

POMIFERA®



SIMPLE.

HONEST.

HUMBLE.



CAREER + COMPENSATION PLAN

	PARTNER	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII
PRV(C)	250-Active	200	300	400	500	600	700	700	700	700	700	700	700
DRV		600	1,000	1,500	2,500	4,000	7,000	13,000	25,000	50,000	100,000	220,000	500,000
MAX VOLUME (50% RULE)				750	1,250	2,000	3,500	6,500	12,500	25,000	50,000	110,000	250,000
STRUCTURE REQUIREMENT			1 Active Leg.	2 Active Legs	2 Active Legs + I	2 Active Legs + II (x2)	2 Active Legs + III (x2)	2 Active Legs + V (x2)	III (x2) VI (x2)	VI (x4)	VI (x2) VII (x2)	VI (x2) VIII (x2)	VI (x2) IX (x2)
		BRAND PARTNER			SENIOR PARTNER			EXECUTIVE PARTNER			BRAND INFLUENCER		
PERSONAL COMMISSION	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
PERSONAL SALES BONUS	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block	\$100 Bonus For Each \$1000 Sales Block
1 TIME BONUS							\$500						
LINE 1		3%	5%	7%	9%	10%	10%	10%	10%	10%	10%	10%	10%
LINE 2				3%	5%	6%	7%	7%	7%	7%	7%	7%	7%
LINE 3						3%	5%	6%	6%	6%	6%	6%	6%
LINE 4							3%	5%	5%	5%	5%	5%	5%
GEN 1								2%	3%	3%	3%	3%	3%
GEN 2									2%	3%	3%	3%	3%
GEN 3										2%	3%	3%	3%
GEN 4											2%	3%	3%
CHECK MATCH GEN 1											5%	7%	10%
CHECK MATCH GEN 2												5%	7%
CHECK MATCH GEN 3													5%



THE POMIFERA CAREER & COMPENSATION PLAN

The Pomifera Career & Compensation Plan defines the amount of compensation you, as an Independent Partner can earn from any given volume of business or level of performance. This plan can be used as a tool to help you set realistic goals for building your business. We created our Career & Compensation Plan from the consultant's point of view to assist in helping those who are new to network marketing complete very attainable goals in a short amount of time. We believe that everyone who enters this growing industry should have access to the magic it can create within. Setting small, achievable goals that do not feel out of reach assists in creating positive habits while it builds confidence in the consultant. Pomifera's co-owner, co-founder and Chief Visionary Officer, Lindsay Marie Colombe, spent 6 years in the industry as a consultant, top-leader and industry millionaire. She brought her knowledge and experience with her when this compensation plan was constructed.

The key to this Compensation Plan is that it directly benefits both the part-time and full-time Pomifera Partners. People who join Pomifera as Partners sell high quality, clean skin care, body care and hair care using the methods they deem best fit for their personal brand. Introducing people to Pomifera products is the foundation of your ongoing success and movement through the plan. Each new Pomifera Partner starts as a "Partner" During this time, your goal is to learn the ways in which you will promote and run your business. We suggest consulting with your sponsor and discussing the different ways in which you can work this business. Finding a path you connect well with may not happen immediately, but trying multiple ways until you find one that connects well with you and you're able to have fun with is key. As a Partner you will be compensated for your personal sales of Pomifera products through a retail commission of up to 35%. You can also start building your team and earning bonuses on their direct sales.

To put it simply, we pay you, instead of a marketing agency, to promote and market our brand. Furthermore, we also pay you if you find people who choose to join Pomifera along with you. This is how teams are built.

WAYS TO EARN

There are several different ways for a Partner to make money in this Career & Compensation Plan. As each one is cumulative, it is very possible for a Partner to make money in all six ways, not just three or four.

01

PERSONAL SALES COMMISSION:

You will earn a commission of 25% (in the form of either a wholesale discount or a commission payment) on your personal retail sales made from day one. This will often be referred to as Personal Retail Volume (PRV). Sales Commissions that are retail (not wholesale) are paid out with monthly commission runs.

