FM GROUP

Marketing Plan

your guide on the path to success

WELCOME TO OUR CLUBS

MAGNOLIA ORCHID STAR

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Help us help others!

GOLDEN TULIP

FOUNDATION

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The Key to Success

In FM GROUP we believe that work can be a pleasure. The pleasure we can share with others. The more we share it, the more we receive in return. That is why we have based the rules of our company on the multi-level marketing system. Now we want to share our idea with you.

The booklet that you have in front of you is the description of the career path in FM GROUP. It presents in detail subsequent Effectiveness Levels along with Commission examples. Our Marketing Plan has been developed with a view to a long-term cooperation. It is multistage and extensive which greatly motivates to permanent work. It creates the opportunities to obtain satisfactory remuneration from the first months of operation. It rewards not only for the sales results but also for the professional management of the Sales Groups.

Read about all the possibilities and choose the option that suits you best.

If you have any questions or doubts, you can always contact our Sales Department and prepare a professional action plan with the help of our Business Trainer.

I wish you every success,

Artur Trawiński

Before you start – Glossary

When you start your adventure with MLM, some of the terms may sound a bit strange and incomprehensible. This is why we prepared a glossary, where we defined the terms used in the Marketing Plan. Read and try to remember them. While reading the Marketing Plan, you can always go back to the Glossary and recall the forgotten meanings of terms.

- **Accumulated Points** – a total of Personal Group's Points, Stipulated Points, and in the case of Pearl Orchids and the Star Club also Spare Points. Accumulated Points are calculated for each Effectiveness Level separately**.**

- **Additional Number –** a unique Business Partner's Number, which consists of a series of digits or digits and letters, received by Leaders on the basis of the Marketing Plan. Depending on the Effectiveness Level that Business Partners reach, they obtain the right to operate on other Additional Numbers (in their own name and on their own account). These numbers can be sponsored at any place within their Structure indicated by a Business Partner. Business Partners at the 9%, 12%, 15%, 18%, 21%, Pearl Orchid and Amaranth Orchid Effectiveness Levels are entitled to one Additional Number (assigned once for reaching each Effectiveness Level). A Golden Orchid is entitled to two, whereas, a Diamond Orchid to three Additional Numbers granted once for achieving each Effectiveness Level.

- **Base –** the minimal number of Legs in a Structure, which reached a specified Effectiveness Level in the Orchid Club (pursuant to the "Leg Principle"). The Base consists of a specific configuration of Legs which number and Effectiveness Level qualify to the Star Club.

- **Business Partner (Partner) –** an entity bound with FM COSMETICS UK or a Branch by the Business Partnership Agreement (Agreement). Business Partners may, depending on the selected status, purchase FM GROUP Products directly

from FM COSMETICS UK or a Branch for their own needs or in order to re-sell the Products to the end customers.

- **Business Partner's Number –** a unique number which consists of a series of digits or digits and letters, assigned to a Business Partner at the conclusion of the Agreement with FM COSMETICS UK or a Branch.

- **Business Partner's Price (Partner's Price) –** the Catalogue Price decreased by applicable discounts, agreed and communicated to Business Partners by FM COSMETICS UK or a FM GROUP Branch, for which a Business Partner purchases FM GROUP Products from FM COSMETICS UK or a Branch. The amount of applicable current discounts off the Catalogue Prices is presented on FM COSMETICS UK's or the Branch's website or is communicated to Business Partners in another approved way.

- **Catalogue –** presentation of FM GROUP Products along with their Catalogue prices.

- **Catalogue Price –** the price established and published in FM GROUP Products Catalogue by, respectively, FM COSMETICS UK or a Branch, for which the entity sells FM GROUP Products, without considering any promotions or discounts.

- **Commission –** an amount of money a Business Partner is entitled to after making a Minimum Purchase, for reaching, in a certain Month, an Effectiveness Level (at least 3%), specified in the FM GROUP World Marketing Plan, calculated in accordance with the principles set out in the Marketing Plan which may take the form of a discount or remuneration. The discount for a single order cannot exceed 50% of this order's value. The claim for the discount is processed on the Business Partner's demand with each order.The amount of Commission a Business Partner is entitled to, is always reduced bythe amount of public taxes (including social security, health, advance tax), if the law provides for an obligation to pay them in connection with the discount or remuneration.

- **Direct Sales –** a form of retail sales, in which the seller reaches a potential customer directly in their place of residence, at work or any other place indicated by the potential customer. Such sales takes place outside the regular,

organised retail sale points, outside shops, stalls, fairs, kiosks, etc. Sales in any other way contrary to the principles of direct sales is also prohibited.

- **Effectiveness Level –** the measure of a Business Partner's effectiveness, determined on the basis of the total of monthly Personal Points and Structure's Points Turnovers expressed as a percentage, and which might take the following values: 0%, 3%, 6%, 9%, 12%, 15%, 18%, 21% or expressed in words under the following names: a Magnolia, a Silver Magnolia, a Golden Magnolia, a Pearl Orchid (a Pearl), an Amaranth Orchid (an Amaranth), a Golden Orchid (a Gold), a Diamond Orchid (a Diamond), a Jasper Star (a Jasper), an Amethyst Star (an Amethyst), a Malachite Star (a Malachite), a Nephrite Star (a Nephrite) and an Onyx Star (an Onyx).

- **Exchange Rate -** the value of a nation's currency in term of another currency. FM Cosmetics UK fixed exchange rate between PLN and GBP is 0.175.

- **Group Points (Group Point Turnover) –** the total of Points accumulated by a Business Partner and their Sales Group. Group Points qualify the Business Partner to a certain Effectiveness Level from 0% to 21%.

- **Leader –** FM GROUP Business Partner, who cooperates with FM COSMETICS UK or a Branch pursuant to the Regulations and the company's Code of Ethics, manages Sales Groups and develops their business on the basis of the Marketing Plan.

- **Leg –** a team of Business Partners, within the Sales Group, starting with the Business Partner sponsored in the first line directly below the Sponsor.

- **Leg Principle –** if in one Leg there are a few Business Partners qualifying to the Orchid Club, who are at different Effectiveness Levels, the point value counted to calculate Accumulated Points, equals the Stipulated Points for the Orchid at the highest Effectiveness Level, which is simultaneously located closest to you. Each Star is treated as a Diamond Orchid. The Leg Principle is adequately applied in determining the Base.

- **Line –** a number which specifies a Business Partner's position in relation to their

Sponsor in the Structure. For instance: a person for whom you are a Sponsor is located in your first Line.

- **Magnolia –** an Effectiveness Level in Marketing Plan 1: a Magnolia, a Silver Magnolia, a Golden Magnolia.

- **Marketing Plan –** the set of principles determining, among others, the conditions necessary for Business Partners to reach a given Effectiveness Level and to calculate Commissions for reaching a given Effectiveness Level.

