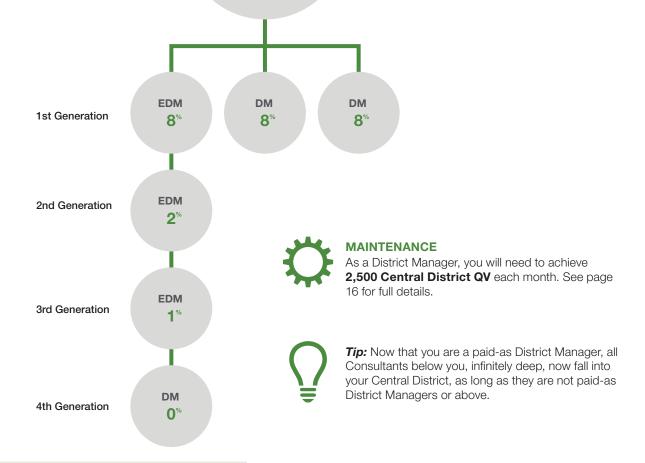
DM = District Manager

EDM = Executive District Manager

### **Central District:**



Your Central District comprises you (including volume from your PCs and Clients), your personally sponsored Independent Consultants, and all other Independent Consultants sponsored by them and so on that have not yet reached the level of District.



#### **KEY CONCEPTS**

**Pick-Up Credit:** This is a volume credit you receive, for purposes of calculating qualification for titles only and not compensation, when your 1st Generation Manager/ VP promotes to a higher rank in the SuccessPlan than you. You can apply a maximum of one pick-up credit, regardless of how many you have promoted, to count toward your QV requirement each applicable month during your qualification period.

**Executive:** When you promote a Consultant from your Central District to your 1st Generation District, you become an Executive District Manager.

Now you're ready to grow your team sales even more and step up to the next rank in the SuccessPlan, Area Manager.

# Stepping Up to Area Manager

# **Promote to Area Manager**

You can promote to Area Manager by meeting the volume requirements over a two- or three-month period. Again, your pace is up to you. Each qualification journey also has an Advanced Track to Regional Vice President option.

**Two Months** — Qualify over a consecutive two-month period

- Accumulate a total of 24.000 QV over both months
- Month 1: 10,000 QV to start the qualification period
- Month 2: 10,000 QV in your last month
- Each Month:
  - 150 PQV
  - 2.500 Central District QV

**Three Months** — Qualify over a consecutive three-month period

- Accumulate a total of 30,000 QV over all three months
- Month 1: 10,000 QV to start the qualification period
- Month 2: 2,500 QV
- Month 3: 10,000 QV in your last month
- Each Month:
  - 150 PQV
  - 2,500 Central District QV

### **QUALIFYING AS AN EXECUTIVE DISTRICT MANAGER**

After you have achieved 2,500 QV in your own Central District, then you may count a maximum of 10,000 QV from each 1st Generation paid-as District Manager's entire SuccessLine, excluding volume from 1st Generation Districts' promoted-out Area Managers or above, to help you reach your total QV goal during the qualification period.

Pick-Up Credit: If you have any 1st Generation District Managers who are already paid-as Area Managers or above, then you can apply a 2,500 QV pick-up credit to count toward your QV requirement each month. Maximum one 2,500 credit, regardless of how many you have promoted. The pick-up credit of 2,500 QV will only be available for you to use after you've already reached 2,500 Central District QV without applying the credit. If your 1st Generation District Manager promotes to Area Manager during your qualification period, the 2,500 QV pick-up credit will be included in the maximum 10,000 QV that you may count over the qualification period for your total QV.

### **EXAMPLES**

	PQV	Central District QV	District SLQV	TWO-MONTH EXAMPLE	
Month 1:	150	10,000*	10,000	Met 150 PQV, 2,500 Central District QV and 10,000 QV to enter qualification	
Month 2:	150	14,000*	14,000	Met 150 PQV, 2,500 Central District QV and 10,000 QV in the last month	
Total:		24,000	24,000	Met 24,000 QV over 2 months to complete	

<sup>\*</sup>If applicable and after you've reached 2,500 Central District QV, you may apply up to 10,000 QV from each of your 1st Generation DMs, over the qualification period, and/or apply a 2,500 QV pick-up credit QV each month

	PQV	Central District QV	District SLQV	THREE-MONTH EXAMPLE
Month 1:	150	10,000*	10,000	Met 150 PQV, 2,500 Central District QV and 10,000 QV to enter qualification
Month 2:	150	9,000*	9,000	Met 150 PQV and 2,500 Central District QV
Month 3:	150	11,000*	11,000	Met 150 PQV, 2,500 Central District QV and 10,000 QV in the last month
Total:		30,000	30,000	Met 30,000 QV over 3 months to complete

<sup>\*</sup>If applicable and after you've reached 2,500 Central District QV, you may apply up to 10,000 QV from each of your 1st Generation DMs, over the qualification period, and/or apply a 2,500 QV pick-up credit QV each month

	PQV	Central District QV	District SLQV	TWO-MONTH EXAMPLE WITH 1ST GENERATION DM	
Month 1:	150	6,500*	10,000	Met 150 PQV, 2,500 Central District QV and 10,000 QV, which includes 1st Gen DM's QV, to enter qualification	
1st Gen DM:		3,500		Counted 3,500 from the maximum 10,000 from their 1st Gen DM (6,500 QV remaining to use)	
Month 2:	150	7,500*	14,000	Met 150 PQV, 2,500 Central District QV and 10,000 QV, which includes 1st Gen DM's QV, in the last month	
1st Gen DM:		6,500		Counted the remainder of 6,500 from the maximum 10,000 from their 1st Gen DM	
Total:		24,000	24,000	Met 24,000 QV over 2 months to complete	

<sup>\*</sup>If applicable and after you've reached 2,500 Central District QV, you may apply up to 10,000 QV from each of your 1st Generation DMs, over the qualification period, and/or apply a 2,500 QV pick-up credit QV each month.