02

PERSONAL SALES BONUS:

You will earn a \$100 Cash Bonus for every \$1000 you sell in a single month. This bonus is unlimited and is paid out with monthly commission runs.

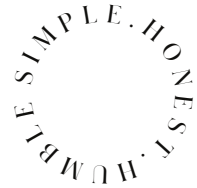
03

LINE 1-4 BONUSES:

When you sponsor someone, they become your Line 1 and you will receive a bonus on their Personal Retail Sales or PRV. When they sponsor someone, the person they enroll becomes your Line 2 and so forth. As you advance in rank, you will be eligible to earn Line Bonuses on your lines 1, 2, 3 and 4. The bonus percentage will vary based on the rank you qualify for that month. (See Compensation Plan Chart)



WAYS TO EARN



04

GENERATIONS 1-4 BONUSES:

As a Senior Partner VI (SPVI) and higher, when someone in your downline becomes a SPVI, they begin their own generation and you now earn a 1st Generation SPVI Bonus on the sales of that person's entire downline. When someone in their downline becomes an SPVI, that person and their entire group becomes your 2nd Generation. You can earn bonuses on sales made by all the Partners in up to four Generations in each leg.

05

ONE TIME BONUS:

When a person achieves Senior Partner VI for the first time, they will receive a one-time advancement bonus of \$500. If a Partner skips Senior Partner VI title in the promotion within the period (i.e. they advancement from SPVI to EPVII) they will still receive this bonus as long as they have not previously received it.

If a Partner previously was a Senior Partner VI or higher but has lost their title due to the requalification policy and had previously received this bonus when they promoted to Senior Partner VI prior to losing their title, they will not receive this bonus again.

06

CHECK MATCH:

Paid-as Brand Influencers X (BIX) and higher will receive a Check Match on their downline Career Title Executive Partners IX and higher (Check Match Generations).

THE RULES FOR THIS BONUS ARE AS FOLLOWS:

- The number of Check Match Generations that the BIX will be paid on is based on the Paid-as Title of the Partner (See Compensation Chart for corresponding generations).
- The percentage of the check match is based on the paid-as title of the Partner that the check match is being paid to. (See Compensation Chart for corresponding percentages).
- The Check Match matches earnings from Line Bonuses and Generation Bonuses.
- There is no individual check match cap, however the Check Match will also have a bonus cap.

WAYS TO EARN

06

CONTINUED

- A cap will be used to ensure that the company does not exceed their budgeted Check Match payout. If the total Check Match Commission payout (after individual caps were applied) in a month exceeds 3% of the period Commissionable Volume then all Check Match earnings will be adjusted down by an equal percentage in order to re-adjust the payouts and stay within budget.

A Check Match Generation is an Executive Partner IX (EPIX) or higher Career title in a downline, regardless of what line they are on.

A Check Match Generation 1 would be the first Level EPIX or higher in a leg, the Check Match Generation 2 would be the second EPIX or higher in a leg, and so on. For purposes of Check Match, it is only these level EPIX or higher (based on Career Titles) on which the match is made. If a downline Partner is not paid-as a SPVI or higher, they will be considered a Check Match Generation in that period as long as they have a Career Title of SPVI or higher.

Q:

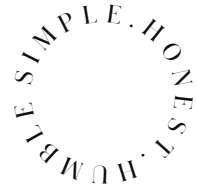
HOW DO YOU BENEFIT BY ENROLLING A POMIFERA PARTNER?

A:

When you enroll team members, you will continue to receive your personal commission on regularly priced products, as well as Personal Sales Bonuses, but will now also be eligible for Line Bonuses, which is a percentage of the Personal Retail Sales of those in your downline.

NOTE: No commissions or bonuses will be paid on free products.

IMPORTANT TERMS USED:



ACTIVE:

To be considered “Active” in a particular month, an Independent Partner must achieve personal sales volume (including personal sales, customer loyalty sales and any products purchased for that Independent Partner’s personal use) of at least \$200 PRV in that calendar month.

COMMISSIONABLE VOLUME (CV):

A Commissionable volume is assigned to each product sold by each Independent Partner for the purpose of calculating the appropriate revenue share based on the rules of the Compensation Plan.

