



MÖDERE™
COMPENSATION PLAN

INTRODUCTION

WELCOME TO MODERE.

THIS COMPENSATION PLAN AND OUR BUSINESS MODEL ARE REVOLUTIONARY, REWARDING BOTH SOCIAL MARKETERS AND CUSTOMERS TOGETHER, FURTHERING THE LIVE CLEAN MESSAGE UNIVERSALLY. WE ARE SHIFTING THE FACE OF A RETAIL EXPERIENCE.

THE KEY TO OUR MODEL IS THAT IT STARTS WITH THE CUSTOMER. WE MAKE IT AS EASY AS POSSIBLE FOR YOU TO ATTRACT, RETAIN AND GROW YOUR CUSTOMER PODS. BY CREATING THE BEST EXPERIENCE FOR THE CUSTOMER, WE BUILD RELATIONSHIPS WHICH DEVELOP THE FOUNDATIONS FOR A NEW GENERATION OF SOCIAL MARKETERS.

Together we can make a positive impact on our world and in the lives of others to enhance the way in which we choose to live.

It starts with a vision and is simplified by focusing on four natural behaviours:

- 1) Acquire Customers
- 2) Retain Customers
- 3) Advance through the Modere Career Path Sales and Marketer Ranks & Titles
- 4) Develop your team to do the same.



MODERE CAREER PATH

Upon joining, an entrepreneur becomes a Social Marketing Consultant. As they begin to meet specific monthly requirements they progress through the Modere Career path. Progression through the Career Path opens new opportunities for recognition and increased earning potential.

Once a Social Marketer is promoted to a new level, the qualification becomes effective immediately, allowing them to be paid at their new title/rank the same month they achieve it.

SOCIAL MARKETER RANK	SHORT RANK	LEGS*	ORG. POINTS (OP)	ORG. POINTS MAX LEG**
Consultant	C			
Senior Consultant	SC	1	1,500	750
Team Leader	TL	1	3,000	1,500
Senior Team Leader	STL	1 SC	6,000	3,000
Social Marketing Director 1	D1	1 TL	12,000	7,000
Social Marketing Director 2	D2	2 TL	25,000	15,000
Social Marketing Director 3	D3	3 TL	50,000	35,000
Elite Social Marketer 1	E1	3 STL	100,000	70,000
Elite Social Marketer 2	E2	3 D1	200,000	140,000
Elite Social Marketer 3	E3	3 D2	400,000	280,000

*To qualify for commissions a Social Marketer must have 150 Activity Points (AP).
Legs must be qualified in the current month.

*** This is the maximum amount of points that can come from a sponsored Social Marketer leg, or the Social Marketer and his or her POD.*

SOCIAL MARKETER TITLE	CUSTOMER POINTS	ACC
Promoter	1 -499	1
Bronze	500	5
Silver	1,000	5
Gold	2,000	10
Platinum	3,000	15
Platinum 1	5,000	25
Platinum 2	7,000	35
Platinum 3	9,000	45

The Modere Career Path includes recognition and titles for Social Marketers who reach important milestones in monthly customer sales. This special recognition is added to the Social Marketer Rank allowing Social Marketers two ways to be recognized for their efforts: promoting product and building teams.

For example, a Social Marketer who achieves the Social Marketer Rank of Social Marketing Director 1 (D1) and also earns the Social Marketer Title of Silver would be known officially as Social Marketing Director 1—Silver, or Silver Director 1.

CUSTOMER BONUS

Earn up to a 35% commission on customer points

Social Marketers can earn commission of up to 35% on the Customer Points generated from customer orders.

Customer POD Bonuses are paid based upon your personal effort of going out to attract and retain your customers. The more customers generated by your pod help you achieve higher promoter titles which trigger higher rewards.

Customer Bonus is paid according to the Social Marketer's qualified promoter title.

All Customer Points are commissioned at a 62% value through the Generational Unilevel.

Please note that your commission statement will show your bonuses in two categories: you will see a customer first order show up under Customer Acquisition Bonus and all other orders from your customers will show up under the Customer Reorder Bonus.

