

# Beyuna

## Compensation plan

The Beyuna compensation plan describes how you can realise your income through discounts, royalties and bonuses. The volume is cumulatively allocated to a volume month. The volume month starts on the first day of the month at 00:00 Amsterdam time (CET/CEST) and ends on the last day of the month at 00:00 Amsterdam time (CET/CEST). Beyuna reserves the right to change the start and end dates of the volume month if it deems it necessary.

### Explanation of volume

Each Beyuna product has been assigned various values in the form of RDV volume points, QV volume points and CV volume points. The official Beyuna "First Business Package" with extensive documentation, sales tools and the product you receive do not count as volume.

#### RDV (Retail Discount Volume)

Beyuna pays retail commissions to distributors for the sale of products to customers who have been referred by distributors and who buy directly from Beyuna. In addition, distributors receive discounts on products they purchase for their own use or for resale to customers. The amount of the commission or discount is based on the Retail Discount Volume (RDV) of each product.

**The RDV is calculated with a fixed percentage that is determined by the company from time to time. Note that the RDV may vary depending on the product. For example, the RDV for product A can be 55%, while the RDV for product B can be 75% and the RDV for product C 100%.**

The selling price, excluding shipping costs and sales tax, times the percentage indicates the calculated RDV. The Retail Discount for the RDV is calculated from 5% to 30%. This discount or commission is based on the ranking of the distributor. For example, a Mercury receives a 15% discount or commission, while a Saturn receives a 30% discount or commission. All Beyuna products have a fixed RDV value as described above.

#### Example:

Beyuna brings a fast consumer product to the market, take toothpaste for example. Of course, you can never give a 30% discount on this. For example, the RDV rate sets the basis for the calculation at 55%.

Say a tube of toothpaste costs €2.00 per tube excluding VAT. The discount is then calculated as follows: €2.00 times 55% RDV = €1.10. The discount from 5% to a maximum of 30% is calculated over €1.10.

For a Mercury, (15%) the discount or commission is € 0.17 (€1.10 X 15% = €0.165, rounded up to €0.17). That's why Mercury pays €1.83 for a tube of toothpaste or they earn €0.17 when one of their customers orders the toothpaste from Beyuna and pays the full €2.00.

For a Saturn, (30%) the discount or commission is €0.33 (€1.10 X 30% = €0.33). That's why a Saturn pays €1.67 for a tube of toothpaste or they earn €0.33 when one of their customers orders the toothpaste from Beyuna and pays the full €2.00.

### **Retail Discount**

When a distributor buys a Beyuna product for personal use or resale, the distributor receives a discount which is calculated on the basis of the RDV of the product and the ranking of the distributor. In the above example, the retail discount for a Mercury € 0.17 on a € 2.00 tube of toothpaste. For a Saturn, the retail discount is €0.33 on the tube of toothpaste.

### **Retail Passthrough**

When a customer referred by a distributor buys a Beyuna product through the distributor's Beyuna website, the customer pays the full price and the distributor earns the difference in discount, the Retail Passthrough. The Retail Passthrough is calculated on the basis of the RDV\* of the product and the ranking of the distributor. In the above example, the Retail Passthrough for a Mercury €0.17 on a €2.00 tube of toothpaste (15% of the RDV of €1.10). For a Saturn, the Retail Passthrough is €0.33 on the tube of toothpaste (30% of the RDV of €1.10).

\*The Retail Discount Volume (RDV) is calculated on the basis of a fixed percentage. The retail price excluding VAT times the percentage is the calculated RDV. The Retail Discount for the RDV is calculated from 5% to 30%. All Beyuna products have an RDV value.

### **QV (Qualifying Volume)**

Qualifying Volume (QV) is a fixed value assigned to each product and used to determine the rank of each distributor. This is the basis for the qualification for Royalties and various bonuses within the compensation plan.