“PAID AS” AND RANK MAINTENANCE:

Each Independent Partner must meet personal sales requirements to be considered “Active” each month. In addition, an Independent Partner who has been promoted to a specific “rank” in the Career and Compensation Plan may also need to meet certain rank-specific maintenance requirements each month in order to be “Paid As” their earned rank for that month. If an Independent Partner fails to meet the maintenance requirements for his or her rank in a particular month, they will be Paid As the rank for which they have qualified during that month.

DOWNLINE RETAIL VOLUME (DRV):

This is the total retail sales volume created by you and all your downline Independent Partners through unlimited depth combined to determine your Downline Retail Volume. This DRV is used to calculate various forms of qualification for earning new rank promotions and rank maintenance in the Career and Compensation Plan. It is sometimes subject to the Max Volume (50% Rule). (See Glossary for definitions).

WHOLESALE PRICE:

All Pomifera products have a retail price and may be purchased by Independent Partners at a “Wholesale” price that is 25% less than the retail price. This difference between the Retail price and the Wholesale price may either be taken as a discount or received as a rebate, depending on how the funds are received by the company, and is called a commission.

IMPORTANT TERMS USED:

THE SPONSOR RELATIONSHIP:

Your Sponsor is the person with whom you sign and submit an Independent Partner Application and Agreement form to with Pomifera for the purpose of becoming an Independent Partner for the company. A Sponsor is an existing Independent Partner of any rank that introduces the Pomifera business opportunity to a potential new Independent Partner, and subsequently helps them to enroll as an Independent Partner. Pomifera recognizes a sponsor relationship between two Independent Partners and maintains it accordingly. A Sponsor is generally responsible for celebration of achievement, encouragement, and occasional assistance of the Independent Partners they are a direct sponsor to. Because Pomifera believes that in order to become successful, you must move through a business with a hands-on approach, we do not lay strict requirements on the sponsor. A Partner's reliance on a sponsor creates overwhelm, unclear expectations and often conflict. This is an independently worked business and you are an Independent Partner. We want to respect that and allow you the room to work your Pomifera business in the way you feel is best, while remaining within company policies and procedures.

COMPRESSION (GENERAL):

When a Partner is canceled and no longer part of the company, their downline is compressed to their upline, filling the gap left by the canceled Partner.

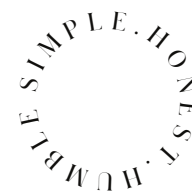
For example, Sarah had three legs: Joseph, Emma, and John. Sarah failed to meet the requirements to maintain her status as a Partner and was therefore canceled. Because Sarah was canceled, Joseph, Emma, and John, and their respective downlines, were compressed up to Sarah's upline, Harry. Joseph, Emma, and John are now each considered to be legs to Harry (i.e. they now reside on his first line).

COMPRESSION (EXECUTIVE PARTNER VII AND UP):

If a Partner that was paid-as an EPVII or higher in the last four months is canceled (whether voluntarily or involuntarily), their downline will only be compressed up under the following conditions:

- 1. If their Personal Sponsor has been paid-as an EPVII or higher at least once in the last four periods, then the downline will immediately be compressed up.

IMPORTANT TERMS USED:



COMPRESSION (EXECUTIVE PARTNER VII AND UP) CONTINUED:

- 2. If their Personal Sponsor has not been paid-as an EPVII or higher at least once in the last four periods, then they will be given the following six periods to be paid-as an EPVII or higher at least twice. If the Partner promotes to EPVII in the last of the six-month period, then they will be given the following period to qualify as an EPVII again (to meet the 2 periods of being paid-as EPVII or higher).

a. If the Personal Sponsor qualifies under these conditions, then the downline of the canceled Partner will be compressed up upon the completion of the qualifications but no retroactive commissions will be paid.

b. If the Personal Sponsor does not qualify under these conditions, then the position of the canceled Partner will remain permanently vacant but not removed from the genealogy so that the lineage remains intact and is considered to be one leg to the upline.

GLOSSARY

Active Leg: Any first level Partner and their entire downline where at least one person is considered to be Active. This metric utilizes the Placement Genealogy.