	PQV	Central District QV	District SLQV	THREE-MONTH EXAMPLE WITH 1ST GENERATION DM	
Month 1:	150	8,500*	11,000	Met 150 PQV, 2,500 Central District QV and 10,000 QV, which includes 1st Gen DM's QV, to enter qualification	
1st Gen DM:		2,500		Counted 2,500 from the maximum 10,000 from their 1st Gen DM (7,500 QV remaining to use)	
Month 2:	150	3,500*	7,000	Met 150 PQV and 2,500 Central District QV	
1st Gen DM:		3,500		Counted 3,500 from the maximum 10,000 from their 1st Gen DM (4,000 QV remaining to use)	
Month 3:	150	8,000*	12,000	Met 150 PQV, 2,500 Central District QV and 10,000 QV, which includes 1st Gen DM's QV, in the last month	
1st Gen DM:		4,000		Counted the remainder of 4,000 from the maximum 10,000 from their 1st Gen DM	
Total:		30,000	30,000	Met 30,000 QV over 3 months to complete	

<sup>\*</sup>If applicable and after you've reached 2,500 Central District QV, you may apply up to 10,000 QV from each of your 1st Generation DMs, over the qualification period, and/or apply a 2,500 QV pick-up credit QV each month.

#### ADVANCED TRACK QUALIFICATION

If you complete one of the qualifications above and in the last month of your qualification you have a minimum of 40,000 SLQV, you will also complete your first qualification month toward Regional Vice President. The pick-up credit for Region qualifications cannot be applied to the 40,000 SLQV for this Advanced Track option.

# Now You're an Area Manager

As an Area Manager, you're truly managing and guiding your growing team, which now also includes your "Central Area." Your Central Area includes your Districts and anyone in your SuccessLine that has not yet promoted to Area Manager or above. Anyone you promote to Area Manager will move out of your Central Area team to form their own Central Area teams, which become "1st Generation Areas" to you. You are now an **Executive Area Manager** and will earn income on the product sales of not only your Central Area, but also your 1st Generation Areas, and any Areas they promote up to three Generations deep when you maximize the SuccessPlan. This is in addition to the Client and Preferred Client Commissions and District Overrides you are already earning.

### **EARNINGS**

All District Manager benefits and earnings, **PLUS**:

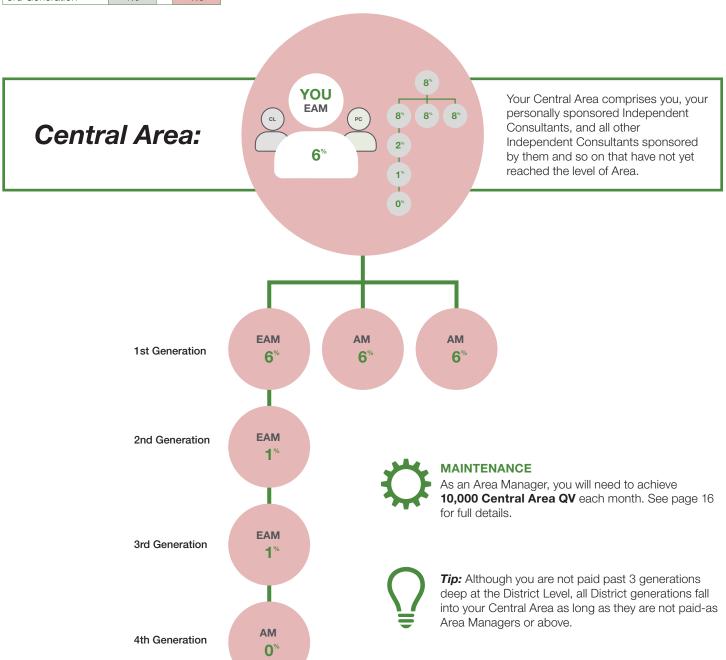
- 6% Override on your Central Area OV
- 6% Override on all your 1st Generation Areas' OV
- 1% Override on all your 2nd Generation Areas' OV, when you have two or more 1st Generation Area Managers
- 1% Override on all your 3rd Generation Areas' OV, when you have three or more 1st Generation Area Managers
- \$400 Area Manager Cash Bonus with Central Area sales of 20,000 QV and minimum 10 new Independent Consultants and/or Preferred Clients in your Central Area who accumulate at least 150 PQV each in their Start Month. You will receive the greater of the District Manager or Area Manager Cash Bonus if you qualify for both.

Client Commission	35%	
PC Commission	15%	
Overrides	District	Area
Central	8%	6%
1st Generation	8%	6%
2nd Generation	2%	1%
3rd Generation	1%	1%



AM = Area Manager

EAM = Executive Area Manager



### **KEY CONCEPTS**

**Executive:** When you promote a District Manager from your Central Area to your 1st Generation Area, you become an Executive Area Manager.

Now that you've learned how to manage a team, now it's time to step up to a leadership position at Regional Vice President.

# Stepping Up to Regional Vice President

# **Promote to Regional Vice President**

You can promote to Regional Vice President by meeting the volume requirements over a **two-** or **three-month period**. Each qualification journey also has an Advanced Track to National Vice President option.

**Two Months** — Qualify in two consecutive months

- Accumulate a total of 96.000 QV over both months
- Each Month:
  - 150 PQV
  - 40,000 QV

**Three Months** — Qualify in three consecutive months

- Accumulate a total of 120,000 QV over all three months
- Month 1: 40,000 QV to start the qualification period
- Month 3: 40,000 QV in your last month
- Each Month: 150 PQV

### **QUALIFYING AS AN EXECUTIVE AREA MANAGER**

You may count a maximum of 40,000 QV from each 1st Generation paid-as Area Manager's entire SuccessLine, excluding volume from 1st Generation Areas' promoted-out Regional Vice Presidents, to help you reach your total QV goal during the qualification period.