QV is an important part of the Beyuna compensation plan and the basis for obtaining a rank (Mercury, Mars, Neptune, Saturn or Jupiter). If you order products from Beyuna, you will receive the number of Qualifying QV Points cumulatively applicable to these products on your account.

QV forms the basis for qualifying Royalties and various bonuses within the compensation plan (1,000 QV, 2,000 QV and 3,000 QV).

**The QV is calculated using a fixed percentage determined from time to time by the company. Note that the QV may vary depending on the product. For example, the QV for product A can be 55%, while the QV for product B can be 75% and the QV for product C 100%.**



### **PV (Personal Volume) (QV)**

Personal Volume (PV) stands for the cumulative purchases of Beyuna products made by a distributor, expressed in QV value in one month of volume. If a distributor buys 100 (QV) products in a month's volume, the distributor has 100 PV (QV) that month.

### **RV (Retail Volume) (QV)**

Retail Volume (RV) means the cumulative purchases of Beyuna products made by a distributor's customers via the distributor's Beyuna website, expressed in QV value in one month's volume. If a distributor's customers buy 500 (QV) products through the distributor's website in a month's volume, the distributor has 500 RV (QV) that month. A distributor can view their RV (QV) at any time in the Cloud Office.

### **EV (Earth Volume) (QV)**

Earth Volume (EV) stands for the cumulative purchases of products by your business partners with the rank Earth, including the Earth's customers, expressed in QV value in one volume month.

### **PGV (Personal Group Volume) (QV)**

A distributor's Personal Group Volume (PGV) (QV) is the total of their PV (QV), RV (QV) and EV (QV) in one volume month. It is thus the sum of the QV value generated by (a) the distributor's personal purchases (PV) (QV); (b) the purchases made by the distributor's customers (RV) (QV) through the distributor's website; and (c) the distributor's Earths purchases from the distributor and its customers (EV) (QV).

Volume is allocated to the relevant volume month in which the order is placed and paid in full to Beyuna. Under no circumstances can the volume be transferred to another commission month.

### **CV (Commission Volume)**

Commission Volume (CV) is a fixed amount allocated to each product and used to determine the level of Royalties and bonuses.

CV is an important part of the Beyuna compensation plan and forms the basis for the calculation of the Royalties and various bonuses within the compensation plan.

If you order products from Beyuna, you will receive the number of CV points that apply to these products cumulatively.

**The CV is calculated using a fixed percentage determined from time to time by the company. Note that the CV may vary depending on the product. For example, the CV for Product A can be 55%, while the CV for Product B can be 75% and the CV for Product C can be 100%.**

Volume is allocated to the relevant volume month in which the order is placed and paid in full to Beyuna. Under no circumstances can the volume be transferred to another commission month.



#### **PV (Personal Volume) (CV)**

Personal Volume (PV) (CV) stands for the cumulative purchases of Beyuna products made by a distributor, expressed in CV value in one month of volume. If a distributor buys 100 (CV) products in a month of volume, the distributor has 100 PV (CV) that month.

#### **RV (Retail Volume) (CV)**

Retail Volume (RV) (CV) means the cumulative purchases of Beyuna products made by a distributor's customers via the distributor's Beyuna website, expressed in CV value in one month of volume. If the customers of a distributor buy 500 (CV) products in a month's volume via the distributor's website, the distributor has 500 RV (CV) that month.

A distributor can view their RV (CV) at any time in the Cloud Office.

#### **EV (Earth Volume) (CV)**

Earth Volume (EV) (CV) stands for the cumulative purchases of Beyuna products by the distributor's business partners with the rank Earth, and the Earth's customers expressed in CV value in one month of volume.

#### **PGV (Personal Group Volume) (CV)**

The Personal Group Volume (PGV) (CV) of a distributor is the total of their PV (CV), RV (CV) and EV (CV) in a volume month. It is thus the sum of the CV value generated by (a) the distributor's personal purchases (PV) (CV); (b) the purchases made by the distributor's customers (RV) (CV) through the distributor's website; and (c) the distributor's Earths purchases from the distributor and its customers (EV) (CV).