Advancement Bonus - Level VI Senior Partner: When a person is promoted to Level VI Senior Partner for the first time, they will receive a one-time Advancement bonus. If a Partner skipped the Level VI Senior Partner title in the promotion within the period (i.e. they advancement from Level V Senior Partner to Level VII Executive Partner) they will still receive this bonus as long as they have not previously received this bonus. If a Partner previously was a Level VI Senior Partner or higher but had lost their title due to the requalification policy and had previously received this bonus when they promoted to Level VI Senior Partner prior to losing their title, they will not receive this bonus again.

Business Box: Sometimes referred to as a Starter Kit. This kit contains products, brochures and manuals relative to the Pomifera business.

Bonus: Not to be confused with Commission. This is the remuneration that is based on the assigned commissionable volume of sales volume of others, downline of the payee, in accordance with the respective provisions of the Compensation Plan.

Cancellation Policy: All Partners must have a minimum of 600 PV in a rolling 12-month period in order to remain a Partner in good standing and keep their downline. If they fail to meet this requirement in any 12-month period, they will be canceled which causes them to be removed from the company downline organization. Their downline and customers will be compressed to the next upline Partner who is in good standing.

Career Title: A Partner's Career Title is their recognition title or the highest title they have achieved. A Partner's Career Title does not change unless they are promoted or demoted (see Requalification Policy), unlike a "paid-as" title which may vary from month to month.

For example, Joanna met the requirements to promote to the title of Level VI Senior Partner in June. Her Career Title is now Level VI Senior Partner and will remain so until she promotes to a higher title or is permanently demoted (see Demotion Policy). In July, she is paid-as a Level VI Senior Partner. Her Career Title and Paid-as Title are the same. In August, she is paid-as a Level III Brand Partner. Her Career Title remains as a Level VI Senior Partner but her Paid-as Title for August is Level III Brand Partner.

Commission: Although it is often taken as a discount against the retail price and therefore shows up as the Independent Partner's gross profit on the sale, the amount of money that an Independent Partner earns when a product is sold to a retail customer is considered to be Commission. This should not to be mistaken as a Bonus.

Company: The Pomifera corporate or home office.

Compensation Plan: The compensation plan is the company's official set of definitions and performance requirements, as published in the Pomifera Independent Partner Manual, by which it pays Independent Partners.

Direct: An Independent Partner that you have personally sponsored.

Downline: Those people directly sponsored by an Independent Partner, plus all the people whose line of sponsorship resulted from and came through that Independent Partner. Your Downline consists of all Independent Partners on your Line 1, Line 2, Line 3, Line 4, and so on to infinite depth in each Line.

Downline Volume Cap: For purposes of title qualifications only, a maximum DV amount has been established (see Compensation Plan table above) where no more than a specified amount will be counted towards the DV requirement from either:

- The Partner's total PRV (the total sales from personal purchases and those of their customers) OR
- The total sales from any single leg (all Partners and customers within that leg).

Enrollee: An enrolling or newly enrolled Independent Partner.

Founder's Club: Partners that join the company by April 30th, 2020 and promote to a Level VIII Executive Partner within 12 full months (Join month + 12 months) will be recognized as Founder's Club Members. In order to be paid as a Founder's Club Member (participate in the pool), a Partner must be paid-as a Level VIII Executive Partner for each quarter that the pool is representing. If a Partner fails to be paid-as a Level VIII Executive Partner at least once within 12 consecutive periods, then they will permanently lose their ability to be paid as a Founder's Club Member but will be able to retain their status for recognition purposes.

Founder's Club Pool: The Founder's Club Pool pays to 'paid-as' Founder's Club Members when they are Paid-as Level VIII Executive Partner or higher in each period within the calendar quarter. The pool will be established as 0.5% of total Commissionable Volume within the calendar quarter. The pool will be divided pro rata based on the total DRV contribution of the recipients by adding the individual DRV from all recipients for a total participant DRV and then dividing their individual DRV by the total participant DRV. This will provide a percentage contribution that Partner made in DRV and is the percentage of the pool amount that they will receive. No more than 25% of the total Global Pool may pay to a single individual. This bonus will be paid once the calendar quarter reaches at least 300K CV has been established for total CV within the quarter. This bonus will be paid no longer than the first 3 years after launch.

