



# MODERE EUROPE COMPENSATION PLAN

## WELCOME TO MODERE.

Modere is connecting dots. From customer innovation, to product experiences - our model is bold and our community is strong. Together we are creating an entirely new approach, where every single participant can make a positive impact and define their unique level of success. We are a vibrant team of individuals dedicated to delivering quality experiences and shaping healthy lifestyles. Our passion aligns us, our belief drives us.

It all starts with the customer. If we provide them with the best experience possible, it creates the greatest opportunity for each of us.

Our compensation model is built to support the behaviours that define the experience, that create the value.

Our primary focus at Modere is about attracting, retaining and growing customers.

We support that value proposition by providing a plan that rewards those entrepreneurs who have incredible abilities to attract customers and the drive to build strong sales organisations.

Diving into the details of the Modere Compensation Plan may appear complex, but it is all simplified by focusing on three natural behaviours:

- **Acquire Customers.**
- **Become a Team Leader.**
- **Develop Team Leaders.**

Focus on these key activities and you will excel with Modere.

### THE DIFFERENT WAYS TO EARN WITH MODERE:

1. Sharing Bonus
2. Selling Rewards
3. First Order Bonus
4. Generational Unilevel
5. Rank Advancement/Consistency Bonus
6. Dynamic Team Leader & Director Bonus
7. Leadership Development Bonuses
8. Lifestyle Consistency Bonus
9. 4 & More Builder Bonus

# A FEW TERMS WE USE

<b>Activity Points (AP)</b>	Is the combined point value of purchases by a Social Marketer and points from their new Customers' Modere purchases in their first calendar month.
<b>Active Customer Count (ACC)</b>	Is the total number of Customers in a Social Marketer's Customer Pod who have purchased Modere products in a given month.
<b>Customer Pod</b>	Consists of the Customers enrolled underneath a Social Marketer and all the Customers enrolled underneath these Customers.
<b>Customer Points (CP)</b>	Are points generated by Modere products purchased by Customers in a Social Marketer's Pod.
<b>Enrollment Structure &amp; Enrolling Sponsor</b>	Is the structure of a Social Marketer's team based on the original enrollment position and sponsor. Enrolling Sponsor is the original sponsor indicated at the time of joining. The enrollment structure does not change.
<b>Leg</b>	Consists of a personally sponsored or first level Social Marketer in your Network and their organisation (if any).
<b>Leadership Development Generation</b>	Includes all Gold, Platinum, Team Leaders, Senior Team Leaders, Directors and Elite Social Marketers down to the first similarly or higher qualified Social Marketer in your network.
<b>Lifetime Customer (LC)</b>	Is a Customer in a Social Marketer's Pod who has purchased Modere product at least once and whose account is open for purchasing Modere product.
<b>Lifetime Customer Count (LCC)</b>	Is the total number of Lifetime Customers in a Social Marketer's Pod.
<b>Maximum Leg Amount (MAX LEG)</b>	Is the maximum amount of points from a Leg that can count towards a Social Marketer's monthly Organisation Points qualification. This rule also applies to the Social Marketer's own MP and CP with the exception of Senior Consultants. A Senior Consultant's own MP and CP are not impacted by this rule.
<b>Marketer Points (MP)</b>	Are points generated by purchases of Modere products by a Social Marketer in a given month.
<b>Organisation Points (OP)</b>	Includes a Social Marketer's own MP, the CP of their Customer Pod, and all MP and CP from this Social Marketer's entire organisation.
<b>Placement Structure &amp; Placement Sponsor</b>	Is the structure of a Social Marketer's organisation based on the placement position as a result of a move within the 60-Day Placement period. Placement Sponsor is the sponsor assigned by the Enrolling Sponsor within the 60-Day Placement period and as agreed by Modere Europe.
<input checked="" type="checkbox"/> <b>SmartShip</b>	Is a programme Modere has designed to help you conveniently replenish your lifestyle essentials. Products that you have selected for SmartShip will arrive at your doorstep according to the intervals that you choose.
<b>Upline</b>	Is the sponsor and/or any or all Social Marketers up the line of sponsorship.
<b>Unilevel Generation</b>	Is the total of MP and CP down to the next Senior Consultant or higher in your organisation in the given month.