**Pick-Up Credit:** If you have any 1st Generation Areas who are already paid-as Regional Vice Presidents or above, then you can apply a 10,000 QV pick-up credit to count toward your QV requirement each month. Maximum one 10,000 credit, regardless of how many you have promoted. If your 1st Generation Area Manager promotes to Regional Vice President during your qualification period, the 10,000 QV pick-up credit will be included in the maximum 40,000 QV that you may count over the qualification period for your total QV.

### **EXAMPLES**

	PQV	Central Area QV	Area SLQV	TWO-MONTH EXAMPLE
Month 1:	150	40,000*	40,000	Met 150 PQV and 40,000 QV to enter qualification
Month 2:	150	56,000*	56,000	Met 150 PQV and 40,000 QV in the last month
Total:		96,000	96,000	Met 96,000 QV over 2 months to complete

<sup>&</sup>quot;If applicable, you may apply up to 40,000 QV from your 1st Generation AMs over the qualification period and/or apply a 10,000 QV pick-up credit each month.

	PQV	Central Area QV	Area SLQV	THREE-MONTH EXAMPLE
Month 1:	150	40,000*	40,000	Met 150 PQV and 40,000 QV to enter qualification
Month 2:	150	35,000*	35,000	Met 150 PQV
Month 3:	150	45,000*	45,000	Met 150 PQV and 40,000 QV in the last month
Total:		120,000	120,000	Met 120,000 QV over 3 months to complete

<sup>\*</sup>If applicable, you may apply up to 40,000 QV from your 1st Generation AMs over the qualification period and/or apply a 10,000 QV pick-up credit each month.

	PQV	Central Area QV	Area SLQV	TWO-MONTH EXAMPLE WITH 1ST GENERATION AM
Month 1:	150	20,000*	40,000	Met 150 PQV and 40,000 QV, which includes 1st Gen AM's QV, to enter qualification
1st Gen AM:		20,000		Counted 20,000 from the maximum 40,000 from their 1st Gen AM (20,000 QV remaining to use)
Month 2:	150	36,000*	56,000	Met 150 PQV and 40,000 QV, which includes 1st Gen AM's QV, in the last month
1st Gen AM:		20,000		Counted the remainder of 20,000 from the maximum 40,000 from their 1st Gen AM
Total:		96,000	96,000	Met 96,000 QV over 2 months to complete

<sup>\*</sup>If applicable, you may apply up to 40,000 QV from your 1st Generation AMs over the qualification period and/or apply a 10,000 QV pick-up credit each month.

	PQV	Central Area QV	Area SLQV	THREE-MONTH EXAMPLE WITH 1ST GENERATION AM
Month 1:	150	20,000*	40,000	Met 150 PQV and 40,000 QV, which includes 1st Gen AM's QV, to enter qualification
1st Gen AM:		20,000		Counted 20,000 from the maximum 40,000 from their 1st Gen AM (20,000 QV remaining to use)
Month 2:	150	20,000*	30,000	Met 150 PQV
1st Gen AM:		10,000		Counted 10,000 from the maximum 40,000 from their 1st Gen AM (10,000 QV remaining to use)
Month 3:	150	40,000*	50,000	Met 150 PQV and 40,000 QV, which includes 1st Gen AM's QV, in the last month
1st Gen AM:		10,000		Counted the remainder of 10,000 from the maximum 40,000 from their 1st Gen AM
Total:		120,000	120,000	Met 120,000 QV over 3 months to complete

<sup>\*</sup>If applicable, you may apply up to 40,000 QV from your 1st Generation AMs over the qualification period and/or apply a 10,000 QV pick-up credit each month.

### ADVANCED TRACK QUALIFICATION

If you complete one of the qualifications above and in the last month of your qualification you have a minimum of 160,000 SLQV, you will also complete your first qualification month for National Vice President. The pick-up credit for Nation qualifications cannot be applied to the 160,000 SLQV for this Advanced Track option.

# Now You're a Regional Vice President

As a Regional Vice President, you have stepped up to a leadership role. Your team now also includes your "Central Region." Your Central Region includes your Areas and anyone in your SuccessLine that has not yet promoted to Regional Vice President and above. Anyone you also promote to Regional Vice President will move out of your Central Region team to form their own Central Region teams, which become "1st Generation Regions" to you. You are now an Executive Regional Vice President and will earn income on the product sales of your Central Region, your 1st Generation Regions, and any Regions they promote up to three Generations deep when you maximize the SuccessPlan. This is in addition to the Client and Preferred Client Commissions, District Overrides, and Area Overrides you are already earning.

### **EARNINGS**

District Manager and Area Manager benefits and earnings, **PLUS**:

- 3% Override on your Central Region OV
- 3% Override on all your 1st Generation Regions' OV
- 2% Override on all your 2nd Generation Regions' OV, when you have two or more 1st Generation Regional Vice Presidents
- 2% Override on all your 3rd Generation Regions' OV, when you have three or more 1st Generation Regional Vice Presidents
- \$600 Vice President Cash Bonus with Central Region sales of 60,000 QV and minimum 30 new Independent Consultants and/or Preferred Clients in your Central Region who accumulate at least 150 PQV each in their Start Month. You will receive the greater of the District Manager, Area Manager, or Vice President Cash Bonus when you qualify for more than one.
- The Mercedes-Benz Cash Bonus Program is available to all paid-as RVPs when the RVP provides documentation that he or she has purchased or leased a white Mercedes-Benz automobile, has affixed the Arbonne car emblem to the automobile, and each month meets the following Central Region QV requirements.