### Distributor Passthrough

Beyuna always pays the maximum discount of 30% retail discount. This is achieved via the Distributor Passthrough. Distributor Passthrough is the difference in discount for purchases from distributors and their customers through the Beyuna website, which accrues to the distributor who is entitled to a higher discount in the direct line of successive distributor(s). In the compensation plan, the amount of a distributor's discount is determined by the distributor's rank according to the table below.

Rank	Discount
Mercury	15%
Mars	20%
Neptune	25%
Saturn & Jupiter	30%

As long as the upline distributor(s) are active with a 2,000 QV in the month of volume, the upline distributor will receive the Distributor Passthrough.

#### Example 1

Andrea is a Mercury. That's why she receives a 15% discount on her personal purchases and a 15% Retail Passthrough on sales to customers via her Beyuna website. Andrea's sponsor, Billy, is a Mars. If Billy has obtained 2,000 PGV (QV) in one month, he will receive 5% of Andrea's PGV (CV) that month. So, 20% is paid out. The remaining 10% of Andrea's PGV (CV) will then be paid to the next upline distributor above Billy who has the rank of Saturn or higher, provided he has also achieved 2,000 PGV (QV) in the relevant volume month.

As you can see, 30% of Andrea's PGV (CV) is paid out: 15% to Andrea, 5% to Billy and 10% to the next upline distributor who is ranked higher than Billy and has also qualified for 2,000 PGV (QV) volume month.

Of course, you want to receive the maximum discount of 30% yourself instead of having the discount go to fellow distributors. If you have reached the Saturn or Jupiter rank, this discount is 100% for you, provided that you have qualified for the minimum level of 2,000 PGV (QV) in the relevant volume month.



## The Beyuna Compensation Plan is the ladder to success

As you can see, the first rank is Earth and the highest rank is Jupiter. We explain to you all the ranks and the advantages that belong to the rank.

### Start Bonus

For every new business partner you introduce at Beyuna, you earn 50 euros from Start Bonus. The Start Bonus is the reward for the product that comes with the "First Business Package" and is only paid to the direct sponsor. If the "First Business Package" is purchased without choosing the product option, the 50 euro will of course not be paid out.

## 1: Earth

### Retail Discount and Retail Passthrough

As an Earth you are entitled to 5% Retail Discount for purchases for personal use, sampling and sales to customers and 5% Retail Passthrough when customers purchase directly on your website.

	<b>Earning opportunities</b> <ul style="list-style-type: none"> <li>✓ 50 euro Start Bonus</li> <li>✓ 5% Retail Discount</li> <li>✓ 5% Retail Passthrough</li> </ul>
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After you have become a Beyuna Independent Sales Representative (distributor), you naturally want to grow directly to the position Mercury or higher, so that you have the opportunity to earn Royalties.

## 2: Mercury

### Retail Discount and Retail Passthrough

As a Mercury you are entitled to 15% Retail Discount for purchases for personal use, sampling and sales to customers and 15% Retail Passthrough when customers purchase directly on your website.

Growth model	Earning opportunities
<p>You will rise to the Mercury rank if you achieve at least 3,000 PGV (QV)* in 1 month, 6,000 PGV (QV)* in 3 consecutive months or 9,000 PGV (QV)* in 12 consecutive months.</p> <p>You can obtain this rank as a customer** and from the rank of Earth.</p>	<ul style="list-style-type: none"><li>✓ 50 euro Start Bonus</li><li>✓ 15% Retail Discount</li><li>✓ 15% Retail Passthrough</li><li>✓ Distributor Passthrough</li><li>✓ Royalties 2 Tiers</li></ul> <p><b>Bonuses:</b></p> <ul style="list-style-type: none"><li>✓ Lines in Bonus</li><li>✓ Support Bonus</li></ul>

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

\*\* From the customer position, you will need to register as a distributor after you have reached the relevant volume and then pay the annual contribution. For this, the customer is invited by Beyuna.