The Modere Europe Compensation Plan is only available to Social Marketers residing in countries supported by Modere Europe BVBA.

The Modere Europe Compensation Plan, together with the Social Marketer Application and Agreement, the Modere Europe Policies and Procedures and the Business Entity Application (where appropriate), collectively form the Agreement between the Social Marketer and Modere Europe.

# THE MODERE ADVANTAGES

MÖDERE™

## **SOCIAL RETAIL, A BETTER WAY TO MARKET**

Modere is the first company to develop an industry-changing concept called Social Retail. Modere's innovative social marketing strategy enables people like you and me to promote the brand by simply referring and sharing its stylish, safe and smart products while generating income and rewards.

## **THE CUSTOMER POD**

Take advantage of the fact there are no depth limitations in your Customer Pod. Up to 20% sharing bonuses will apply on the full depth of your Customer Pod. You are always paid at least 10% on all of the points in your Customer Pod. Customer Points (CP) of your Customer Pod are compressed to one paid level. In a nutshell, when you introduce customers to Modere you can earn up to 42% commission on the points tied to these Customer's purchases and their referrals' purchases.

## **PAY-OUT COMPRESSION/UNILEVEL GENERATION**

If a Social Marketer in your network does not qualify as Senior Consultant (SC) or higher, his or her points are added to the points of the next Social Marketer below who meets the minimum SC qualification requirements. This group of Social Marketers and their customers are then considered a Unilevel Generation.

## **DYNAMIC GENERATION FOR THE LEADERSHIP DEVELOPMENT BONUSES**

A Dynamic Generation includes all Gold, Platinum, Team Leaders, Senior Team Leaders, Directors and Elite Social Marketers down to the first identical, or higher, qualified Social Marketer. Directors are eligible to earn Leadership Development Bonuses through one dynamic generation and Elite Social Marketers are able to earn through two dynamic generations.

## **IMMEDIATE RANK PROMOTIONS/ADVANCEMENTS**

Modere rank promotions and advancements in rank run in real time. Monthly commissions are based on qualifications earned at the end of each given month.

## **RECOGNITION & REWARDS**

The Modere Compensation Plan contains a wealth of bonuses and world-class incentives to reward top performers. Be **recognised** and get **rewarded** for achieving new ranks and titles. Live your dream! Earn amazing lifestyle experiences, from skydiving, VIP Concert and Sporting Event Tickets, to home-delivered luxury food boxes; or earn an exclusive four star trip through **Modere Experiences and Escape**; or drive and own a luxurious car thanks to the **Lifestyle Consistency Bonus**.

## **4 & MORE BUILDER BONUS**

Elite Social Marketers who develop at least four personally sponsored teams are eligible to receive the Four & More Builder Bonus. The three personally sponsored teams with the most Organisation 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 Generations in addition to the standard Unilevel Commissions. Points that qualified for the First Order Bonus are not considered for the 4 & More Builder Bonus.

## **60-DAY PLACEMENT**

Upon personally enrolling a new Social Marketer, the enrolling sponsor has 60 days to decide where to place the personally sponsored Social Marketer within his or her team. This allows to create momentum by strategically linking team members. Placement of a new Social Marketer may only happen once and is permanent. Only sponsors or a particular rank are authorised to use the 60-Day Placement programme.

# MODERE CAREER PATH

Upon joining, Social Marketers are given Consultant rank. 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.

Social Marketers are paid at the title and rank they achieved for each qualification month. The title gives recognition to success in promoting Modere with Customers. The rank gives recognition to success in building an organisation of Social Marketers and Customers.

## RECOGNISING YOUR SUCCESS FOR INTRODUCING CUSTOMERS

Social Marketer Titles	Short Title	AP ✓	ACC	CP
Bronze	B	150	5	500
Silver	S	150	5	1,000
Gold	G	150	10	2,000
Platinum	P	150	15	3,000
Platinum 1	P1	150	25	5,000
Platinum 2	P2	150	35	7,000

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's rank allowing Social Marketers two ways to be recognised for their efforts: promoting product and building teams.