Title	Customer Bonus
Promoter	10%
Bronze	24%
Silver	26%
Gold	26%
Platinum	30%
Platinum 1	30%
Platinum 2	30%
Platinum 3	35%

PROMOTER DEVELOPMENT BONUS

Enjoy 10€ to 300€ when you help your team members develop solid customer pods.

The Promoter Development Bonus rewards Social Marketers for helping their team develop customer PODS. The Promoter Development Bonus pays through the enrolment structure to the first upline Team Leader, Director and Elite.

For example, when a Social Marketer achieves Platinum, the upline Team Leader receives a 30€ Promoter Development Bonus, the upline Director also receives a 30€ Promoter Development Bonus and the upline Elite also earns a 30€ Promoter Development Bonus.

Promoter Development bonuses are stackable. For example, if the next upline Social Marketer for a Platinum Social Marketer is a Director, the Director will earn the 30€ Team Leader Bonus, plus the 30€ Director Bonus, for a total of 60€.

Title	Team Leader & Higher	Director & Higher	Elite & Higher
Silver	10€ / £9	10€ / £9	10€ / £9
Gold	15€ / £13,50	15€ / £13,50	15€ / £13,50
Platinum	30€ / £27	30€ / £27	30€ / £27
Platinum 1	50€ / £45	50€ / £45	50€ / £45
Platinum 2	70€ / £63	70€ / £63	70€ / £63
Platinum 3	100€ / £90	100€ / £90	100€ / £90

FIRST ORDER

Earn 20% from the points on a new Social Marketer's first order.

The first order bonus is paid to a qualified sponsor on a new Social Marketer's first order. The first order must be placed within the first 30 days of joining.

To be qualified for the First Order Bonus the sponsor must be the enrolling sponsor and have 150AP. Qualified sponsors receive a 20% commission on the points of the new Social Marketer's first order.

Points from the new Social Marketer's first order are commissioned at a 62% value through the Generational Unilevel. If the first order was not placed within the first 30 days of joining, the points from the new Social Marketer's first order will be commissioned entirely through the Generational Unilevel commission.

TEAM BUILDER BONUS

Earn up to 1,400 € / £1,250 each month with the Team Builder Bonus.

Social Marketers who achieve Team Leader or higher are eligible to earn the Team Builder Bonus. This reward can be earned every month a Social Marketer meets the requirements. These bonuses range from 100 € (£90) to 1,400 € (£1,250) and are in addition to the Generational Unilevel commissions.

To receive a Team Builder Bonus a Social Marketer must qualify no less than one rank below the highest achieved rank. For example, if a Director One is the highest achieved rank, a Social Marketer must qualify as Senior Team Leader or higher to be eligible for a Team Builder Bonus.

Additionally, a Social Marketer must meet the Enrolment Organization Points (EOP) requirement to receive a Team Builder Bonus. EOP excludes any points from members and teams that have been placed under a Social Marketer, it is based on the Enrolment Structure. If a Social Marketer has less EOP than the required amount they will be paid the Builder Bonus equivalent to the actual EOP. For example, a Director Two who has 11,000 EOP will be eligible for a Director One Team Builder Bonus.

Team Builder Bonus is payable to Social Marketers in Europe only.

RANK	ENROLLMENT ORGANIZATION POINTS	TEAM BUILDER BONUS
Team Leader	1,800	100€ / £90
Senior Team Leader	3,600	200€ / £180
Director 1	7,200	250€ / £220
Director 2	15,000	500€ / £440
Director 3	30,000	1,000 € / £900
Elite 1	60,000	1,000€ / £900
Elite 2*	120,000	1,200€ / £1,050
Elite 3*	240,000	1,400€ / £1,250

*Elite 1 Social Marketers can qualify to earn the 1,000€ Team Builder Bonus as well as the Leader Development Bonus each month. *Elite 2 & Elite 3 Social Marketers will earn either the Leadership Development Bonus OR the Team Builder Bonus, whichever is greatest. Elites that qualify with a 4th qualified leg based on their rank qualified leg requirement, are eligible to earn BOTH the LDB and TBB values each month the 4th qualified leg is maintained.(Elite 2 must have 4 qualified D1 legs and Elite 3 must have 4 qualified D2 legs to earn both the LDB and TBB bonuses).*

GENERATIONAL UNILEVEL

Points from Customer and Social Marketer product purchases made by your team members are paid through the Generational Unilevel.