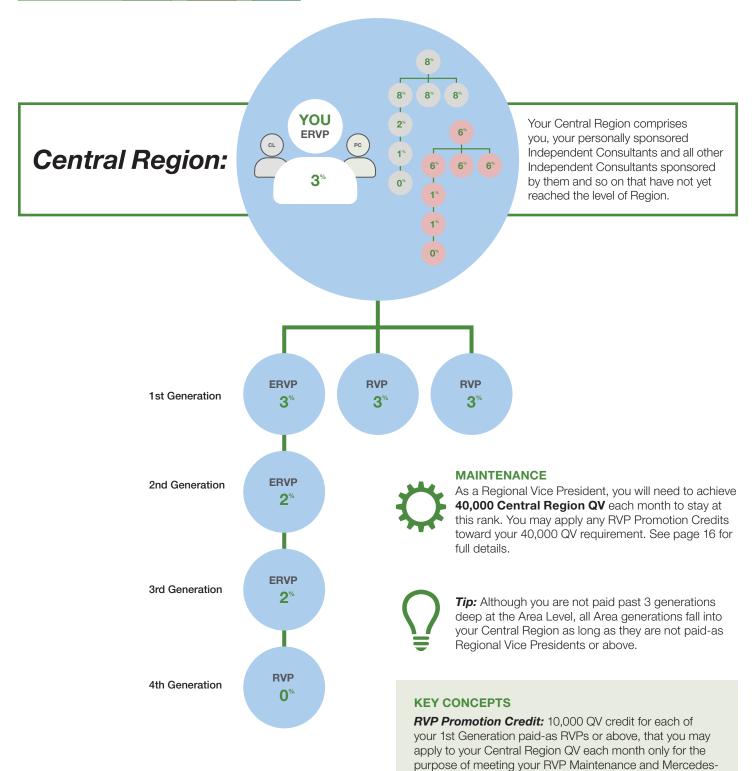
Central Region QV + RVP promotion credits	=	RVP Mercedes- Benz Cash Bonus
40,000	=	\$800
35,000	=	\$600
30,000	=	\$400
25,000	=	\$200

Client Commission	35%		
PC Commission	15%		
Overrides	District	Area	Region
Central	8%	6%	3%
1st Generation	8%	6%	3%
2nd Generation	2%	1%	2%
3rd Generation	1%	1%	2%



RVP = Regional Vice President

ERVP = Executive Regional Vice President



Benz Car Bonus Program volume requirements. You are

not paid compensation on these credits.

# Stepping Up to National Vice President

### **Promote to National Vice President**

You can promote to National Vice President by meeting the volume requirements over a two- or three-month period.

**Two Months** — Qualify in two consecutive months

- Accumulate a total of 384,000 QV over both months
- Each Month:
  - 150 PQV
  - 160,000 QV

**Three Months** — Qualify in three consecutive months

- Accumulate a total of 480.000 QV over all three months
- Month 1: 160,000 on QV to start the qualification period
- Month 3: 160,000 QV in your last month
- Each Month: 150 PQV

### **QUALIFYING AS AN EXECUTIVE REGIONAL VICE PRESIDENT**

You may count a maximum of 160,000 QV from each 1st Generation paid-as Regional Vice President's entire SuccessLine, excluding volume from 1st Generation Regions' promoted-out National Vice Presidents, to help you reach your total QV goal during the qualification period.

Pick-Up Credit: If you have any 1st Generation Regions who are already paid-as National Vice Presidents, then you can apply a 40,000 QV pick-up credit to count toward your QV requirement each month. Maximum one 40,000 credit, regardless of how many you have promoted. If your 1st Generation Regional Vice President promotes to National Vice President during your qualification period, the 40,000 QV pick-up credit will be included in the maximum 160,000 QV that you may count over the qualification period for your total QV.

### **EXAMPLES**

	PQV	Central Region QV	Region SLQV	TWO-MONTH EXAMPLE
Month 1:	150	160,000*	160,000	Met 150 PQV and 160,000 QV to enter qualification
Month 2:	150	224,000*	224,000	Met 150 PQV and 160,000 QV in the last month
Total:		384,000	384,000	Met 384,000 QV over 2 months to complete

<sup>\*</sup>If applicable, you may apply up to 160,000 QV from your 1st Generation RVPs over the qualification period and/or apply a 40,000 QV pick-up credit each month.

	PQV	Central Region QV	Region SLQV	THREE-MONTH EXAMPLE
Month 1:	150	160,000*	160,000	Met 150 PQV and 160,000 QV to enter qualification
Month 2:	150	145,000*	145,000	Met 150 PQV
Month 3:	150	175,000*	175,000	Met 150 PQV and 160,000 QV in the last month
Total:		480,000	480,000	Met 480,000 QV over 3 months to complete

<sup>\*</sup>If applicable, you may apply up to 160,000 QV from your 1st Generation RVPs over the qualification period and/or apply a 40,000 QV pick-up credit each month.

	PQV	Central Region QV	Region SLQV	TWO-MONTH EXAMPLE WITH 1ST GENERATION RVP
Month 1:	150	115,000*	160,000	Met 150 PQV and 160,000 QV, which includes 1st Gen RVP's QV, to enter qualification
1st Gen RVP:		45,000		Counted 45,000 from the maximum 160,000 from their 1st Gen RVP (115,000 QV remaining to use)
Month 2:	150	109,000*	224,000	Met 150 PQV and 160,000 QV, which includes 1st Gen RVP's QV, in the last month
1st Gen RVP:		115,000		Counted the remainder of 115,000 from the maximum 160,000 from their 1st Gen RVP
Total:		384,000	384,000	Met 384,000 QV over 2 months to complete

<sup>\*</sup>If applicable, you may apply up to 160,000 QV from your 1st Generation RVPs over the qualification period and/or apply a 40,000 QV pick-up credit each month.