### How can a customer reach the Mercury rank in the Beyuna compensation plan?

Anyone can register as a customer and buy the Beyuna products. No other charges or obligations are imposed on the customer than the purchase and payment of the products.

Beyuna offers the customer the possibility to register another customer.

In this way, customers can start building a consumer organisation. Beyuna calculates Qualifying Volume (QV) points for each product purchased by a customer. All products purchased by the customer and their personally introduced customers (one level) are collected over a period of one month.

If the customer earns at least 3,000 PGV (QV) points in one month, 6,000 PGV (QV) points in 3 consecutive months or 9,000 PGV (QV) points in 12 consecutive months, they are eligible to obtain the Mercury rank in the Beyuna compensation plan.

After qualification, Beyuna invites the customer to become a distributor. Once the customer accepts the invitation, registers as a distributor and pays the annual contribution, they will be promoted to the Mercury rank in the next volume month.

A customer can only reach the Mercury rank, regardless of the total amount of their QV (Qualifying Volume). If the customer wants to reach a higher rank, they must first become a distributor by signing up and paying the annual membership fee.

**Note!** If a distributor belonging to your Personal Group Volume qualifies for a rank, please note that the QV used can only be used once for a rank.

## 3: Mars

### Retail Discount and Retail Passthrough

As a Mars, you are entitled to 20% Retail Discount for purchases for personal use, sampling and sales to customers and 20% Retail Passthrough when customers purchase directly on your website.

#### Growth model

You will rise to the rank Mars if you achieve at least 6,000 PGV (QV)\* in 1 month, 9,000 PGV (QV)\* in 3 consecutive months or 12,000 PGV (QV)\* in 12 consecutive months.

#### Earning opportunities

- ✓ 50 euro Start Bonus
- ✓ 20% Retail Discount
- ✓ 20% Retail Passthrough
- ✓ Distributor Passthrough
- ✓ Royalties 3 Tiers

#### Bonuses:

- ✓ Lines in Bonus
- ✓ Support Bonus

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

**Note!** If a distributor belonging to your Personal Group Volume qualifies for a rank, please note that the QV used can only be used once for a rank.

## 4: Neptune

### Retail Discount and Retail Passthrough

As a Neptune, you are entitled to 25% Retail Discount for purchases for personal use, sampling and sales to customers and 25% Retail Passthrough when customers purchase directly on your website.

#### Growth model

You will rise to the rank Neptune if you achieve at least 9,000 PGV (QV)\* in 1 month, 12,000 PGV (QV)\* in 3 contiguous months or 15,000 PGV (QV)\* in twelve consecutive months.

#### Earning opportunities

- ✓ 50 euro Start Bonus
- ✓ 25% Retail Discount
- ✓ 25% Retail Passthrough
- ✓ Distributor Passthrough
- ✓ Royalties 4 Tiers

#### Bonuses:

- ✓ Lines in Bonus
- ✓ Support Bonus

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

**Note!** If a distributor belonging to your Personal Group Volume qualifies for a rank, please note that the QV used can only be used once for a rank.

## 5: Saturn

### Retail Discount and Retail Passthrough

As a Saturn, you are entitled to 30% Retail Discount for purchases for personal use, sampling and sales to customers and 30% Retail Passthrough when customers purchase directly on your website.

#### Growth model

You will rise to the rank Saturn if you achieve at least 12,000 PGV (QV)\* in 1 month, 15,000 PGV (QV)\* in 3 consecutive months or 18,000 PGV (QV)\* in 12 consecutive months.

#### Earning opportunities

- ✓ 50 euro Start Bonus
- ✓ 30% Retail Discount
- ✓ 30% Retail Passthrough
- ✓ Distributor Passthrough
- ✓ Royalties 5 Tiers

#### Bonuses:

- ✓ Lines in Bonus
- ✓ Support Bonus

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

**Note!** If a distributor belonging to your Personal Group Volume qualifies for a rank, please note that the QV used can only be used once for a rank.