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

### ✓ MONTHLY QUALIFICATION WITH 100MP ON SMARTSHIP.

As an alternative to generating 150AP each month it is also possible to qualify by having a monthly SmartShip order of 100MP.

## RECOGNISING YOUR SUCCESS FOR BUILDING A TEAM

Social Marketer Ranks	Short Rank	AP ✓	LCC	Legs	OP	Max Leg
Consultant	C	150	0	0	N/A	N/A
Senior Consultant	SC	150	1	1 C	1,000	500*
Team Leader	TL	150	3	1 C	3,000	1,500
Senior Team Leader	STL	150	3	1 SC	6,000	3,000
Director 1	D1	150	6	1 TL	12,000	7,000
Director 2	D2	150	6	2 TL	25,000	15,000
Director 3	D3	150	6	3 TL	50,000	35,000
Elite 1	E1	150	6	3 TL	100,000	70,000
Elite 2	E2	150	6	3 TL	200,000	140,000
Elite 3	E3	150	6	3 TL	400,000	280,000

All of the above criteria must be met in the given qualification month.

\*A Senior Consultant's own MP and CP are not impacted by the Max Leg rule.



# COMPENSATION PLAN OVERVIEW

## SOCIAL MARKETER TITLES AND CAREER PATH (P.4)

As you begin to meet specific monthly requirements, you progress through the Modere Career Path.

### Recognising Your Success for Introducing Customers

Social Marketer Titles	AP ✓	ACC	CP
Bronze (B)	150	5	500
Silver (S)	150	5	1,000
Gold (G)	150	10	2,000
Platinum (P)	150	15	3,000
Platinum 1 (P1)	150	25	5,000
Platinum 2 (P2)	150	35	7,000

### Recognising Your Success for Building a Team

Short Ranks	AP ✓	LCC	Legs *	OP	OP Max Leg
C	150	0	0	N/A	N/A
SC	150	1	1C	1,000	500
TL	150	3	1C	3,000	1,500
STL	150	3	1SC	6,000	3,000
D1	150	6	1TL	12,000	7,000
D2	150	6	2TL	25,000	15,000
D3	150	6	3TL	50,000	35,000
E1	150	6	3TL	100,000	70,000
E2	150	6	3TL	200,000	140,000
E3	150	6	3TL	400,000	280,000

## ACQUIRE CUSTOMERS

**1. SHARING BONUS (P.6)**  
Earn up to an additional 20% on your Customer Points (CP).

Customer Points (CP)	Percent earned
<300CP	10%
300+CP*	15%
500+CP*	20%

✓ \*Social Marketers must have at least 150AP, or 100MP on SmartShip, to earn 15% or 20% on monthly CP.

**2. SELLING REWARDS (P.6)**  
Earn up to 1,000€/£800 every month and an additional 4,000€/£3,200 annually with SELLING REWARDS.

SM Titles	ACC	CP	Monthly Selling Rewards Bonus	3 Month Cons. Selling Reward
B	5	500	50€/£40	50€/£40
S	5	1,000	100€/£80	100€/£80
G	10	2,000	250€/£200	250€/£200
P	15	3,000	500€/£400	500€/£400
P1	25	5,000	750€/£600	750€/£600
P2	35	7,000	1,000€/£800	1,000€/£800

✓ Social Marketers must have at least 150AP, or 100MP on SmartShip to be eligible for these rewards.

## ✓ MONTHLY QUALIFICATION WITH 100MP ON SMARTSHIP

As an alternative to generating 150AP each month it is also possible to qualify by having a monthly SmartShip order of 100MP.