	PQV	Central Region QV	Region SLQV	THREE-MONTH EXAMPLE WITH 1ST GENERATION RVP
Month 1:	150	115,000*	160,000	Met 150 PQV and 160,000 QV, which includes 1st Gen RVP's QV, to enter qualification
1st Gen RVP:		45,000		Counted 45,000 from the maximum 160,000 from their 1st Gen RVP (115,000 QV remaining to use)
Month 2:	150	100,000	140,000	Met 150 PQV
1st Gen RVP:		40,000		Counted 40,000 from the maximum 160,000 from their 1st Gen RVP (75,000 QV remaining to use)
Month 3:	150	105,000*	180,000	Met 150 PQV and 160,000 QV, which includes 1st Gen RVP's QV, in the last month
1st Gen RVP:		75,000		Counted the remainder of 75,000 from the maximum 160,000 from their 1st Gen RVP
Total:		480,000	480,000	Met 480,000 QV over 3 months to complete

<sup>\*</sup>If applicable, you may apply up to 160,000 QV from your 1st Generation RVPs over the qualification period and/or apply a 40,000 QV pick-up credit each month.

### Now You're a National Vice President

As a National Vice President, you have reached the top leadership rank of Arbonne's SuccessPlan. Your Central Nation includes your Regions and anyone in your SuccessLine that has not yet promoted to National Vice President. To reach the highest level of success, you'll want to focus on developing and mentoring tomorrow's leaders to create strong and sustainable sales teams. When you help others promote to National Vice President, they will move out of your Central Nation team to form their own Central Nation teams, which become "1st Generation Nations" to you. You are now an Executive National Vice President and will earn income on the product sales of not only your Central Nation, but also your 1st Generation Nations, and any Nations they promote up to SIX Generations deep when you maximize the SuccessPlan. This is in addition to the Client and Preferred Client Commissions, District Overrides, Area Overrides, and Region Overrides you are already earning. So, to truly maximize Arbonne's compensation plan, you'll need to have at least six direct National Vice Presidents (a "6-wide ENVP"). Remember, there is no limit on how many NVPs you can promote directly to you, so you can continue to grow your income by continuing to promote and mentor NVPs as they create more sales volume in their SuccessLines.

### **EARNINGS**

District Manager, Area Manager, and Regional Vice President benefits and earnings, **PLUS**:

- 1% Override on your Central Nation OV
- 1% Override on all your 1st Generation Nations' OV
- 1% Override on all your 2nd Generation Nations' OV. when you have two or more 1st Generation National Vice Presidents
- 1% Override on all your 3rd Generation Nations' OV, when you have three or more 1st Generation National Vice Presidents
- 1% Override on all your 4th Generation Nations' OV, when you have four or more 1st Generation National Vice Presidents
- 1% Override on all your 5th Generation Nations' OV, when you have five or more 1st Generation National Vice Presidents
- 1% Override on all your 6th Generation Nations' OV, when you have six or more 1st Generation National Vice Presidents
- The Mercedes-Benz Cash Bonus Program is available to all paid-as NVPs, when the NVP provides documentation that he or she has purchased or leased a white Mercedes-Benz automobile, has affixed the Arbonne car emblem to the automobile, and each month meets the following Central Nation QV.

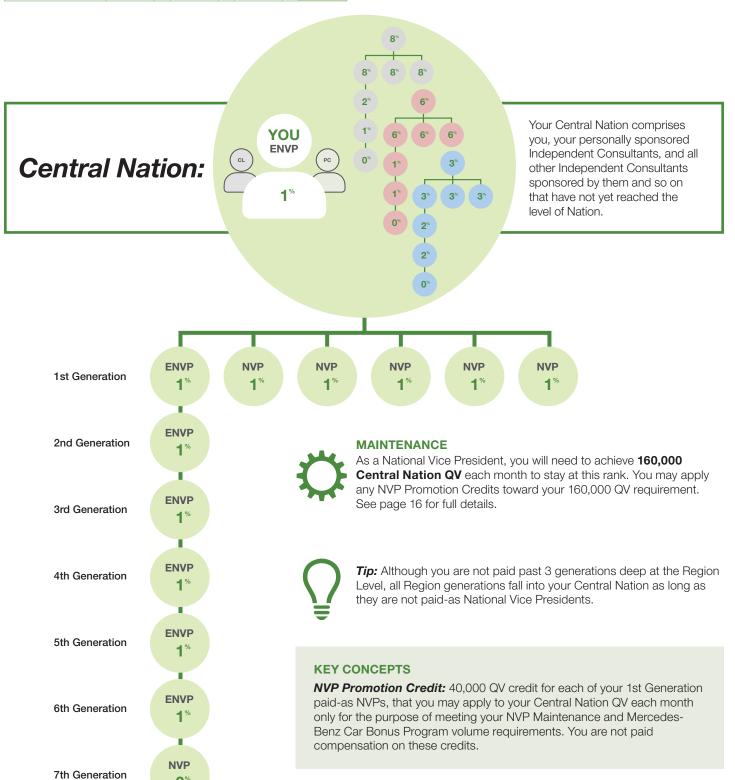
Central Nation QV + NVP promotion credits	=	NVP Mercedes- Benz Cash Bonus
160,000	=	\$1,000
140,000	=	\$800
120,000	=	\$600
100,000	=	\$400

Client Commission	35%			
PC Commission	15%			
Overrides	District	Area	Region	Nation
Central	8%	6%	3%	1%
1st Generation	8%	6%	3%	1%
2nd Generation	2%	1%	2%	1%
3rd Generation	1%	1%	2%	1%
4th Generation				1%
5th Generation				1%
6th Generation				1%

0%



**ENVP = Executive National Vice President** 



# Key Concepts and Features

### PERFORMANCE ACCOUNTS

Each month, paid-as District Managers and above have a specific Central Maintenance QV requirement they need to reach in order to maintain their paid-as title.