## 6: Jupiter

### Retail Discount and Retail Passthrough

As a Jupiter, you are entitled to 30% Retail Discount for purchases for personal use, sampling and sales to customers and 30% Retail Passthrough when customers purchase directly on your website.

If you have the rank of Jupiter and a Personal Group Volume (PGV) (QV) of 3,000 QV or more in the commission month in question, you are entitled to an additional 5% discount on the RDV (Retail Discount Volume) of your PV (Personal Volume) and 5% on the total RDV (Retail Discount Volume) in your organisation, until the Jupiter bonus is blocked by another Jupiter in your organisation who has also achieved a Personal Group Volume (PGV) (QV) of 3,000 QV or more.

#### Growth model

You will rise to the rank Jupiter if you achieve at least 15,000 PGV(QV)\* in 1 month, 18,000 PGV(QV)\* in 3 consecutive months or 22,500 PGV (QV)\* in 12 consecutive months.

#### Earning opportunities

- ✓ 50 euro Start Bonus
- ✓ 30% Retail Discount
- ✓ 30% Retail Passthrough
- ✓ Distributor Passthrough
- ✓ Royalties 6 Tiers

#### Bonuses:

- ✓ 5% Jupiter Bonus\*
- ✓ Lines in Bonus
- ✓ Support Bonus

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

**Note!** If a distributor belonging to your Personal Group Volume qualifies for a rank, please note that the QV used can only be used once for a rank.

## Wholesale

Beyuna gives you the opportunity to deliver/sell your purchases within thirty days of the invoice date to a distributor with the rank Earth on your front line. You can resell up to 50% of your Beyuna purchases through Wholesale to an Earth on your front line. You can repeat this until the purchased volume that falls within the thirty-day period is exhausted.

If the Earth on your front line still buys 50% directly from Beyuna and the total QV value matches the position of a rank, the distributor with the rank Earth will acquire this rank in the following month using the promotion form.

## Royalties

The Royalty aspect of the Beyuna compensation plan is the long-term goal of each Beyuna member distributor. In order to be eligible for royalties, you must achieve turnover in the month in question.

Building a multi-level organisation of users, customers and distributors who in turn also use and sample the products is a very powerful tool. In essence, it is about the redistribution of money that normally goes around in the supply chain. Beyuna eliminates the traditional supply chain and distributes the money that is released to yourself and six levels of people.

The Beyuna concept can also be seen as the solution for a society in transition, one struggling with the redistribution of money through all kinds of innovations in the field of automation, robotics, etc. What are we going to do with redundant or non-demanding workers? Beyuna 'The New Different' gives you an answer to this question.

In the overview shown above, you can see that each rank in the Beyuna compensation plan from Mercury to Jupiter is given the opportunity to earn Royalties, respectively from two to six qualified levels that we call a Tier.

### **Level:**

A level is a layer of distributors assigned to your organisation. If you introduce five people into your Beyuna company it means that you have five distributors on your first level. If these distributors in turn introduce people on their first level, then these distributors are on their first level, but on your second level. If these distributors in turn introduce people on their first level, then these distributors will be on their first level, on your introduced distributor second level, but on your third level.

You can imagine that if this concept repeats itself constantly, there will be a very large group of people together representing a huge group of consumers, all of whom use and sample products. This creates an internal economy of users of Beyuna products who all earn money from the use of each other. For the use of all these Beyuna products, Beyuna Royalties are paid by Beyuna to all its distributors who are eligible under the rules of the compensation plan. Payment shall be made each month on the 25th of the month following the commission month in question.

### **Royalties**

In order to be eligible for royalties, you must achieve turnover in the month in question.

With a turnover of 1,000 PGV\*(QV), Beyuna pays 2% Royalties over 65% (100% minus 30% discount + 5% Jupiter Bonus) of the established Commission Volume (CV) value.