## BECOME A TEAM LEADER - BUILD YOUR TEAM

**3. FIRST ORDER BONUS (P.7)**  
Earn 20% from the points on a new Social Marketer's first order.

**4. GENERATIONAL UNILEVEL (P.8)**  
Earn up to 7% on 8 generations of Social Marketer and Customer purchases.

	SC	TL	STL	D1	D2	D3	E1	E2	E3
Gen. 1	4%	7%	7%	7%	7%	7%	7%	7%	7%
Gen. 2	4%	7%	7%	7%	7%	7%	7%	7%	7%
Gen. 3		7%	7%	7%	7%	7%	7%	7%	7%
Gen. 4			4%	5%	5%	5%	5%	5%	5%
Gen. 5				4%	4%	4%	4%	5%	
Gen. 6					4%	4%	4%	4%	
Gen. 7						4%	4%	4%	
Gen. 8							4%	4%	

**5. RANK ADVANCEMENT/CONSISTENCY BONUS (P.9-10)**  
Earn up to 750€/£600 at TL and 12,000€/£9,600 at E1 for Rank Advancement.

**6. DYNAMIC TEAM LEADER & DIRECTOR BONUS (P.11)**  
Earn an additional 5% or 8% on your largest paid generation within 3 generations of the UNILEVEL Commissions (Excludes FIRST ORDER BONUS points). Example:

Paid Level	Points per Level	Dynamic TL Bonus	Dynamic Director Bonus
Gen. 1	1,000		
Gen. 2	1,500	PLUS 5%	PLUS 8%
Gen. 3	500		

## DEVELOP LEADERS

**7. LEADERSHIP DEVELOPMENT BONUS (P.12-13)**  
Earn a match on team members' GENERATIONAL UNILEVEL and SHARING BONUS earnings.

SALES TITLE	TL	STL	D1	D2	D3	E1	E2	E3
	4%	10%	10%	12%	14%	16%	18%	20%
								22%

Directors are eligible to earn Leadership Development Bonuses through **one** dynamic generation and Elite Social Marketers are able to earn through **two** dynamic generations.

A dynamic generation includes all Gold, Platinum, Team Leaders, Senior Team Leaders, Directors and Elite Social Marketers down to the first qualified Social Marketer with a matching or higher rank.

**8. LIFESTYLE CONSISTENCY BONUS (P.11)**  
As a Director 2 or above, earn an additional 15% on your monthly earnings.

Payments will commence in the month following the initial qualification at Director 2 or above (i.e. month 4) and will continue as long as that rank qualification is maintained.

**9. 4 & MORE BUILDER BONUS (P.11)**  
Elite Social Marketers earn an additional 4% on the 4th team and beyond within the GENERATIONAL UNILEVEL.

This is not a complete explanation of the Modere Compensation Plan. Consult the most current Compensation Plan as available on [www.shiftingretail.eu](http://www.shiftingretail.eu).

# ACQUIRE CUSTOMERS

## SHARING BONUS

*Earn up to an additional 20% on your Customer Points (CP)*

Sharing Bonuses are just one of three ways a Social Marketer can earn commission from the purchases from all Customers within their Customer Pod in a given month. A Social Marketer can earn anywhere from 10%-20% of CP.

The more CP a Social Marketer has in their Pod, the greater their earning ability. Social Marketers with less than 150AP/100MP on SmartShip or less than 300CP can earn a maximum of 10%.

Customer Points (CP)	Percent earned
<300CP	10%
300+CP*	15%
500+CP**	20%

✓ \*Social Marketers must have at least 150AP, or 100MP on SmartShip, to earn 15% or 20% on monthly CP.

## MONTHLY & CONSISTENCY SELLING REWARD

*Earn up to 1,000€/€800 every month and an additional 4,000€/€3,200 annually with selling rewards.*

Social Marketers who achieve select levels of CP and a minimum Active Customer Count (ACC) in the same month earn the Monthly Selling Reward. This reward can be earned each month a Social Marketer meets the requirements. These generous bonuses range from 50€/€40 to 1,000€/€800 and are in addition to the Sharing Bonus.

SM Title	AP ✓	ACC	CP	Monthly Selling Reward	Consistency Selling Reward
Bronze	150	5	500	50€/€40	50€/€40
Silver	150	5	1,000	100€/€80	100€/€80
Gold	150	10	2,000	250€/€200	250€/€200
Platinum	150	15	3,000	500€/€400	500€/€400
Platinum 1	150	25	5,000	750€/€600	750€/€600
Platinum 2	150	35	7,000	1,000€/€800	1,000€/€800

When you qualify for a Monthly Selling Reward for three consecutive months, you earn a Consistency Selling Reward. The Consistency Selling Reward is based upon the lowest Monthly Selling Reward in the three month time frame.