DM: 2,500 Central District QV
AM: 10,000 Central Area QV
RVP: 40,000 Central Region QV
NVP: 160,000 Central Nation QV

The Performance Account is there to assist in the months where your Central QV from product sales is lower than your Central QV Maintenance requirement. Each paid-as District Manager and above has a Performance Account (PA) where Arbonne adds or deducts QV based on the following criteria:

Monthly Central QV from Product Sales - Monthly QV Requirement = Contribution or Deduction to your PA Balance

### **EXAMPLES:**

Central District QV - Monthly Maintenance = Contribution to PA
3,400 - 2,500 = 900

Central District QV - Monthly Maintenance = Deduction to PA
1,500 - 2,500 = -1,000

• Each calendar year, beginning January 1 and ending December 31, there is a limit on the QV amount District Managers and above can draw from their Performance Account to assist in maintaining their paid-as title:

DM: 7,500 QVAM: 30,000 QVRVP: 120,000 QVNVP: 480,000 QV

- Managers/Vice Presidents who promote or are reassigned to a lower paid-as rank during the calendar year will have the above full amount to draw from during the remainder of the calendar year, based on their new paid-as title.
- Upon promotion or reassignment from one rank to the next, your existing PA is set to zero and a two-month building period begins, during which all Central QV from product sales is deposited into your PA account without any maintenance deduction.
- When you promote another Arbonne Independent Consultant from your Central to your 1st generation, paid-as title rank, you also
  receive a two-month building period during which all Central QV from product sales is deposited into your PA account without any
  maintenance deduction.
- Paid-as Regional and National Vice Presidents will receive Promotion Credits for each 1st generation Region or Nation, respectively,
  if needed to meet your paid-as monthly maintenance. These promotion credits are not generated by product sales and only used for
  purposes of calculating Central Maintenance and Mercedes-Benz Cash Bonus volume. They will be added to help you reach, but not
  to exceed, your monthly Central QV maintenance and will not be contributed to the PA.

#### **EXAMPLE:**

This NVP only needed 15,000 of the 40,000 promotion credit to meet the 160,000 Central Nation QV for maintenance. Because product sales volume did not exceed 160,000 QV, nothing will be added to the Performance Account

(Central Nation QV) - (Monthly Maintenance) + (Promotion Credit) = (Contribution to PA) 145,000 - 160,000 + 40,000 = 0

- If you deplete your yearly QV limit before the calendar year is over, OR if your monthly QV requirement is not met and the resulting PA
  balance is negative, you will qualify for all benefits associated with your rank that month; however, you will be reassigned to the next
  lower paid-as rank on the first of the following month.
- If you are reassigned to be paid as a lower rank, you will retain your higher title for recognition purposes for the transition period
  specified below. If your paid-as title is lower than your recognition title, then you are considered in "title maintenance." You will remain
  in title maintenance unless you re-promote to be paid at your recognition title or if your title maintenance period has expired. Managers
  and Vice Presidents will hold their recognition title, following reassignment, for the following period:
  - District Managers 6 months
  - Area Managers 9 months
  - Vice Presidents 12 months

### MERCEDES-BENZ CASH BONUS PROGRAM

For every month paid-as Vice President, you are eligible for the Mercedes-Benz Cash Bonus Program when you provide documentation that you have purchased or leased a white Mercedes-Benz automobile and have affixed the Arbonne car emblem to your automobile. You will be asked to confirm your vehicle documentation annually. Visit your Arbonne website My Office for instructions. If you are reassigned to Independent Consultant rank under 3.8 of the Policies & Procedures, then you will no longer be eligible for the Mercedes-Benz Cash Bonus Program.

If you are a National Vice President in Title Maintenance and paid-as Regional Vice President or a Regional Vice President in Title Maintenance and paid as an Area Manager, you are eligible to receive a Mercedes-Benz Cash Bonus as follows:

- Recognition Titled NVP, paid-as RVP: Arbonne will use your Region SuccessLine QV to determine whether you've earned your Nation Mercedes-Benz Cash Bonus and it will look at your Central Region to see if you've earned your Region Mercedes-Benz Cash Bonus. You'll receive the greater one earned.
- Recognition Titled NVP/RVP paid-as AM: Arbonne will use your Area SuccessLine QV to determine whether you've earned your Region Mercedes-Benz Cash Bonus.

### **ANNUAL RENEWAL**

All Arbonne Independent Consultants are required to renew annually by paying the current renewal fee in their renewal month, or the month prior, to keep their Arbonne business active. You will have one grace month to renew your expired account but you will not be eligible for any current renewal specials that may be offered. If you do not renew by the end of your renewal grace month, your Arbonne Independent Consultant status will be cancelled on the first business day of the 14th month. At that time, you relinquish all rights as an Arbonne Independent Consultant. Any SuccessLine team will be assigned to the next active upline Arbonne Independent Consultant. After your account is canceled, you may pay to renew and shop as a Preferred Client or you may submit a new Independent Consultant Application & Agreement. However, you may not register as a new Arbonne Independent Consultant under a different Sponsor unless you have been inactive for a six-calendar-month period. Inactive means you do not have any personal product purchases or sales to Clients or Preferred Clients, did not personally sponsor any Arbonne Independent Consultants or register any Preferred Clients, and did not receive any income from Arbonne. Any product purchases by you as a Client or Preferred Client will not constitute as activity for purposes of determining inactivity during the six-month period.

