



Influencer Rewards

v2.2
12/28/2020

Definitions	2
USER TYPES	2
RULES	2
NETWORK STRUCTURE	3
V-POINTS	3
PERIODS	4
INCENTIVES	4
INCENTIVE PLAN AT A GLANCE	5
EXAMPLES	6

Definitions

USER TYPES

Free User [U]: Those who create an account, who haven't purchased any product in the last 31 days to become an Active Customer, and those who have not upgraded to Influencer. Free Users may be awarded internal V-Bucks if they share their V-Store link with others. Free Users pay Retail Price for products. (Together with Active Customers, Free Users are considered **Non-Influencers [NI]**)

Active Customer [AC]: A portion of the user base that has opted to purchase a product in the last 31 days, and those who have not upgraded to Influencer. Active Customers, like Free Users, may be awarded internal V-Bucks if they share their V-Store link with others who purchase qualifying ViaVeta product(s). Active Customers pay Retail Price for products. (Together with Free User, Active Customers are considered **Non-Influencers [NI]**)

Influencer [I]: Those who opt to upgrade their account to participate in Influencer Rewards. As a Free User or Active Customer, to upgrade to Influencer simply share ViaVeta with 2 people who have purchased product(s) of 60 VP or more. You can then upgrade from your back office by completing our KYC process. There is no fee or purchase requirement to become an Influencer. The term 'Influencer' is used generically to apply to all those who are Influencer or higher including QI regardless of any specific Tier achieved. All Influencers pay the Wholesale Price for products.

Qualified Influencer [QI]: When you develop a holistic healthy business with the majority (55% or more) of sales in your Team Network coming from Retail Sales (purchases from those who are not Influencer). (Your CVP divided by your NVP must be 55% or higher). All Influencers pay the Wholesale Price for products.

RULES

RCB: Rewards/Commissions/Bonuses are incentives to drive proper behavior of customer acquisition, network development, and leadership development. These incentives may include Rewards to non Influencers, and Commissions or Bonuses to Influencers. Rewards that generate V-Bucks may only be spent internally to receive discounts on products, while as an Influencer you may withdraw Commissions and Bonuses.

Rewardable Revenue: The wholesale revenue ViaVeta earns from products that have V-Points assigned. ViaVeta may reward/pay up to 50% of Rewardable Revenue via RCB. If needed, ViaVeta will dynamically scale down Match bonuses to ensure no more than 50% of Rewardable Revenue is allocated in total RCB.

RCB Availability: All new RCB will show as 'pending' for 7 days, then 'available' on day 8. Once RCB becomes Available Non-Influencers will be able to use their available V-Bucks in their V-Shop to receive product(s) at a discount (or perhaps even free). Influencers may spend their available Commissions/Bonuses internally or request a withdrawal.

NETWORK STRUCTURE

Personal Network: the natural organic social network of Free Users, Active Customers, and Influencers organized by their referral relationship. Those you personally refer are called '**Directs**' (AKA Sphere of Influence 1 or 'SOI 1'). Those you don't personally refer are called '**Indirects**' (those Direct to your Directs are known as Sphere of Influence 2 or 'SOI 2'). V-Bucks, Retail Commission, and Match Bonuses.

Team Network: the structured/placed social network of Free Users, Active Customers, and Influencer's organized through the Holding Tank. Those direct to you in your Team Network are also referred to as a '**Leg**' no matter how they came to be direct to you in your Team Network (personally referred or placed there from the Holding Tank of someone in your up-network.)

Holding Tank: As an Influencer or higher, for 31 days following the day that a new personal referral creates their account (your Direct) you may place them down in your Team Network below another Influencer or higher. If after 31 days your Direct becomes an Influencer you are given an extra 14 days to optionally place them down in your Team Network below another Influencer or Higher.

V-POINTS

VP: V-Points are points that may be assigned to a product. When a product is purchased these points are allocated and tracked. Applicable V-Points are awarded in Real-Time to those who are up-network from a Sale where the products have VP assigned.

PVP (1): Personal V-Points are V-Points you personally receive on any optional personal purchase of products that have VP assigned. Personal purchases are 100% optional and no reward, commission, or bonus requires a PVP or a personal product purchase to qualify. PVP is only an internal KPI (Key Performance Indicator) for personal reporting purposes. Each point is good for 31 days.

DVP (2): Direct V-Points are V-Points you receive when anyone you directly referred (those Direct in your Personal Network) makes an optional purchase of products that have VP assigned. No reward, commission, or bonus requires a DVP to qualify. DVP is only an internal KPI (Key Performance Indicator) for personal reporting purposes. Each point is good for 31 days.

CVP (5): Customer V-Points are V-Points you receive from your entire Team Network on any optional purchase by Non-Influencers of products that have VP assigned. 55% of NVP must be CVP for an Influencer to be a QI. Each point is good for 31 days.

NVP (3): Network V-Points are V-Points you receive from your entire Team Network on any optional purchase of products that have VP assigned. NVP is used to calculate QVP. Each point is good for 31 days.

QVP (4): Qualified V-Points are the NVP used to determine Influencer Tier. QVP is the sum of all NVP of each Team Network Leg, where each Team Network Leg can contribute up to 40% of a Tiers Required QVP. QVP is a derived volume. It is determined on the fly at the point of their evaluation.

RVP: Reclaimed V-Points are points that offset PVP, DVP, CVP, and NVP (as applicable) when a product

or service is refunded or returned. These are points subtracted from point totals and like all points last 31 days.