With a turnover of 2,000 PGV\*(QV), Beyuna pays 2% Royalties over 65% (100% minus 30% discount + 5% Jupiter Bonus) of the established Commission Volume (CV) value.

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

A distributor who achieves a PGV\*(QV) of 1,000 or 2,000 is called a qualified level = a Tier for both calculations.

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

The compensation plan first calculates the Royalties for all qualified distributors with a PGV\*(QV) of 1,000. The Tiers that belong to the relevant rank are counted here. For example, if you are Jupiter, the computer will add up the volume of all distributors in one line in your organisation to a maximum of 6 Tiers with 1,000 PGV (QV). All non-qualified distributors with their volume are also counted in this line. This is called compression. The total volume of all lines in your organisation is determined in this way. Your Royalties are then calculated on the basis of this Commission Volume.

The compensation plan then calculates the Royalties for all qualified distributors with a PGV\*(QV) of 2,000. This is done in the same way as described above for the calculation of the 1,000 PGV (QV).

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

## Develop bonuses

When designing its compensation plan, Beyuna paid extensive attention to the development of bonuses that do justice to the extent to which a distributor is able to manage their organisation.

### Lines in Bonus

As an incentive for the expansion of the organisation, Beyuna has worked out the Lines in Bonus for its distributors as a bonus in the compensation plan.

In order to qualify for the bonus "Lines in Bonus", the distributor must qualify for a minimum of 2,000 PGV\*(QV) in the relevant commission month.

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

Each distributor introduced by you is the beginning of a new line. This means that if you have three distributors on your front line, it could eventually result in three Lines in Bonus.

### When is a Line in Bonus?

We have just seen that a distributor you have introduced can be the beginning of a Line in Bonus. This is the case if this distributor A achieves a PGV\* (QV) of 2,000 or more in the relevant commission month or if another distributor B, which is in the organisation of this distributor A, achieves a PGV\* (QV) of 2,000 or more.

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

If the distributor in their own organisation is able to organise this on three lines, they will receive in addition to the Royalties of 2+2% to which they are entitled, an additional 1% in Royalties.

### **Lines in Bonus**

- 3 Lines in bonus plus 1% extra Royalties
- 4 Lines in bonus plus 1% extra Royalties
- 5 Lines in bonus plus 1% extra Royalties

The Royalties for the Lines in Bonus can go on indefinitely but stop at the next distributor who qualifies for 3, 4 or 5 Lines in Bonus.

## **Support Bonus**

Managing an organisation takes time. Beyuna has also realised this and has introduced the "Support Bonus" within its unique compensation plan under the motto "input versus outcome". If the distributors you have introduced develop well, Beyuna believes that there should be a reward for this. This has led to the introduction of a unique bonus, the Support Bonus.

In order to qualify for the Support Bonus, the distributor must qualify for at least 3,000 PGV\*(QV) in the relevant commission month.

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

When are you eligible for the Support Bonus?

The first distributor in a line (see explanation above) who has qualified for at least 3,000 PGV\*(QV) in the relevant volume month, will receive Royalties if the distributor is eligible for them.

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) + EV (QV) (Earth Volume)

You will now receive a 20% Support Bonus payment on the amount of (2% + 2%) Royalties received by your distributor.

If your distributor receives an amount of (2% + 2%) Royalties worth €2,500, the Support Bonus will be €500 (20% of €2,500).

In other words, you can receive 20% Support Bonus over any organisation built by a distributor you have introduced. Regardless of whether it is 1, 2, 3 or 10 Distributors, as long as the conditions described above are met, you will receive the Support Bonus.

### **Example**

#### **Support Bonus**

<b>Tier 1</b>	<b>Peter</b>	<b>Hank</b>	<b>Nick</b>	<b>Mary</b>	<b>Maggie</b>
2+2% Royalties 1st Tier	€10,000	€4,500	€1,000	€2,800	€7,800
20% Support Bonus	€2,000	€900	€200	€560	€1,560