

## COMPANY OVERVIEW

At Modere, our unique Social Retail business model focuses primarily on attracting, retaining and growing retail customers. These efforts are demonstrated by a ratio of nearly seven customers to each Social Marketer. We support this value proposition with a compensation model that rewards Social Marketers who refer shoppers to our brand and develop teams of other Social Marketers to do the same.

This is opportunity — styled to complement natural conversations, everyday activities and individual paths. Together we are creating an entirely new approach, where every participant can proactively define their own unique level of success.

The Modere compensation plan provides two ways for Social Marketers to be recognized for their efforts. “Builder” titles are awarded in acknowledgement of their progress in team building, while “Promoter” titles recognize the important milestones they reach in monthly customer sales. The further along a Social Marketer advances in the Modere career path, the greater his or her earning potential.

## COMPENSATION

As with any sales opportunity, the actual compensation levels can vary significantly depending on a number of different factors. The cost to enroll and begin a Social Marketer business is very low. Some are initially introduced to the products via our innovative Social Retail business model, through which customers may choose to become Social Marketers. Many individuals may also choose to participate in the business to improve their networking skills or to take advantage of the entrepreneurial opportunity to manage their own business. While there are many reasons people join our company, there are those who may ultimately never purchase products nor refer other customers or business builders. Consequently, many Social Marketers never qualify to earn commissions.

**Generating meaningful compensation as a Social Marketer requires considerable time, effort, and commitment. This is not a get-rich-quick program; there are no guarantees of financial success, and results will vary widely among participants. To qualify for any bonus, you must meet all requirements of the Modere Compensation Plan.**

## COMMISSIONS

Social Marketers earn commissions based on the sale of products in his/her network of Social Marketers and customers in all countries where Modere does business. The company also sells promotional materials that do not generate commissions.

The income statistics in this statement are based on incomes earned by all active U.S. Social Marketers, including those derived from sales generated within their organization in all countries where they may conduct business. For the purposes of this disclosure, an active Social Marketer

describes any newly enrolled Social Marketer in 2017 and during the period cited, regardless of whether they placed a product order or earned commission, as well as any Social Marketer who made at least one product purchase or earned any commission in 2017 and during the period cited. The average income for all members during this time was \$111.89 monthly or \$1,342.73 annualized, and 68.33% of active Social Marketers earned income.

Note that the Social Marketer compensation summarized in this disclosure does not include expenses incurred by a member in the operation or promotion of his or her business, which can vary widely and might include advertising or promotional expenses, product samples, training, rent, travel, telephone and Internet costs, and miscellaneous expenses. The Social Marketer earnings cited in this chart are not necessarily representative of the income, if any, that a Modere Social Marketer can or will earn through the Modere Compensation Plan. These figures should not be considered guarantees or projections of actual earnings or profits. Your success will depend on individual diligence, work, effort, sales skill, and market conditions. Modere does not guarantee any income or rank success.

**All income is earned on the sale of Modere products. No benefits or bonuses are paid or received solely through recruiting or enrolling other Social Marketers, and no earnings are guaranteed from mere participation in the Compensation Plan.**

Earnings	Annual Average	Percent of Active Social Marketers
0.00	0.00	31.67%
0.01-200	\$106.27	17.32%
201-500	\$312.87	17.61%
501-2,000	\$1,071.79	13.78%
2,001-5,000	\$3,237.98	9.46%
5,001-10,000	\$6,912.47	4.46%
10,001-20,000	\$13,840.13	3.02%
20,001-50,000	\$29,277.57	1.83%
50,001-100,000	\$69,278.31	0.49%
100,001-150,000	\$124,403.77	0.14%
150,001-300,000	\$231,406.77	0.10%
300,000+	\$486,894.20	0.11%

Percent of Active Social Marketers is based on a total count of distinct individuals in each earnings tier. This chart represents data collected over a four-month period beginning in November 2017 when compensation plan updates were made. Annual average is based on the calculation of the monthly average earnings per unique Social Marketer in each of the months during the period and then annualized by multiplying by twelve, the sum of which is then separated out into the appropriate tier for the earnings range.