For example, if you qualify for the 250€/€200 Monthly Selling Reward in September, 100€/€80 Monthly Selling Reward in October and a 250€/€200 Monthly Selling Reward in November, you will qualify for an additional 100€/€80 Consistency Selling Reward paid with the November commission. If you qualify for the 500€/€400 Monthly Selling Reward in September, 500€/€400 Monthly Selling Reward in October and 500€/€400 Monthly Selling Reward in November, you will qualify for an additional 500€/€400 Consistency Selling Reward paid with the November commission.

# BUILD YOUR TEAM

## FIRST ORDER BONUS

*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, or 100MP on SmartShip. 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 70% 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.



# BUILD YOUR TEAM

## GENERATIONAL UNILEVEL

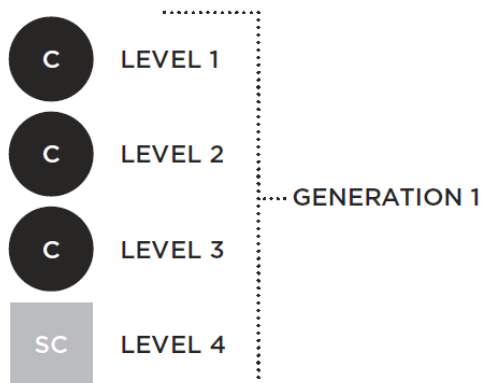
Points from Customers and Social Marketers in your organisation are commissioned through the Generational Unilevel. CP considered for the Sharing Bonus and MP from a new Social Marketer's first order that generated a First Order Bonus are factored at 70% of the point value.

As a Social Marketer progresses further through the career path, they can earn anywhere from 4%-7% on a pay generation.

	SC	TL	STL	D1	D2	D3	E1	E2	E3
Generation 1	4%	7%	7%	7%	7%	7%	7%	7%	7%
Generation 2	4%	7%	7%	7%	7%	7%	7%	7%	7%
Generation 3		7%	7%	7%	7%	7%	7%	7%	7%
Generation 4			4%	5%	5%	5%	5%	5%	5%
Generation 5					4%	4%	4%	4%	5%
Generation 6						4%	4%	4%	4%
Generation 7							4%	4%	4%
Generation 8								4%	4%

## PAY-OUT COMPRESSION

The Generational Unilevel features compression, which allows Social Marketers to earn the highest possible pay-out. 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 requirement. This group of Social Marketers and their customers are then considered one Unilevel Generation.





# BUILD YOUR TEAM

## RANK ADVANCEMENT BONUS

*Earn up to 750€/€600 at TL and 12,000€/€9,600 at E1 for Rank Advancement.*

When a Social Marketer achieves Team Leader rank for the first time, they receive a 250€/€200 one-time Rank Advancement Bonus. If the Social Marketer maintains Team Leader, or higher, qualifications in the following two months, they are eligible to receive additional second and third month consistency bonuses of 250€/€200 each month for maintaining rank.

When a Social Marketer achieves Elite 1 rank for the first time, they will receive a 4,000€/€3,200 one-time rank advancement bonus. If the Social Marketer maintains Elite 1 (E1), or higher, qualifications in the following two months, they are eligible to receive additional second and third month consistency bonuses of 4,000€/€3,200 each month for holding rank.

If the Social Marketer does not qualify for the rank advancement consistency bonus in the second month, they are still eligible for the corresponding third month rank advancement consistency bonus if the corresponding rank is achieved.

Rank	Month 1	Month 2	Month 3
TL	TL - paid 250€/€200	TL - paid 250€/€200	TL - paid 250€/€200
E1	E1 - paid 4,000€/€3,200	E1 - paid 4,000€/€3,200	E1 - paid 4,000€/€3,200

## RANK ADVANCEMENT MATCHING BONUS

*Earn 250€/€200 for first level Social Marketers who Rank Advance to Team Leader and maintain that rank in the second, third and fourth consecutive month.*

Another incentive to achieve Team Leader and develop new Team Leaders is the Team Leader Rank Advancement Matching Bonus.