All Customer order volume and Social Marketer first order volume are factored at 62% for Generational Unilevel payout. Ongoing Social Marketer orders are not factored.

As a Social Marketer progresses further through the career path, they can earn anywhere from 4%- 7% on a pay generation. The Generational Unilevel is paid through the Placement Structure.

4 & MORE ELITE BONUS

Elite Social Marketers earn an additional 4% on the 4th team and beyond within the Generational Unilevel*

Elite Social Marketers who develop more than three personally sponsored teams are eligible to receive the Four & More Bonus.

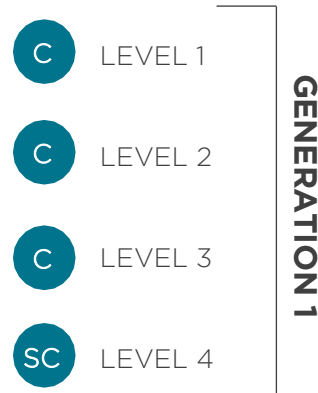
The three personally sponsored teams with the most Organizational Points are considered teams one through three. All other personally sponsored teams are considered four & more. For teams four and more, Elites earn an extra 4% commission on all Unilevel pay levels in addition to the standard Unilevel Commissions. The 4 & More Bonus is paid through the Placement Structure.

**Excludes points paid through First Order Bonus and any first orders placed by a new Customer.*

	SC	TL	STL	D1	D2	D3	E1	E2	E3	4 & MORE BONUS
Gen 1	4%	7%	7%	7%	7%	7%	7%	7%	7%	+ 4%
Gen 2	4%	7%	7%	7%	7%	7%	7%	7%	7%	+ 4%
Gen 3		7%	7%	7%	7%	7%	7%	7%	7%	+ 4%
Gen 4			4%	5%	5%	5%	5%	5%	5%	+ 4%
Gen 5					4%	4%	4%	4%	5%	+ 4%
Gen 6						4%	4%	4%	4%	+ 4%
Gen 7							4%	4%	4%	+ 4%
Gen 8								4%	4%	+ 4%

PAYOUT COMPRESSION

The Generational Unilevel features compression, which allows Social Marketers to earn the highest possible payout. If a Social Marketer in your network does not qualify as SC or higher, his or her points are added to the points of the next Social Marketer below who meets the SC qualification requirements. This group of Social Marketers and their customers are then considered one pay generation.



LEADERSHIP DEVELOPMENT BONUSES

Earn a match on team member's Generational Unilevel earnings.

The Leadership Development Bonuses are the most attractive and exciting bonuses for Social Marketers. It allows leaders to earn deep into their organization.

Elite Social Marketers are eligible to earn Leadership Development Bonuses based on Generational Unilevel commissions paid to Directors and Elite Social Marketers within the Social Marketer's Team.

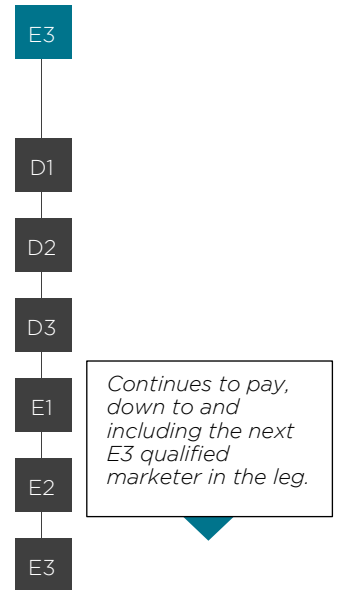
Elite Social Marketers are able to earn through two dynamic generations. A dynamic generation includes all Directors and Elite Social Marketers down to the first similar, or higher, qualified Social Marketer based on rank.

Social Marketers who qualify as E1 or higher have the ability to earn down two dynamic generations of similarly or higher qualified Social Marketers. In this scenario the E3 qualified Social Marketer will earn 12% on D1s, 14% on D2s, 16% on D3s, 18% on E1s, 20% on E2s and 22% on up to two dynamic generations of E3 qualified Social Marketers.