Front Line: Refers to all Independent Partners that are personally sponsored (Line 1) by a particular Independent Partner or by the Company. (See also "Direct.")

Genealogy: The complete set of relationships (as defined by "Lines") between an Independent Partner and his or her upline and downline. It is the "tree" of any Independent Partner.

Generation: The personal group of any Independent Partner in your downline who is a "Paid As" Senior Partner VI (SPVI) or higher rank. When a leader in your downline achieves the rank of Independent Partner SPVI, that new Senior Partner VI leaves your Personal Group and starts your Generation 1. Every Independent Partner in the downline of that "Paid As" Senior Partner VI (or higher rank) is part of your Generation 1 to unlimited depth until reaching another "Paid As" Senior Partner VI or higher rank in that Line, which will start your second Generation.

Identification #: The identification number used by the Company to identify each Independent Partner for Compensation Plan purposes.

Indirect: All Independent Partners in your Downline that are not directly enrolled by you. (See also "Downline.")

Infinity Bonus Pool: Paid-as Level XI Brand Influencers and higher may receive a portion of the quarterly Infinity Bonus Pool. This pool pays out only in calendar quarters (Jan – Mar, Apr – June, etc.) in which the company has attained at least \$300,000 Commissionable Volume (total for the quarter). The total pool value will be .25% of the quarter Commissionable Volume.

Paid-as Level XI Brand Influencers and higher must have been paid as a Level XI Brand Influencer or higher all three periods for the quarter in order to receive a portion of the pool. Shares are awarded to each participating Partner based on their 'Paid-as' Title for each month. Please refer to the compensation plan for specific share assignments. For example, Dan qualified as a Level XI Brand Influencer for two of the three months in the calendar quarter and in the third month, he promoted to Level XII Brand Influencer. Dan will receive a total of 35 shares, 10 share for each of the two months he was paid-as a Level XI Brand Influencer (total of 20 shares) and 15 shares for the third month in which he was paid as a Level XII Brand Influencer. The pool amount is \$10,000 for the period and each share is worth \$50.00. That means that Dan will earn \$1,750 for his quarterly Infinity Bonus Pool. No more than 25% of the total Infinity Bonus Pool may pay to a single individual.

Leg: A Leg begins with a first line Partner and includes all of the Partners beneath them. A Partner has as many legs as they have first line Partners.

For example, if Sally has five first line Partners then she has five legs. Sarah is one of Sally's first line Partners. Sarah, and her entire downline, is considered to be one leg to Sally.

Line: Each personally sponsored Independent Partner on your first line is part of your total Downline and is a separate "Line." You and your entire Sales Organization (Downline) are one "Line" to your sponsor. The people you personally sponsor are your first line. The people they sponsor are your second line. The people your second line sponsor are your third line, etc.

New GenQ: Level X Brand Influencers (BIX) and above must meet an additional requirement for both promotion and to be paid-as their title. To be considered NewGenQ, they need to have at least 1 New 1st Generation Level VI Senior Partner (SPVI) every 12 months (current period and previous 11). This means that every 12 month rolling period (oldest month off, newest month on), they need to have at least 1 Level VI Senior Partner promotion from their personal group. If they fail to meet this, then they will be paid-as a Level IX Executive Partner. Note that a "new 1st generation" means that they have someone who does not have a Level VI Senior Partner Career Title promote to that Career Title or higher. If someone had previously been a Level VI Senior Partner but was later demoted according to the Requalification Policy, they could become a "new 1st Generation" if they promoted to Level VI Senior Partner again.

For example, Julie becomes a Level X Brand Influencer in January. The last time she had a new 1st Generation was in September of the previous year. That new 1st generation will qualify her as being NewGenQ through August of the current year. Julie has another new 1st generation in July so her 12 months are reset and she is NewGenQ through June of next year. In July of next year, she has not had another new 1st generation so the highest she may be paid as is a Level IX Executive Partner.

Partner: A generic term for any person who has completed the agreement with the company and fulfilled all requirements to participate within the career path. Partners may enroll and sponsor other Partners and Customers.