Team Leaders, or higher, are eligible to earn a 250€/€200 Rank Advancement Matching Bonus each time they develop a new Team Leader on their first level that maintains Team Leader in the second, third and fourth consecutive month.

Rank Title	Qualified upline rank matching bonus months 2, 3 & 4
TL	UP TO 750€/€600
E1	-

If the sponsor (based on placement structure) is not qualified at the Team Leader Rank to earn a Rank Advancement Matching Bonus, the next upline qualified Team Leader is eligible to be paid a 125€/€100 Matching Bonus.

# BUILD YOUR TEAM

## RANK ADVANCEMENT/CONSISTENCY MATCHING BONUS

### EXAMPLES

#### Example 1:

New Team Leader qualifies as Team Leader in all 3 months and upline maintains Team Leader qualification. All matches paid, because qualified in all qualification months.

	Month 1	Month 2	Month 3	Month 4
2nd upline TL	TL	TL	TL	TL
1st Upline TL	TL	TL - paid 250€/£200 Match	TL - paid 250€/£200 Match	TL - paid 250€/£200 Match
New TL	TL - paid 250€ /£200	TL - paid 250€ /£200	TL - paid 250€ /£200	TL

#### Example 2:

New Team Leader does not maintain 2 consecutive months in month 1 and 2, but does in months 3 and 4 (only month 4 is a match paid; based on 2 consecutive months' rule):

	Month 1	Month 2	Month 3	Month 4
2nd upline TL	TL	TL	TL	TL
1st Upline TL	TL	TL - no match paid	TL - no match paid	TL - paid 250€/£200 Match
New TL	TL - paid 250€ /£200	SC	TL - paid 250€ /£200	TL

#### Example 3:

New Team Leader qualifies as Team Leader in all 3 months.

Sponsor does not qualify as Team Leader for 2 consecutive months in months 1 and 2. Match paid to upline Team Leader with 2 consecutive Team Leader months' qualifications:

	Month 1	Month 2	Month 3	Month 4
2nd upline TL	TL	TL - paid 125€/£100 Match	TL	TL
1st Upline TL	SC	TL - no match paid	TL - no match paid	TL - paid 250€/£200 Match
New TL	TL - paid 250€ /£200	TL - paid 250€ /£200	TL - paid 250€ /£200	TL

# DEVELOP LEADERS

## DYNAMIC TEAM LEADER & DIRECTOR BONUS

*Earn an additional 5% or 8% on your largest paid generation within 3 generations of the Unilevel Commissions.*

Achieving and maintaining Team Leader or Director is rewarding for many reasons. One of the advantages is the Dynamic Bonus. The Dynamic Bonus is an extra bonus that is applied to the Unilevel Generation **with the most points** within the first three generations. This allows Team Leaders and Directors to earn more (+5% or +8%) on the generation that has the largest amount of points.

## LIFESTYLE CONSISTENCY BONUS

*Earn an additional 15% on your monthly earnings.*

To be eligible for the Lifestyle Consistency Bonus a Social Marketer must qualify as Director 2 or above, for a minimum of 3 consecutive qualification months.

Moderne will pay a monthly Lifestyle Consistency Bonus of 15% of your monthly commission in Europe, up to a maximum of 990€/£750 per month. Payments will commence in the month following the initial qualification for the Lifestyle Consistency Bonus (i.e. month 4) and will continue for as long as that rank qualification is maintained.

If for any reason a monthly qualification at Director 2 or above is not achieved, a subsequent Lifestyle Consistency Bonus payment will not be made until qualification at the relevant rank is achieved again.

## 4 & MORE BUILDER BONUS

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

Elite Social Marketers who develop four or more personally sponsored teams are eligible to receive the Four & More Builder Bonus.

The three personally sponsored teams with the most Organisation 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. Points that qualified for the First Order Bonus are not considered for the 4 & More Builder Bonus.