PERIODS

Real-Time: Within a few minutes of purchase, applicable V-Points (VP), V-Bucks (VB), Retail Commission (RC), and/or Direct Sales Commissions (DSC) will be allocated.

Daily: Each night between roughly 4am and 7am GMT+1 the system will update Tiers, calculate, and then allocate the Team Network Bonus on your Tier at that time. (Tiers may fluctuate during the previous day based on VP and RVP being applied or expiring. Your Tier at the time of calculation is your **Paid-as-Tier** at that moment.)

Monthly: On the 1st of each month between roughly 4am and 7am GMT+1 the system will update Tiers, calculate, and then allocate both the Match Bonuses based on your Tier at that time. (Tiers may fluctuate during the previous day and month based on VP and RVP being applied or expiring. Your Tier at the time of calculation is your **Paid-as-Tier** at that moment.)

INCENTIVES

V-Bucks (Real-Time): [VB] Non-Influencers are awarded V-Bucks from the V-Points (VP) on products purchased by those they personally refer. **Note:** V-Bucks may only be used internally to purchase products from your V-Shop at a discount.

Directs: 15% of VP

Direct Sales Commissions (Real-Time)*: [DSC] Influencers earn DSC from the V-Points (VP) on products purchased by those who are on SOI 1 or 2.

SOI 1: 15% of VP (as Influencer or QI)

SOI 2: 5% of VP (as QI)

Retail Commission (Real-Time)*: [RC] Influencers earn RC on the difference between the wholesale and retail price paid on products purchased by those personally referred when the retail price is paid. If a user's (any user type) Direct up-network is not an Influencer RC will hunt up-network to find the first Influencer. Wholesale is typically 10% less than Retail.

Team Network Bonus (Daily)*: [TNB] QI are paid a daily bonus based on their Tier at the time of calculation each night. The amount able to be earned each day starts at \$.40 with QI Tier 1 up to \$3,200 with QI Tier 8.

Direct Match Bonus (Monthly)*: [DMB] All QI's may **earn a 25%** matching bonus monthly based on the Team Network Bonus earned by those QI's that are **Direct**.

Indirect Match Bonus (Monthly)*: [IMB] All QI's at Tier 1 or higher may **earn from 10% up to 75%** matching bonus monthly based on the Team Network Bonus earned by those QI's that are **Indirect**. This Bonus is a dynamically compressed generational differential override. It searches up-network (in your Personal Network) to find all those qualified and pay them the differences of their qualified Tier % and the % already allocated to other QI's. If someone in your Personal Network earned 10% IMB as a Tier 1 and you are a Tier 3 qualified to earn 26% IMB, you will earn the difference between their 10% and your 26%. You would earn 16%.

***Note:** Commissions and Bonuses may be spent internally or withdrawn. V-Bucks can only be spent internally.

INCENTIVE PLAN AT A GLANCE

		V-Bucks	DSC	QI Tier	QVP	TNB	MATCHING BONUS	
Non-Influencers (NI)		15% on Directs					DMB	IMB
Influencer (I)	SOI 1		15%					
Qualified Influencer (QI)	SOI 2		5%				25%	
↓			↓	1	180	\$0.40	↓	10%
				1.1	360	\$0.70		12%
				1.2	540	\$1.00		14%
				2	1080	\$2.00		18%
				2.1	1620	\$3.00		20%
				2.2	2160	\$4.00		22%
				3	2880	\$6.00		26%
				3.1	3960	\$8.00		28%
				3.2	5400	\$12.00		30%
				4	7200	\$15.00		34%
				4.1	12000	\$25.00		36%
				4.2	21000	\$45.00		38%
				5	42000	\$90.00		42%
				5.1	60000	\$125.00		44%
				5.2	90000	\$200.00		46%
				6	120000	\$300.00		50%
				6.1	180000	\$400.00		52%
				6.2	240000	\$600.00		54%
				7	300000	\$800.00		58%
				7.1	600000	\$1,600.00		60%
				7.2	900000	\$2,400.00		62%
				8	1200000	\$3,200.00		66%

EXAMPLES

Diagram 1 is a Personal Network

Diagram 2 is a Team Network

In diagram 2, #1 placed #5, #6, and #7 under #3.

Dark are Influencers, Light are Non-Influencers.

If #2 purchased 100 VP

- #1 would earn RC of Dif between Retail and Wholesale, roughly 10%.
- #1 would earn DSC SOC 1 of 15%

If #4 purchased 100 VP

- #1 does not earn RC because #4 is an Influencer and paid wholesale.
- #1 would earn DSC SOC 1 of 15%

If #8 purchased 100 VP

- #7 would earn V-Bucks of 15%
- #1 would earn DSC SOC 2 5%
- #1 would earn RC of Dif between Retail and Wholesale, roughly 10%.

If #9 purchased 100 VP

- #7 would earn V-Bucks of 15%
- #1 would earn DSC SOC 2 5%
- #1 does not earn RC because #9 is an Influencer and paid wholesale.

If #10 purchased 100 VP

- #9 would earn DSC SOC 1 of 15%
- #1 would earn DSC SOC 2 of 15%
- #9 does not earn RC because #10 is an Influencer and paid wholesale.

V-Bucks, RC, and DSC use the Personal Network. Not the Team Network. The Team Network is used for TNB and Tier level advancement.