### **AMENDMENTS**

Arbonne reserves the right to periodically amend or modify this SuccessPlan, the Policies & Procedures, Privacy Policy, and the Independent Consultant Application & Agreement (the Agreement). The Arbonne Independent Consultant agrees to abide by the Agreement and all amendments and modifications as set forth in the Agreement.

No Arbonne Independent Consultant of any status may alter, amend or waive any provision of the Agreement and any representation or statement to the contrary, or which is inconsistent with the foregoing, should not be relied upon and will not be binding on Arbonne.



### **KEY DEFINITIONS**

Agreement: The contract between Arbonne and each Arbonne Independent Consultant, including the Independent Consultant Application & Agreement (as well as renewals thereof), the Policies & Procedures, the Arbonne SuccessPlan, the Independent Consultant Code of Ethics, Arbonne's online Legal Terms and Conditions (for those who enroll online), and Arbonne's Privacy Policy on Arbonne's website, each as may be amended by Arbonne from time to time as set forth in the Policies & Procedures.

**Advanced Track Qualification:** Arbonne allows you to complete your qualification for one level and in the same month, complete 1st step qualification for the next level. You may only use the pick-up credit and/or count QV from your promoted-out Managers/VPs for the level you are in qualification for and completing that month.

**Arbonne Independent Consultant:** Any individual who has signed and submitted an Arbonne Independent Consultant Application & Agreement to Arbonne that is accepted by Arbonne. Under this definition, the term Arbonne Independent Consultant refers to and includes all Independent Consultants, Managers and Vice Presidents.

Bonuses, Overrides and Cash Awards: All bonuses, overrides, commissions, and cash awards will be calculated at the end of the achievement month and paid the following month to all Arbonne Independent Consultants who qualified for such bonuses, overrides, commission and cash awards. Arbonne may pay client and Preferred Client commissions more frequently during the month they are earned. Please see Section 7 - 7.1. Override, Bonus and Commission Qualifications in the Policies & Procedures manual for further details, including the minimum amount for which Arbonne will issue payment and requirements to receive compensation.

**Central Area:** Your Central Area comprises you, your Central District, and all the Districts below you that have not yet reached the level of Area. When one of your Arbonne Independent Consultants reaches the level of Area Manager, then that Arbonne Independent Consultant (new AM) and all Arbonne Independent Consultants and Districts beneath him or her promote out from your Central Area to form their own Central Area — they are then considered your 1st Generation Area.

**Central District:** Your Central District comprises you, your personally sponsored Independent Consultants, and all other Independent Consultants sponsored by them and so on that have not yet reached the level of District. When one of your Independent Consultants reaches the level of District Manager, then that Arbonne Independent Consultant (new DM) and all Arbonne Independent Consultants beneath him or her promote out from your Central District to form their own Central District — they are then considered your 1st Generation District.

**Central Nation:** Your Central Nation comprises you, your Central Region and all the Regions below you that have not yet reached the level of Nation. When one of your Arbonne Independent Consultants reaches the level of National Vice President, then that Arbonne Independent Consultant (new NVP) and all Arbonne Independent Consultants beneath him or her promote out from your Central Nation to form their own Central Nation — they are then considered your 1st Generation Nation.

**Central Region:** Your Central Region comprises you, your Central Area and all the Areas below you that have not yet reached the level of Region. When one of your Arbonne

Independent Consultants reaches the level of Regional Vice President, then that Arbonne Independent Consultant (new RVP) and all Arbonne Independent Consultants beneath him or her promote out from your Central Region to form their own Central Region — they are then considered your 1st Generation Region.

**Client Commission:** Commission paid on orders placed by your personal Clients, calculated at 35% of the suggested retail price of the orders, excluding product promotions and discounted product sets that may have reduced or no commission.

**Discount:** The percentage deducted from the suggested retail price (SRP) of Arbonne products to give the Arbonne Independent Consultant product cost (Business Aids and any product specials not included).

**Generations:** Whenever an Arbonne Independent Consultant in your SuccessLine achieves the level of District Manager or above, they promote out to form their own Central (District, Area, Region or Nation, depending on the level achieved) and become part of your 1st Generation. At this time, the promoted Arbonne Independent Consultant, their entire SuccessLine, and their total Qualifying Volume (QV)/Retail Volume (RV) are no longer considered part of your Central. You will no longer be able to include their QV/RV in your Central Maintenance, Central Override or in your Performance Account calculations, but their RV will be available to you as a 1st Generation override.

**Maintenance:** Each paid-as level has a specific Central QV maintenance requirement to meet each month. If you do not meet the monthly maintenance volume requirement and you are unable to use any QV from your Performance Account to reach it, your rank will be reassigned to be paid-as the next rank below on the 1st of the following month. Your recognition title will remain for the period of time specified in Title Maintenance below following your rank reassignment.

**Override Volume (OV):** Override Volume, on which overrides are calculated, is 65% of Retail Volume (RV).

**Paid-As Title:** The highest rank at which you are paid within the Arbonne SuccessPlan regarding overrides, bonuses and other incentives. This rank is based on your performance and may be different from the recognition title you currently maintain.

**Performance Account (PA):** The Performance Account is an account where Arbonne adds to or deducts from, each month, based on your Central QV Maintenance requirement and your actual Central QV monthly total. This QV account is only available to help you reach your monthly QV maintenance requirement when you fall short; however, you are not paid on this volume and it does not assist in helping you reach bonuses, qualifications for incentives, programs, or other management qualifications.

**Personal Qualifying Volume (PQV):** The Qualifying Volume (QV) achieved personally by an Arbonne Independent Consultant through sales under their personal Arbonne ID in a calendar month, including Qualifying Volume from sales to his or her registered Clients and Preferred Clients.