### EXAMPLE

Paid Level	Points per Level	TL Dynamic Bonus	Director Dynamic Bonus
Generation 1	1,000		
Generation 2	1,500	PLUS 5%	PLUS 8%
Generation 3	500		



# DEVELOP LEADERS

## LEADERSHIP DEVELOPMENT BONUS

*Earn a match on team member's Generational Unilevel and Sharing Bonus earnings.*

The Leadership Development Bonus is the most attractive and exciting bonus for Social Marketers. Through a modern and new approach it allows leaders to earn deep into their organisation.

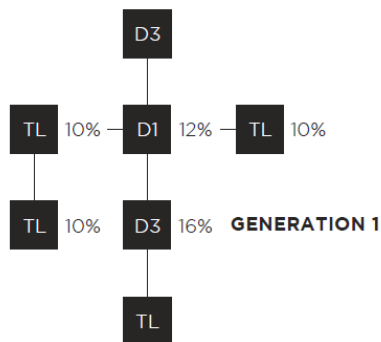
Directors and Elite Social Marketers are eligible to earn the Leadership Development Bonus based on Generational Unilevel commissions paid to Team Leaders, Senior Team Leaders, Directors and Elite Social Marketers within their organisations. Additionally, Directors and Elite Social Marketers are also eligible to earn the Leadership Development Bonuses based on Sharing Bonuses paid to Gold, Platinum, Platinum 1 and Platinum 2 Social Marketers.

Directors are eligible to earn Leadership Development Bonuses through one dynamic generation and Elite Social Marketers are able to earn through two dynamic generations.

A dynamic generation includes all Gold, Platinum, Team Leaders, Senior Team Leaders, Directors and Elite Social Marketers down to the first similar, or higher, qualified Social Marketer.

Moderne reserves the right to cap the total Leadership Development Bonus at 10% of the total commission payable to the Director or Elite Social Marketer.

For example, a Director 3 will earn a 3% match on selling titles Sharing Bonus, 10% match on TLs, 10% on STLs, 12% match on D1s, 14% match on D2s and a 16% match on D3, or higher, qualified total Unilevel earnings. This generous commission will continue to be paid down to and including the first similarly or higher qualified Social Marketer in each leg, which is considered a generation.

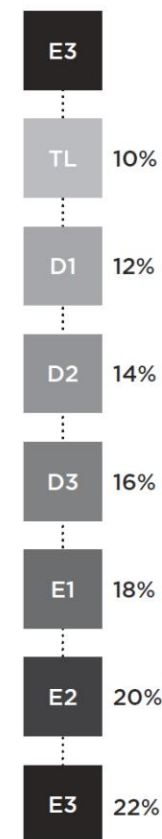


For Social Marketers who qualify as E1 or higher, they have the ability to earn down two dynamic generations of similarly or higher qualified Social Marketers. In this scenario the E3 qualified Social Marketer will earn 7% on selling titles Sharing Bonus, 10% on TLs, 10% on STLs, 12% on D1s, 14% on D2s, 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 from 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.

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

Continues to pay, down to and including the next E3 qualified Social Marketer in the leg.



# DEVELOP LEADERS

## LEADERSHIP DEVELOPMENT BONUSES

### MATCHING TITLE & RANK

YOUR RANK	MATCHING TITLE & RANK									
	D1	Sales Titles*	TL	STL	D1-E3					
		2%	10%	10%	12%					
	D2	Sales Titles*	TL	STL	D1	D2-E3				
		2%	10%	10%	12%	14%				
	D3	Sales Titles*	TL	STL	D1	D2	D3-E3			
		3%	10%	10%	12%	14%	16%			
	E1	Sales Titles*	TL	STL	D1	D2	D3	E1-E3		
		3%	10%	10%	12%	14%	16%	18%		
	E2	Sales Titles*	TL	STL	D1	D2	D3	E1	E2-E3	
	4%	10%	10%	12%	14%	16%	18%	20%		
E3	Sales Titles*	TL	STL	D1	D2	D3	E1	E2	E3	
	4%	10%	10%	12%	14%	16%	18%	20%	22%	

\*Gold, Platinum, Platinum 1, Platinum 2

Directors earn **one** dynamic generation of match.

Elites earn **two** dynamic generations of match.

A dynamic generation includes all ranks and titles down to and including the first identical or higher rank or title.

### 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.



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