- **Minimum Purchase –** minimum number of Personal Points (50), assigned for the purchase of any FM GROUP Products in one Month on one Partner's Number, which, after the fulfillment of the other conditions for obtaining Commission, entitles to Commission for a certain Month. In case of Business Partners, who have more than one Partner's Number, the Points from individual Numbers do not add up (one needs to generate the Minimum Purchase on each Number separately).

- **MLM –** Multi-level marketing. The system of advertising and selling products, based on numerous consumer recommendations as well as on creation and management of multi-level Sales Groups. Based on direct selling, however Business Partners operating in the MLM system may receive additional profits for the turnover of persons whom they invited to cooperation.

- **Month –** a calendar month, unless the last day of the month is a Sunday or other public holiday, then the Month ends on the day indicated by FM COSMETICS UK or a Branch, in such a way that Business Partners can learn about it at least 7 days prior to that date.

- **New Legs –** the Legs created after April 30, 2013 or the Legs, which by this time had not reached Effectiveness Level higher than 9%.

- **Orchid –** an Effectiveness Level in Marketing Plan 2: a Pearl Orchid, an Amaranth Orchid, a Golden Orchid, a Diamond Orchid.

- **Personal Group's Points –** the Group Points of a Business Partner (see the

table on pp. 26-29 and 38-44) located in the Leg of the Business Partner whose Accumulated Points are calculated; reduced by Group Points of those Business Partners who are simultaneously located in his closest Line and are an Orchid or a Star. If there is no Orchid or Star in any of the Legs, all the Group Points of an indicated Business Partner are included in the calculation of Accumulated Points. The Group Points are calculated separately for each Leg. Personal Group's Points may be calculated only for such Orchid or Star, which is not preceded by any higher or equal Orchid or Star, in the Structure in relation to the Business Partner for whom the Accumulated Points are calculated.

- **Personal Points –** Points assigned to a Business Partner for their purchase of Products. If a Business Partner has more than one Partner's Number, Personal Points on these Numbers do not add up.

- **Points –** assigned to a Business Partner for purchasing the Products. The number of Points is reset each Month and collected again. FM COSMETICS UK or a Branch communicates to Business Partners the list of Products awarded with Points and the total of Points received for the purchase from FM COSMETICS UK or a Branch, in a way which lets the Business Partners know the number of Points they are going to get for the purchase before they place the order.

- **Sales Group (Group, Structure) –** a group of Business Partners created by a series of recommendations in a way that one Business Partner (a Sponsor) sponsors another Business Partner, who in turn sponsors the next Business Partner etc.

- **Spare Points –** Points of all directly sponsored Groups below the 21% Effectiveness Level and the Business Partner's Personal Points.

- **Sponsor –** a Business Partner indicated as a Sponsor in the Application for Admission to the FM GROUP Club, located in the Group directly above another Business Partner.

- **Star –** Effectiveness Level in Marketing Plan 3: a Jasper Star, an Amethyst Star, a Malachite Star, a Nephrite Star, an Onyx Star.

- **Starter Kit (Starter) –** a set of selected FM GROUP Product samples along with training and advertising materials.

- **Stipulated Points –** virtual Points assigned for the Business Partners in your Legs, who reached at least the Pearl Orchid Effectiveness Level or for a specified number of directly sponsored Legs with Business Partners minimum at the 21% Level.

- **Structure –** see: Sales Group.

- **Worldwide Point Turnover –** Personal Points accumulated by all Business Partners in FM COSMETICS UK and in all Branches in the world.

Other terms used in the Marketing Plan shall have the meaning specified in the FM GROUP Club Regulations or the Code of Ethics.

Direct sales and multi-level marketing

Let's take a closer look at these two terms: direct sales and multi-level marketing.

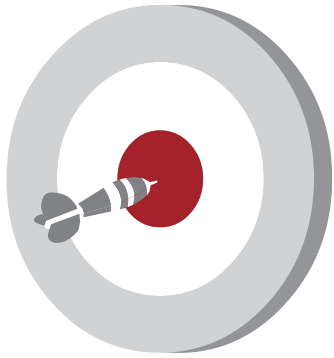
Have you ever recommended a good restaurant, a trustworthy mechanic or a hair-dresser to a friend? Do you tell your family where the fresh fruits and vegetables are in your city?

The cooperation with FM GROUP gives you access to the highest quality products from the FMCG (Fast Moving Consumer Goods) branch,, for instance to cosmetic products or household chemistry, the purchase of which you can recommend to others.

MLM can be most easily defined as benefitting from selling your favourite products. By recommending and training new Business Partners you build your Structure. If you manage it appropriately you can get a very good income.

MLM combines the advantages of working in an advertising agency, employment agency, your own shop and a training company. If you take advantage of all these opportunities you can generate a substantial income. However, even if you decide on only a few of these options, for instance sales and advertising, you can earn amounts that will significantly support your household budget every month.

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.
Do not be misled by claims that high earnings are easily achieved.



MLM and YOU, FM GROUP and YOU

By cooperating with FM GROUP you can take advantage of multiple channels. When you are a Business Partner you receive discounts for the purchase of FM GROUP Products – you buy them for Business Partner's Prices.

Besides you can also generate:

- direct profit from selling the Products (the difference between the prices for which you buy and sell FM GROUP Products stays in your pocket),
- Commission for your own purchases or the purchases of the people you recommended (Marketing Plan 1),
- Commission for building and managing international Structures and financial stability (Marketing Plan 2 and 3, which guarantees participation in the company's Worldwide Turnover).

FM GROUP provides you with tools indispensable for starting your own business, thanks to which:

- you receive marketing and training support from us (we develop professional Product catalogues, leaflets, information booklets, presentations),
- you have access to a professional IT system, which lets you efficiently manage the Sales Group you have built,
- you receive support from our Call Center,
- you can operate both in your country and abroad.

However, we cannot guarantee profit if you do not generate it. We do not grant Commissions just for joining the FM GROUP Club or sponsoring new people. Remember that MLM is a business based on sales and the amount of Commission depends, among others, on the Point Turnover you generate.

Remember that Business Partners cooperate with us on the principles established in the Agreement, Regulations, Marketing Plan and the Code of Ethics, so you should not present any materials which do not come from the company or have not been clearly approved or establish different rules of cooperation.

About the Marketing Plan

TIPS

Visit our website
www.fmcosmetics.co.uk

Log in. You will see that our system calculates everything for you and lets you monitor your Points Turnover, Structure size and Commission on an ongoing basis. Use the online simulator, analyse your Structure and see how much you can gain.

Notes

The Marketing Plan consists of three parts: Marketing Plan 1 – the Magnolia Club, Marketing Plan 2 – the Orchid Club and Marketing Plan 3 – the Star Club.