Personal Retail Volume (PRV): The total retail volume (based on retail price) of all products purchased for personal use or sold to your personal retail customers. Your monthly PRV is one factor determining the rate of Commissions you are entitled to receive. All commissions are calculated on the basis of PRV.

Preferred Customer: A Preferred Customer is a customer that is signed up on auto-shipments and receives points or credits toward or a slight discount to the retail price of the product.

Policies and Procedures: The governing rules of Pomifera that define the relationship between the company and its Independent Partners, as well as between Independent Partners and other Independent Partners. The Policies & Procedures are specifically incorporated into and made a part of the Independent Partner's Agreement, which each Independent Partner agrees to with enrollment and continued Partnership month-to-month.

Product Credit: Product Credits will be available to Partners and Customers to be used for the purchase of products. Product credits will be redeemed for the Retail Price equivalent even though the Partner redeeming the product credit may be redeeming them at a discounted price.

For example: Vanessa earned \$100 in product credit. She wishes to purchase product ABC that is sold at retail for \$100. Vanessa's price however may be at her Partner price which is a discounted amount from the retail price. When Vanessa redeems her product credit towards the purchase of product ABC, her available product credit balance will be \$0 since the product was worth \$100 and she used \$100 worth of product credit.

Promote (Promotion): A Partner promotes to a new Career Title when they meet all of the qualifications for that title in the period. The promotion is effective the first day of the same period meaning that regardless of what day within the period the promotion was actually qualified for, the new Career Title is effective for the entire period. For example, if a Partner meets the qualifications for a Level VII Executive Partner on June 23rd, they "promote" to the title of Level VII Executive Partner for the entire period of June (effective June 1) and will be paid-as a Level VII Executive Partner for the entire period of June.

Potential: A person to whom you want to offer the Pomifera business opportunity.

Rank: As you meet listed performance criteria (as defined in this Career and Compensation Plan), you will earn progressive title designations known as "ranks." As you move to higher ranks, you will become eligible to receive increased levels of bonuses and commissions. You will carry the title of the highest rank you reach, but are paid at the rank for which you qualify each month.

Level VI Senior Partners and higher must be paid-as their Career title at least once every 12 months in order to keep their Career Title. If a Partner is not paid-as their Career Title at least once within 12 consecutive months their Career Title will be demoted to their Paid-As title in the 12th month to be effective in that same period.

There are no demotions for titles lower than Level VI Senior Partner. If the title they were paid-as in the 12th month is lower than Level V Senior Partner the lowest they will be demoted to will be Level V Senior Partner.

For example, if you qualify for your SPVI title in June, you will keep your Career Title until June of next year. If, prior to June of next year, you qualify again as SPVI in September, you will keep your title until September of next year. Title demotions will be effective in the 12th period. If you were not paid-as SPVI or higher by September, in September your Career Title would be Level V Senior Partner and in September you would not be treated as the beginning of a generation for your upline.

Recruiting: Inviting others to join your organization to share the same opportunity.

Reinstatement Policy: If a Partner is canceled or resigns, they may request reinstatement at any time and, if approved, will be reinstated under their original sponsor. Their downline organization will not be reinstated nor will their previous title. They will be considered a new Partner for all intent and purposes. If a Partner wishes to join under a different sponsor, they must wait for a minimum of six months after termination before reapplying and will start as a new Partner, without their former downline and title.

Retail: Sales of Pomifera products to the end users of those products. Retail sales are the foundation of your Pomifera 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 sell products and receive a retail commission on Pomifera products.

Roll Up: Roll-up refers to the "rolling up" of payouts due to a Partner being inactive, unqualified, or ineligible and giving it to a Partner that is active, eligible, and qualified. In this plan, roll-up is used. Please refer to the individual bonuses for details.

Sales Organization: Your Sales Organization consists of you and the people that you directly sponsor as Independent Partners, and the people that they sponsor as Independent Partners, and so on, and so on, and so on. There is no limit to how wide or deep that your Sales Organization can grow. (See "Downline" and "Line.")



POMIFERA \ \ CAREER+COMPENSATION PLAN