Leadership Development bonuses are distinctly different to other bonuses because of the rare way they allow a Social Marketer to be rewarded for building leaders within their team. Additionally these bonuses allow the potential for a Social Marketer to be paid on the same points, multiple times.

Of the total commission payout, Modere reserves the right to cap at 10% the total Leadership Development Bonus plus the portion of Team Builder Bonus paid to Directors and Elites. Leadership Development Bonuses are paid through the Placement Structure.

The Leadership Development Bonus is adjusted to 50% for leaders who are not residing in the countries supported by Modere Europe BVBA.



MATCHING RANK

		D1	D2	D3	E1-E3		
YOUR RANK	E1	12%	14%	16%	18%		
	E2	12%	14%	16%	18%	E2-E3	20%
	E3	12%	14%	16%	18%	E2	E3



60 DAY PLACEMENT

An enrolling sponsor has 60 days to place personally sponsored Social Marketers within his or her team. Once a Social Marketer has been placed, the move is permanent and the Social Marketer may not be placed again.

The 60 DAY PLACEMENT feature allows you the ability to create momentum by strategically linking your team members.

Placing someone from your first level to a different location in your team may reduce your income and impact your rank qualifications. Use care when considering a placement on your team.

Please refer to our 60 Day Placement Programme Terms & Conditions for full details.

STATUTORY WARNING

1. It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme.
2. Do not be misled by claims that high earnings are easily achieved.

GLOSSARY

ACRONYM	TERM	DEFINITION
AP	Activity Points	Combined point value of purchases by a Social Marketer and points from their new Customers' purchases in their first calendar month.
ACC	Active Customer Count	Total number of active Customers in a Social Marketer's Pod who have purchased products in a given month.
CB	Customer Bonus	The commissions paid to a Social Marketer based on the Customer points generated in the Social Marketer's Customer pod. Please note that on your commission statement you will see a Customer first order under Customer Acquisition Bonus and all other orders under Customer Reorder Bonus.
CP	Customer Points	Points from products purchased by Customers in a Social Marketer's Pod for qualification purposes.
EOP	Enrolment Organization Points	EOP is similar to Organization Points, however it is based on the points in the Enrolment Structure. EOP excludes points from Social Marketer's, their PODS and teams who have been placed into a Social Marketer's team.
-	Factor	A percentage based adjustment to the commissionable points as explained in the Compensation Plan document. The company has the sole discretion to adjust the percentage factored up or down based on the needs for incentives, special promotions and marketing expense. The factor percentage will be published in the compensation plan each time the factor is adjusted up or down and formal notification will be made through our usual communication channels.
-	First Order	First orders are identified as the first order placed by a Customer or a Social Marketer which includes commissionable points.

ACRONYM	TERM	DEFINITION
-	Leg	A Social Marketer on your first level based on Placement Structure. This Social Marketer and their team constitute a Leg in your team.
-	Leadership Development Generation	A generation includes all Directors and Elite Social Marketers down to the first similarly or higher qualified Social Marketer.
Max Leg	Maximum Leg Amount	Used to determine the maximum amount of points that can count towards the monthly OP qualifications from a Social Marketer and their POD, or from a Social Marketer leg.
MP	Marketer Points	Points from products personally purchased by a Social Marketer for qualification purposes.
OP	Organization Points	Includes a Social Marketer's own MP and CP and all MP and CP from the Social Marketer's entire team for qualification purposes.
Pod	Personal Customer Pod	A Social Marketer's personally sponsored Customers and all the Customers they in turn refer, with no limitation in the depth of your Pod.
-	Unilevel Generation	If a Social Marketer does not qualify as SC or higher, his or her points are added to the points of the next Social Marketer below who meets the SC qualification requirements. This group of Social Marketers and their customers are then considered one Generation.
ES	Enrolment Structure & Enrolment Sponsor	The structure of a Social Marketer's team based on the original enrolment position and sponsor. Enrolment Sponsor is the original sponsor indicated at the time of sign up.
PS	Placement Structure & Placement Sponsor	Placement Structure is the structure of a Social Marketer's team based on the placement position within the Sponsor Organization. Placement Sponsor is the sponsor assigned by the Enrolment Sponsor within the 60 Day Placement Period as approved by Modere.



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