- **Marketing Plan 1** specifies the rules for calculating a Commission attributable to a Business Partner for Personal Points and the Points of all Partners in his/her Structure.
- **Marketing Plan 2** is a logical extension to Marketing Plan 1. It determines the rules and methods of calculating Commissions for Sponsors, who build and manage effective Sales Groups.
- **Marketing Plan 3** is based on Effectiveness Levels from Marketing Plan 2; it specifies the rules of qualification and methods of calculating Commissions for Sponsors, who manage numerous stable Groups in which the Leaders reached Effectiveness Levels from Marketing Plan 2.

The Marketing Plan is also the basis for determining the assumptions of Incentive Programmes and qualifications for various trainings.

Before you start, see the precise rules for calculating Commissions we have described on the following pages.

Effectiveness Levels and qualification rules

You receive **Points** for buying selected FM GROUP Products. When your Sales Group buys the Products, then both you and they receive Points.

Every month the number of accumulated **Group Points** qualifies you to a certain **Effectiveness Level from 0% to 21%**. Remember that each Month the Points are accumulated from the beginning and turnovers from various Months do not add up.

MARKETING PLAN 1

Check what number of points qualifies you for a particular Effectiveness Level!

Effectiveness Level	Number of Group Points	Title
3%	300 - 1,199.9	Magnolia
6%	1,200 - 3,599.99	
9%	3,600 - 7,199.99	
12%	7,200 - 11,999.99	Silver Magnolia
15%	12,000 - 20,399.99	
18%	20,400 - 29,999. 99	
21%	from 30,000 <	Golden Magnolia

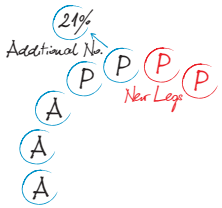
MARKETING PLAN 2

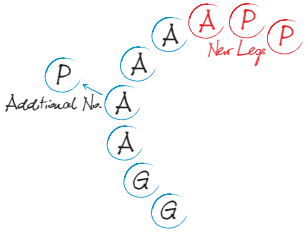
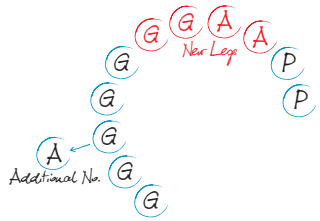
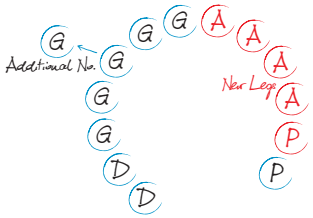
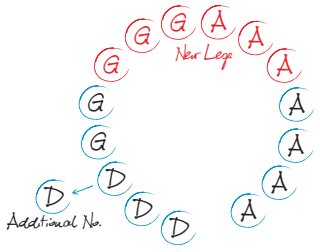
The Points accumulated for the Structure's turnovers in Marketing Plan 1 are also the basis for qualification to a certain Effectiveness Level in Marketing Plan 2 – the Orchid Club. Take a look at the following exemplary structures.

Effectiveness level	Minimum qualification rules
Pearl Orchid	You manage at least one Leg minimum at the 21% Effectiveness Level, whereas the sum of Points of other Groups in the Structure and Personal Points equals at least 20,000.
Amaranth Orchid	You directly manage at least three Legs minimum at the 21% Level each.
Golden Orchid	You manage at least three Legs minimum at the Orchid Level, located on any Line in the Structure.
Diamond Orchid	You manage at least five Legs minimum at the Orchid Level, located on any Line in the Structure.

MARKETING PLAN 3

Effectiveness Levels achieved in Marketing Plan 2 are the basis of Marketing Plan 3.

Effectiveness level	Minimum qualification rules
Jasper Star 	You manage a Structure, which consists of at least seven Legs minimum at the Orchid Level. In the Base of the Structure there are at least three Legs minimum at the Amaranth Orchid. Level and at least four Legs minimum at the Pearl Orchid Level (pursuant to the Leg Principle). At least two of seven Legs required in the Base qualify as New Legs. Moreover, at any place in the Structure, there is an Additional Number at least at the 21% Effectiveness Level (it may be a part of the Base).

Amethyst Star 	You manage a Structure, which has at least nine Legs, minimum at the Orchid Level. In the Base there are at least two Legs minimum at the Golden Orchid Level, at least five Legs minimum at the Amaranth Orchid Level and two Legs minimum at the Pearl Orchid Level (pursuant to the Leg Principle). At least three of nine Legs required in the Base qualify as New Legs. Moreover, at any place in the Structure, there is an Additional Number at least at the Pearl Orchid Level (it may be a part of the Base).
Malachite Star 	You manage a Structure, which has at least eleven Legs, minimum at the Orchid Level. In the Base there are at least seven Legs minimum at the Golden Orchid Level, at least two Legs minimum at the Amaranth Orchid Level and two Legs minimum at the Pearl Orchid Level (pursuant to the Leg Principle). At least four of eleven Legs required in the Base qualify as New Legs. Moreover, at any place in the Structure, there is an Additional Number at least at the Amaranth Orchid Level (it may be a part of the Base).
Nephrite Star 	You manage a Structure, which has at least thirteen Legs minimum at the Orchid Level. In the Base of the Structure there are at least two Legs minimum at the Diamond Orchid Level, at least five Legs minimum at the Golden Orchid Level, at least four Legs minimum at the Amaranth Orchid Level and minimum two Legs at least at the Pearl Orchid Level (pursuant to the Leg Principle). At least five of the thirteen Legs required in the Base qualify as New Legs. Moreover, at any place in the Structure, there is an Additional Number at least at the Golden Orchid Level (it may be a part of the Base).
Onyx Star 	You manage a Structure, which has at least fifteen Legs minimum at the Orchid Level. In the Base of the Structure, there are minimum three Legs at least at the Diamond Orchid Level, at least five Legs minimum at the Golden Orchid Level, at least seven Legs minimum at the Amaranth Orchid Level (pursuant to the Leg Principle). At least six of fifteen Legs required in the Base qualify as New Legs. Moreover, at any place in the Structure, there is an Additional Number at least at the Diamond Orchid Level (it may be a part of the Base).

Your way to success

TIPS

- [ ] *Familiarise yourself with all marketing, informative, and training materials useful at work.*
- [ ] *Check the Incentive Programmes we have prepared for you.*
- [ ] *Follow promotions and special offers– they will let you save even more.*
- [ ] *Stay up-to-date! The important information can be always found on our website.*
- [ ] *Have doubts? Ask! Get in touch with our Call Center or ask us on Facebook.*
- [ ] *Learn from the best. Follow the example of your Sponsors', Referrers' and Leaders' work and experiences.*
- [ ] *Know more! Use the wide range of our training courses.*

Are you ready for new challenges? Great! Plan your success with us and start operating. Read about a few simple rules and put them into action. From now on it is you who decides on your development area.

STEP 1

Be your first customer.

As a Business Partner you can buy high quality FM GROUP Products for lower, very affordable prices (Business Partner's Prices). By using the products you will consolidate your skills and knowledge – as you know experience-based learning is the best. Remember that the most successful people are those who are fully convinced of the offer and the system they work in. With well-established knowledge you will be able to provide your future customers with reliable information.