**Pick-Up Credit:** A Qualifying Volume credit applied each month to your SuccessLine QV for Independent Consultants and Central QV for District Managers and above for purposes of calculating QV for promotion to the next rank. These credits do not generate compensation. Pick-up credits apply as follows:

 Consultants in qualification for DM — Maximum of one 650 QV pick-up credit, each applicable month during the qualification period, if you have a personally sponsored, paid-as District Manager or above.

- **DM** in qualification for **AM** Maximum of one 2,500 QV pick-up credit, each applicable month during the qualification period, if you have a 1st Generation District Manager who is paid-as Area Manager or above. The pick-up credit of 2,500 is only applied after you've already reached 2,500 Central District QV. This rule only applies at this qualification level.
- **AM** in qualification for RVP Maximum of one 10,000 QV pick-up credit, each applicable month during the qualification period, if you have a 1st Generation Area Manager who is paid-as Regional Vice President or above.
- **RVP in qualification for NVP** Maximum of one 40,000 QV pick-up credit, each applicable month during the qualification period, if you have a 1st Generation Regional Vice President who is paid-as National Vice President.

**Preferred Client:** Preferred Clients register with Arbonne to purchase Arbonne products at a great value and participate in product promotions available to this special client base through the Preferred Client Program. Preferred Clients are not an Arbonne Independent Consultant, and are not eligible to receive commissions or overrides, or sponsor others under the Arbonne SuccessPlan. QV generated by sales to a Preferred Client is included in the PQV of their direct Arbonne Independent Consultant.

Preferred Client Commission: Commission paid on orders placed by your personally registered Preferred Clients, calculated at 15% of the suggested retail price of the orders, excluding product promotions and discounted product sets that may have reduced or no commission.

**Promotion Credit:** A QV credit each month applied to your Central Region or Nation QV for each 1st Generation paid-as RVP/NVP to help you reach your RVP/NVP Maintenance and Mercedes-Benz Cash Bonus Program goals. 10,000 QV for each 1st Generation paid-as RVP and 40,000 QV for each 1st Generation paid-as NVP. These credits do not generate compensation.

**Qualified Status:** To participate in management qualification programs and in the various bonus and override programs, Arbonne Independent Consultants must accumulate a minimum of 150 PQV each month and be in compliance with the Agreement.

Qualifying Volume (QV): Each Arbonne product carries a designated Qualifying Volume that is used to calculate qualifications, maintenance, product specials and campaign incentives. Starter Kits, Business Aids, sample packs, and certain product specials have no Qualifying Volume.

Rank: This term is used when speaking of your Recognition Title and/or Paid-As Title.

**Reassignment:** When your Performance Account is depleted or if you've reached your yearly QV limit, your paid-as title will be reassigned to the next lower level of management as of the 1st of the following month.

Recognition Title: The rank at which you are recognized. This rank may be higher than your current paid-as title, if you are in title maintenance.

Retail Volume (RV): RV is the volume used to calculate overrides. All Arbonne products carry a designated RV value that Arbonne Independent Consultants earn through their purchase and sale of those products. Please note that Starter Kits, Business Aids, sample packs, and product specials have no RV.

Start Month: The calendar month in which an individual first becomes an Arbonne Independent Consultant or Preferred Client.

Suggested Retail Price (SRP): The price suggested by Arbonne for the sale of Arbonne products to Clients. Arbonne catalogues, websites and other product marketing materials state the SRP for each Arbonne product. Sales of products at SRP enable Arbonne Independent Consultants to earn a retail commission on Client and Preferred Client sales. These commissions are reduced for discounted product sets or other product specials.

SuccessLine: All the Arbonne Independent Consultants who have been sponsored below you, no matter how deep, unless they are blocked by a higher title. This may also be called your downline.

SuccessLine Qualifying Volume (SLQV): Your PQV, plus the PQV from all the Arbonne Independent Consultants who have been sponsored below you, no matter how deep, unless they have promoted to a higher rank in the SuccessPlan. Then those promoted Arbonne Independent Consultants and anyone sponsored below are excluded from your SLQV.

Title Maintenance: When your paid-as title is lower than your recognition title, then you are considered in title maintenance. You will remain in title maintenance unless you re-promote to be paid at your recognition title or if your title maintenance period has expired. Managers and Vice Presidents will hold their recognition title, following reassignment, for the following period:

- District Managers 6 months
- Area Managers 9 months
- Vice Presidents 12 months

### **EARNINGS AT A GLANCE: COMMISSION & OVERRIDE SUMMARY**

Think of each of these sections as separate "profit centers" for your business.

Client Commission	35%
PC Commission	15%
Consultant Override	6%*
Overrides	District
Central	8%
1st Generation	8%
2nd Generation	2%
3rd Generation	1%
	District
Central	8%

1st Generation

2nd Generation

3rd Generation	1%	1%	
	District	Area	Region
Central	8%	6%	3%
1st Generation	8%	6%	3%
2nd Generation	2%	1%	2%
3rd Generation	1%	1%	2%

8%

2%

	District	Area	Region	Nation
Central	8%	6%	3%	1%
1st Generation	8%	6%	3%	1%
2nd Generation	2%	1%	2%	1%
3rd Generation	1%	1%	2%	1%
4th Generation				1%
5th Generation				1%
6th Generation				1%

Area

6%

6%

1%

'6% Consultant override is only paid on the OV of personally sponsored Independent Consultants when you accumulate 500 PQV that month. Once you become a District Manager, you now have a Central and overrides are paid on your entire Central team. Remember, you are part of your Central team, so the Central override is now also paid on the OV for your personal sales through vour Arbonne ID, as well as from the sales to your registered retail Clients and Preferred Clients



On the cover: Arbonne Independent Consultants Ella Harper Executive National Vice President

**Lisa Gill** National Vice President

Matt Raftery Area Manager