EXAMPLE

Luxury Collection perfumes

Catalogue Price:		£16.99
Business Partner's Price:	-	£11.80

You are saving as much as: £5.19

STEP 2

Sell to others and earn on the mark-up. Be an expert!

You know the FM GROUP offer very well – you know that the Products you use combine high quality with affordable prices. The time has come to show the Products to others. You can start with your family and friends.

Be natural and recommend them to the people you know and like, to those who trust you. It is the people you meet every day that can become your customers. Our Catalogue and the Starter Kit will help you with this task – with the use of these tools you will easily present the offer by tailoring it to the customer's needs.

If you sell FM GROUP's Products, your profit is the mark-up from sales. When you process an order, you buy the products for a Business Partner's Price (with a discount). The difference between the price for which you sell and the Business Partner's Price is your **DIRECT PROFIT.**

EXAMPLE
Aurile coffee

Catalogue Price:		£9.99
Business Partner's Price:	-	£7.99
Your Direct Profit:		£2.00

TIPS

- ☐ *Think who you can offer FM GROUP Products to.*
- ☐ *Make a list of potential customers.*
- ☐ *Be open minded. Any person you meet is your potential customer.*
- ☐ *Keep broadening your knowledge about the Products – you are the best advertisement and source of information about our offer.*
- ☐ *Be an expert, remember that the customer also needs you to advise them.*

TIPS

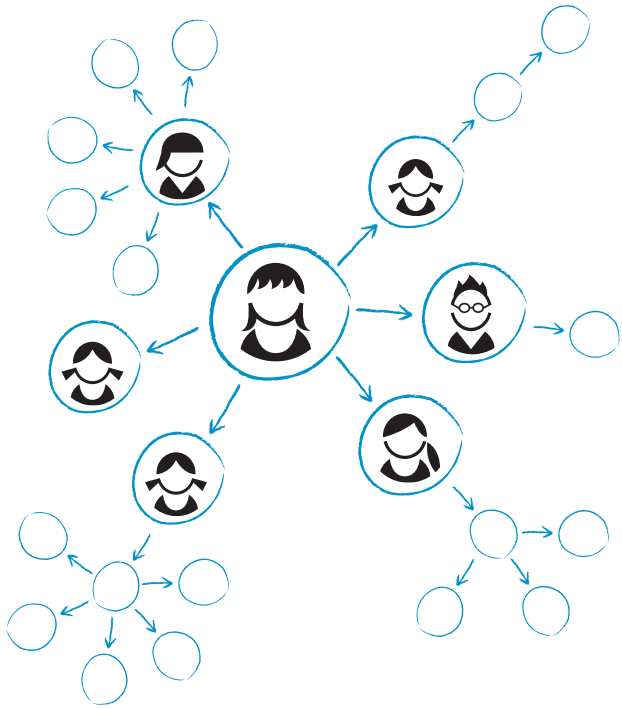
- [ ] *When you are building your Group remember about others, as you are creating business which strictly depends on cooperation.*
- [ ] *Introduce your Business Partners to the opportunities you received.*
- [ ] *Remember that not everyone has to be a good sales person. Some people may have managing skills which will make them excellent Sponsors or Referrers.*
- [ ] *Be in constant touch with your Business Partners.*
- [ ] *Organise trainings, share your knowledge about the Products and special offers.*
- [ ] *Present the selling and customer contact techniques you use.*
- [ ] *Introduce your Business Partners to the Marketing Plan.*
- [ ] *Show what progress opportunities lie in the Incentive Programmes adjusted to certain Effectiveness Levels.*
- [ ] *Reliableand comprehensive knowledge of the offer will let you use the opportunities that FM GROUP gives you to the fullest.*

STEP 3

Create your own Structure – become a Sponsor!

Building a Structure is no different than encouraging new people to do what you do – to sell or recommend FM GROUP Products. By building your own Group of independent Business Partners you earn extra money depending on the Point Turnover achieved by your Group.

You have recently made a list of potential customers – some of them are perfect candidates for becoming new Business Partners. Who you invite and how many people join your Group is up to you. However, you need to remember a few basic rules. Use the tips in the margins.



EXAMPLE OF A PROPERLY BUILT STRUCTURE

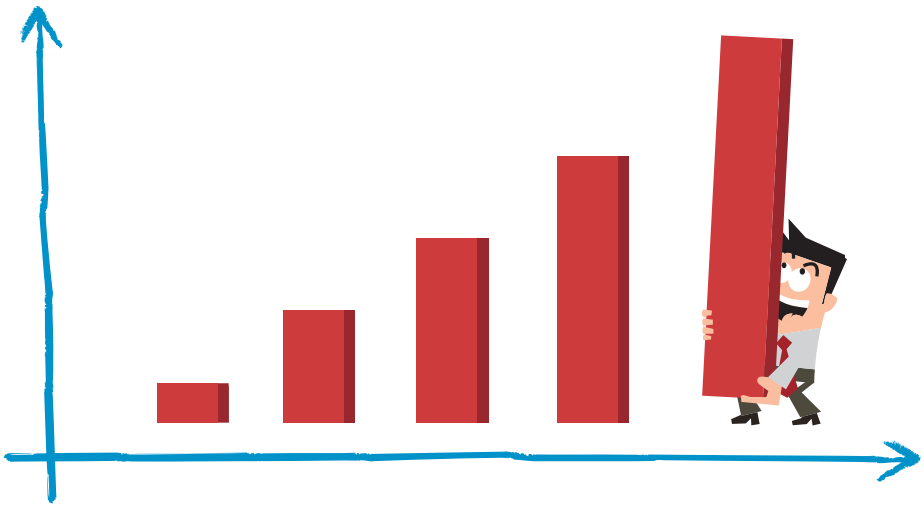
Marketing Plan 1 – rules

Your Commission from Marketing Plan 1 is based on the Points Turnover you have generated and the difference between your Effectiveness Level and the Level of people you sponsored in the first Line.

In order to receive a Commission one needs to obtain at least **50 Personal Points** in a given Month. If you have more than one Business Partner's Number you need to obtain at least **50 Points** on each of the Numbers on which you want to obtain the Commission.

By reaching successive Effectiveness Levels, you not only save when purchasing Products for the Business Partner's Prices, earn on the mark-up when selling them, but you also receive a Commission which depends on the Points Turnover of your whole Structure.

For the better understanding of how your commission will be calculated, see the examples of Structures reaching successive Effectiveness Levels (pp.20-23).



Building a Structure at the 3% Effectiveness Level

YOUR TASKS

- [ ] *Go back to the list of potential customers, you have created.*
- [ ] *Present the company and products to the people you want to cooperate with.*
- [ ] *Build the foundation of a structure by sponsoring 6 people.*
- [ ] *Keep in touch with the people you invited to cooperation.*

TIP

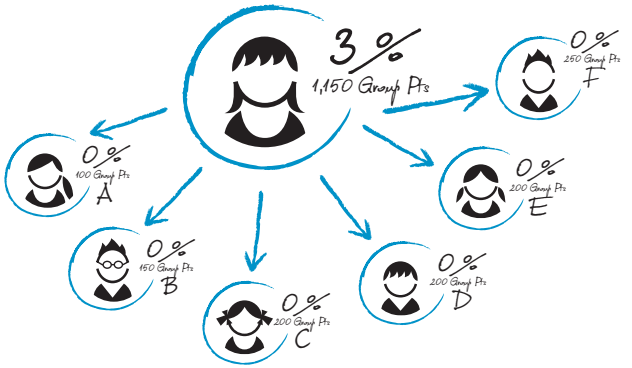
Notice that if you bought Products worth another 50 points, your Effectiveness Level would be 6% and you would earn £12.60 Commission.

Learn more,
scan the QR code.

Structures are built so that everyone has an opportunity to develop a stable and profitable business. When you invite new people to the Structure, your success depends not only on yourself but also on them.

EXAMPLE 1

You and your Structure have made the turnover of 1,150 Points. In the first Line (directly below you) there are 6 people.They have already made a purchase and gained points, however, so far they qualify only to the 0% Effectiveness Level.



RESULTS:

Your Personal Points:	50 pts
Your Group's Points:	1,150 pts
Your Effectiveness Level:	3%

HOW TO CALCULATE THE COMMISSION:

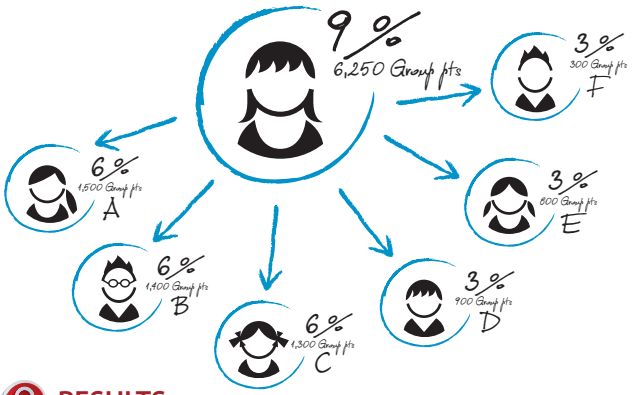
Your Commission, which results from the number of points granted for your and your Group's purchase of FM GROUP Products:

1,150 pts x 3% x 0.175 = £6.04

Building a Structure at the 9% Effectiveness Level

EXAMPLE 2

Your Structure's Turnover equals 6,250 Points.



RESULTS:

Six active Legs in the Structure:

1,500 pts + 1,400 pts + 1,300 pts + 900 pts + 800 pts + 300 pts = 6,200 pts

Your Personal Points: 50 pts

Total - GROUP's POINTS: 6,250 pts Effectiveness Level: 9%

HOW TO CALCULATE THE COMMISSION:

Your Commission, which results from the number of points granted for your and your Group's purchase of FM GROUP Products:

Your Personal Points:	50 pts x 9% x 0.175	= £0.79
Business Partner A:	1,500 pts x (9% - 6%) x 0.175	= £7.88
Business Partner B:	1,400 pts x (9% - 6%) x 0.175	= £7.35
Business Partner C:	1,300 pts x (9% - 6%) x 0.175	= £6.83
Business Partner D:	900 pts x (9% - 3%) x 0.175	= £9.45
Business Partner E:	800 pts x (9% - 3%) x 0.175	= £8.40
Business Partner F:	300 pts x (9% - 3%) x 0.175	= £3.15
Total:		= £43.85

TIP

The people who you invite to cooperation will act as you do. It is a natural process called duplication. So, be a good role model for your Business Partners: be active and act ethically. When you buy and recommend Products, you naturally become a role model. Remember that you can also convey bad habits – if you say that you buy only three bottles of perfume a month, do not expect the people in your Structure to place huge orders every month…

EXTRA BONUS FOR THE 9%: AN ADDITIONAL NUMBER

When you reach the 9% Effectiveness Level for the first time, you become entitled to operate on an Additional Number! This Number can be sponsored anywhere within your Structure. You can build a New Leg on the basis of this Number (by sponsoring it in the first Line) or use it to strengthen an already existing Leg. In both cases the Additional Number is a chance for an additional Commission!

Building a Structure at the 15% Effectiveness Level

YOUR TASKS

- [ ] *Implement the duplication principle, transfer the responsibility of taking care of new Business Partners to the Group's Leaders,*
- [ ] *Think about who you work best with, try to find as many conscientious and hard-working people as possible, look for those who clearly set their goals,*
- [ ] *Also remember about your customers, who can at any point become your new Business Partners,*
- [ ] *Organise regular meetings of your Group.*

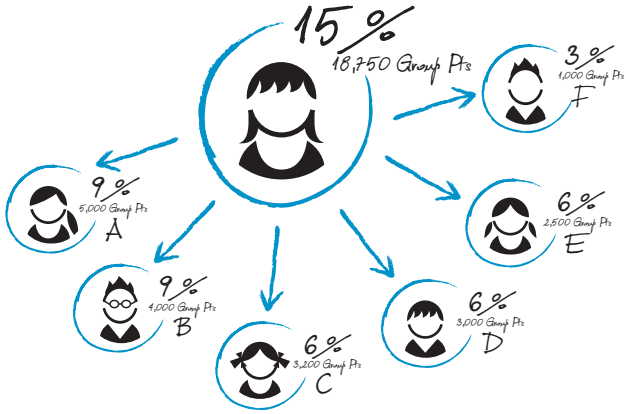
TIP

EXTRA BONUS FOR THE 15%: AN ADDITIONAL NUMBER

When you reach the 15 % Effectiveness Level for the first time, you become entitled to operate on an Additional Number!

EXAMPLE 3

Your Structure's Turnover equals 18,750 Points.



RESULTS:

Six active Legs in the Structure:

5,000 pts + 4,000 pts + 3,200 pts + 3,000 pts + 2,500 pts + 1,000pts

Your Personal Points: 50 pts

Total of GROUP's POINTS: 18,750 pts Effectiveness Level: 15%

HOW TO CALCULATE THE COMMISSION:

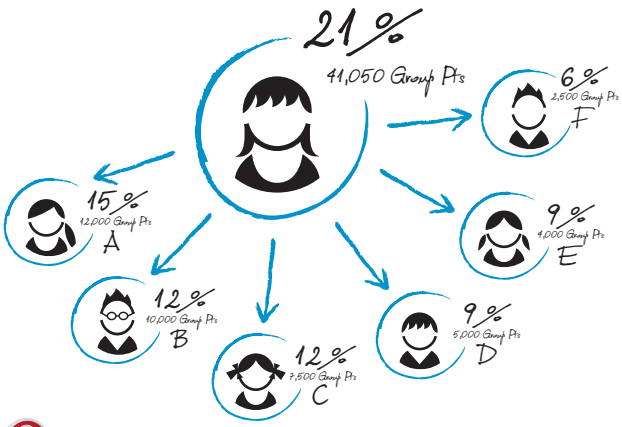
Your Commission, which results from the number of Points granted for your and your Group's purchase of FM GROUP Products:

Minimum Purchase:	50 pts x 15% x 0.175	= £1.31
Business Partner A:	5,000 pts x (15% - 9%) x 0.175	= £52.50
Business Partner B:	4,000 pts x (15% - 9%) x 0.175	= £42
Business Partner C:	3,200 pts x (15% - 6%) x 0.175	= £50.40
Business Partner D:	3,000 pts x (15% - 6%) x 0.175	= £47.25
Business Partner E:	2,500 pts x (15% - 6%) x 0.175	= £39.38
Business Partner F:	1,000 pts x (15% - 3%) x 0.175	= £21
Your Commission:		= £253.84

Building a Structure at the 21% Effectiveness Level

EXAMPLE 4

Your Structure's Turnover equals 41,050 Points.



RESULTS:

Six active Legs in the Structure:

12,000 pts + 10,000 pts + 7,500 pts + 5,000 pts + 4,000 pts + 2,500 pts

Your Personal Points: 50 pts

Total - GROUP's POINTS: 41,050 pts: Effectiveness Level: 21%

HOW TO CALCULATE THE COMMISSION:

Your Commission, which results from the number of points granted for your and your Group's purchase of FM GROUP Products:

Minimum Purchase:	50 pts x 21% x 0.175	= £1.84
Business Partner A:	12,000 pts x (21% - 15%) x 0.175	= £126
Business Partner B:	10,000 pts x (21% - 12%) x 0.175	= £157.50
Business Partner C:	7,500 pts x (21% - 12%) x 0.175	= £118.13
Business Partner D:	5,000 pts x (21% - 9%) x 0.175	= £105
Business Partner E:	4,000 pts x (21% - 9%) x 0.175	= £84
Business Partner F:	2,500 pts x (21% - 6%) x 0.175	= £65.63
Your Commission:		= £658.10

TIPS

You are a Sponsor of a well-functioning Group! Well done! The next step in conducting business with FM GROUP – the Orchid Club – is round the corner. Remember everything you have learnt so far, it is crucial to share good practice with the Business Partners in your Group. Lead them so that their success is also yours. MLM is a business based on the foundations you build yourself!

Note that the Commission is calculated in the same way for each Business Partner, so people from your Structure can also receive Commission...

EXTRA BONUS FOR THE 21%: AN ADDITIONAL NUMBER

When you reach the 21 % Effectiveness Level and the Golden Magnolia title for the first time, you become entitled to operate on another Additional Number!

Analyse the example using the online simulator!

Marketing Plan 2 – rules

The Business Partners, who reach Effectiveness Levels in the Orchid Club participate in the company's turnover. You can too!

FM GROUP World dedicates 8,5% of the Worldwide Point Turnover to be shared among all Orchids.

This Orchid title distinction is based not only on financial profits, but also entitles to various privileges, such as participation in attractive events.

Effectiveness Level	Percentage share of the Worldwide Point Turnover to be shared among all Orchids at a certain Effectiveness Level in a certain Month	A one-time bonus
Pearl Orchids	4% of the Worldwide Point Turnover	The right to one Additional Number (which may be sponsored at any location within your Structure)
Amaranth Orchids	1,5% of the Worldwide Point Turnover	The right to one Additional Number (which may be sponsored at any location within your Structure)
Golden Orchids	1,5% of the Worldwide Point Turnover	The right to two Additional Numbers (which may be sponsored at any location within your Structure)
Diamond Orchids	1,5% of the Worldwide Point Turnover	The right to three Additional Numbers (which may be sponsored at any location within your Structure)

THE POLICY OF TRANSPARENCY

The Worldwide Point Turnover is published each month on our website **www.fmcosmetics.co.uk.** Once you have logged in, you will find it in the "Reports" tab.

Commissions from Marketing Plans 1 and 2 add up. For instance: an Amaranth Orchid is entitled to Commissions from Marketing Plan 2 from the Effectiveness Levels of the Pearl Orchid and the Amaranth Orchid as well as from Marketing Plan 1.

Commission is granted each Month, provided that at least one Business Partner qualifies to a certain Effectiveness Level. In order to be entitled to Commission in a given Month, it is also necessary to make a Minimum Purchase worth **50 Personal Points**.

To calculate Commission from Marketing Plan 2, firstly, one needs to calculate the Accumulated Points for a certain Business Partner from individual Effectiveness Levels in Marketing Plan 2.

Effectiveness Level	The rules for calculating the value of Accumulated Points for Orchids
Pearl Orchid	● **30,000** Stipulated Points for each Leg in which there is at least a Pearl Orchid ● Spare Points ● The total number of Personal Group's Points of all directly sponsored Business Partners, who have reached the Effectiveness Level of a Golden Magnolia (which simultaneously is not a higher Effectiveness Level)
Amaranth Orchid	● **60,000** Stipulated Points for each Leg in which the Pearl Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **90,000** Stipulated Points for each Leg, in which the Levels of Amaranth, Golden, Diamond Orchid or any Star have been achieved ● **60,000** Stipulated Points for each directly sponsored 5 Legs minimum at the 21% Level or **90,000** Stipulated Points for

	every 7 directly sponsored Legs at the 21% Effectiveness Level or higher ● The total number of Personal Groups' Points of all located in the Structure: 1) Pearl Orchids, which simultaneously are not a higher Orchid or a Star. Wherein, if there are in the Structure, more Orchids that comply with this condition, then the calculation includes the Personal Group Points of the Orchid located the closest to the Business Partner for whom the Commission is calculated. ● The total number of Personal Group's Points of all directly sponsored Business Partners, who have achieved a Golden Magnolia Effectiveness Level (which simultaneously is not a higher Effectiveness Level)
 Gold Orchid	● **60,000** Stipulated Points for each Leg, in which maximally the Pearl Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **90,000** Stipulated Points for each Leg, in which the Amaranth Orchid Level has been achieved (unless the Leg Principle indicates otherwise) ● **120,000** Stipulated Points for each Leg, in which the following Effectiveness Levels have been achieved: a Golden Orchid, a Diamond Orchid or any Star Level ● **60,000** Stipulated Points for each directly sponsored 5 Legs minimum at the 21% Effectiveness Level or **120,000** Stipulated Points for each 7 directly sponsored Legs at the 21% Effectiveness Level or higher

	● The total number of Personal Groups' Points of all located in the Structure: 1) Pearl Orchids, 2) Amaranth Orchids, which simultaneously are not a higher Orchid or a Star. Wherein, if there are in the Structure, more Orchids that comply with this condition, then the calculation includes the Personal Group Points of the Orchid located the closest to the Business Partner for whom the Commission is calculated. ● The total number of Personal Group's Points of all directly sponsored Business Partners, who achieved a Golden Magnolia Effectiveness Level, which simultaneously is not a higher Effectiveness Level
 Diamond Orchid	● **60,000** Stipulated Points for each Leg, in which at most the Pearl Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **90,000** Stipulated Points for each Leg, in which the Amaranth Orchid has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **120,000** Stipulated Points for each Leg, in which the Golden Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **150,000** Stipulated Points for each Leg, in which at least the Diamond Orchid Level has been achieved ● **60,000** Stipulated Points for each directly sponsored 5 Legs minimum at the 21% Effectiveness Level or **120,000** Stipulated Points for Stipulated Points for each 7 directly sponsored Legs at the 21% Effectiveness Level or higher

	● The total number of Personal Groups' Points of all located in the Structure: 1) Pearl Orchids, 2) Amaranth Orchids, 3) Golden Orchids, which simultaneously are not a higher Orchid or a Star. Wherein, if there are in the Structure, more Orchids that comply with this condition, then the calculation includes the Personal Group Points of the Orchid located the closest to the Business Partner for whom the Commission is calculated. ● The total number of Personal Group's Points of all directly sponsored Business Partners, who achieved a Golden Magnolia Effectiveness Level (which simultaneously is not a higher Effectiveness Level)

Worldwide Point Turnover

Notes

We multiply the Worldwide Point Turnover by the percentage, which specifies the profit share of all the Orchids at a given Effectiveness Level. In this way, we obtain the amount attributable to all the Orchids, which in a given Month qualified to a given Effectiveness Level.

Worldwide Point Turnover x X% x 0.175 = The amount of Commissions to be paid to all Business Partners at a given Level in Marketing Plan 2

Next, one needs to determine the given Orchid's percentage share in the amount of money designated for the given Effectiveness Level. To do so, one needs to divide this Orchid's Accumulated Points by the total of Points accumulated by all Orchids, which have qualified to a given Effectiveness Level. The result shall be multiplied by 100.

$$\frac{\text{Your Accumulated Points}}{\text{The total of Points accumulated by all Orchids at a given Effectiveness Level}} = Y\%$$

* So your percentage share is: Y x 100

The percentage share achieved by a given Orchid needs to be multiplied by the amount of money attributable to all Orchids at a given Effectiveness Level.

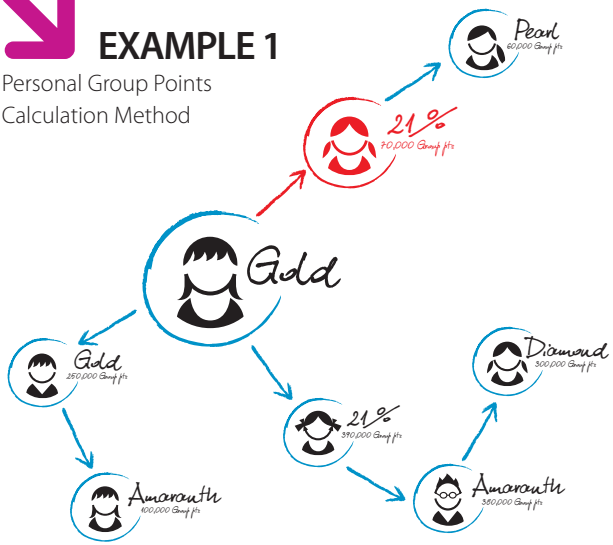
The amount of Commissions to be paid to all Business Partners at a given Level in Marketing Plan 2 x Y% = your Commission

Meet the Leg Principle and the method of calculating Personal Group's Points. These will help you calculate your Commission in the right way.

Personal Group Poins and the Leg Principle

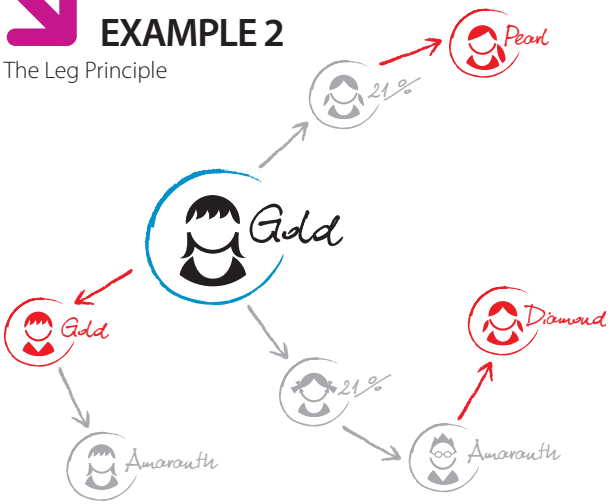
EXAMPLE 1

Personal Group Points
Calculation Method



EXAMPLE 2

The Leg Principle



TIPS

PERSONAL GROUP POINTS

Analyse the Golden Orchid Structure. Take a look at a Business Partner at the 21% Effectiveness Level who has collected 70,000 points. If you want to calculate his/her Personal Group Points subtract the points collected by the nearest Orchid located lower (a Pearl who has collected 60,000 points) from 70,000.

THE LEG PRINCIPLE

Analyse the Golden Orchid structure. Notice that the highest Effectiveness Level reached by Business Partners in individual Legs have been marked in red. Their Effectiveness Levels decide on the number of points that your structure collects.

Pearl Orchid – calculating Commissions

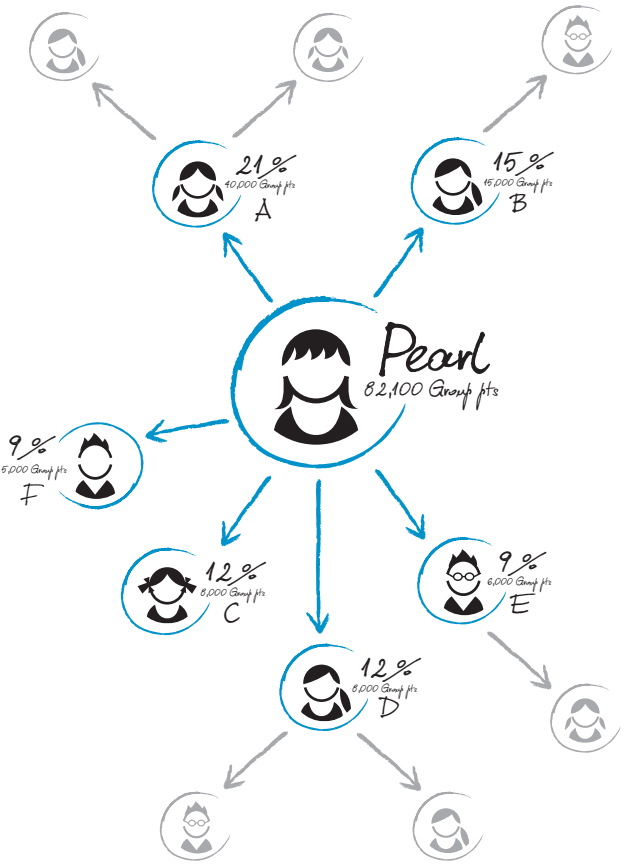
TIP

DID YOU KNOW?
According to the data collected by FM GROUP World, a person managing a similar structure at the Pearl Orchid Level, depending on a Month (the value of the Worldwide Point Turnover) earned over £875 Commission!

Notes

EXAMPLE 3

The example of how to calculate a Commission on the basis of a hypothetical Structure at the Pearl Orchid Level:



Accumulated Points: 82,100 pts.

CALCULATION:

- You do not have any Orchids in the Legs so you do not receive any Stipulated Points for calculation.
- Spare Points: 42,100 pts.
- Personal Group's Points of the directly sponsored Business Partners, who reached the 21% Effectiveness Level (40,000 pts – Business Partner A)

Accumulated Points: 82,100 pts.

HOW TO DETERMINE PEARL ORCHID'S PERCENTAGE SHARE:

$$\frac{\text{Your Accumulated Points}}{\text{The total of Points accumulated by all Pearl Orchids}} = Y^{*}\,\%$$

* So your percentage share is: Y x 100

HOW TO CALCULATE PEARL ORCHID'S COMMISSION:

Worldwide Point Turnover x 4% x your percentage share x 0.175 = Pearl Orchid Commission

Besides, you receive Commission resulting from Marketing Plan 1. You know how to calculate it, so let's do it!

Personal Purchase:	100 pts x 21 % x 0.175	= .....
Business Partner B:	15000 pts x (21% – 15%) x 0.175	= .....
Business Partner C:	8000 pts x (21% – 12%) x 0.175	= .....
Business Partner D:	8000 pts x (21% – 12%) x 0.175	= .....
Business Partner E:	6000 pts x (21% – 9%) x 0.175	= .....
Business Partner F:	5000 pts x (21% – 9%) x 0.175	= .....
		Total: .....

Notice that the Marketing Plan 1 has the biggest influence on the structure of a Pearl Orchid!

Notes

USE THE SIMULATOR.
Calculate the Commission from Marketing Plan 2. See how much you can earn when you are a Pearl Orchid.

Diamond Orchid – calculating Commissions

TIP

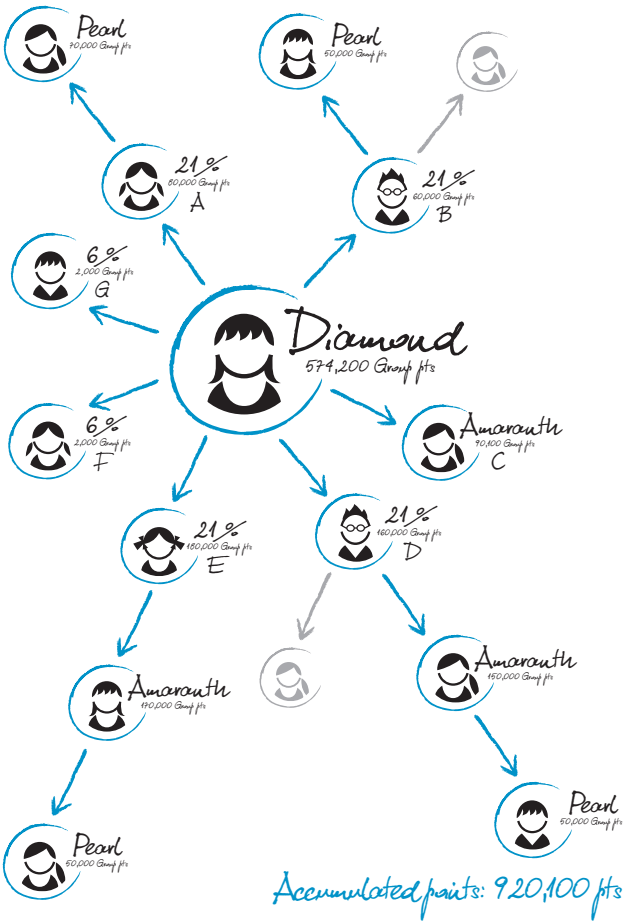
DID YOU KNOW?

According to the data collected by FM GROUP World, a person managing a similar structure at the Diamond Orchid Level, depending on a Month (the value of the Worldwide Point Turnover) earned over £7,000 Commission and drove a S class Mercedes-Benz!

Notes

EXAMPLE 4

In order to learn and consolidate all the rules necessary to calculate a Commission in Marketing Plan 2, study the example of calculating a Commission on the basis of a hypothetical Structure at the Diamond Orchid Level:



CALCULATIONS:

- You receive 60,000 Stipulated Points for every Leg, in which the Pearl Orchid Level has been achieved; you have two such Legs so you receive 120,000 Stipulated Points (2 x 60,000) for calculation (the Leg Principle).
- You receive 90,000 Stipulated Points for every Leg, in which the Amaranth Orchid Level has been achieved; assuming you have 3 such Legs you receive 270,000 Stipulated Points (3 x 90,000) for calculation (the Leg Principle).
- You do not have any Golden or Diamond Orchids, so you do not receive any Stipulated Points for calculation.
- You receive 60,000 Stipulated Points for every 5 directly sponsored Legs at the 21% Effectiveness Level or higher.
- The total Personal Groups' Points of all:
  - Pearl Orchids – 120,000 pts;
  - Amaranth Orchids – 310,100 pts;
  - Golden Orchids – 0 pts (you do not have any in your Group yet).
- The Personal Groups' Points of directly sponsored Business Partners equal 40,000 pts (180,000 pts – 170,000 pts + 160,000 pts – 150,000 pts + 80,000 pts – 70,000 pts + 60,000 pts – 50,000 pts)

Accumulated Points = 920,100 pts

HOW TO DETERMINE DIAMOND ORCHID'S PERCENTAGE SHARE:

$$\frac{\text{Your Accumulated Points}}{\text{The total number of Points accumulated by all Diamond Orchids}} = Y\,\%$$

* So your percentage share is: Y x 100

HOW TO CALCULATE A DIAMOND ORCHID'S COMMISSION:

$$\text{Worldwide Point Turnover} \times 1{,}5\,\% \times \text{your percentage share} \times 0.175 = \text{Diamond Orchid Commission}$$

TIP

REMEMBER, THAT YOU ADDITIONALLY RECEIVE COMMISSIONS DUE TO THE PEARL, AMARANTH AND GOLDEN ORCHIDS LEVELS AS WELL AS FROM MARKETING PLAN 1.

PRACTISE CALCULATING ACCUMULATED POINTS!

The prestigious Star Club

The prestigious Star Club has been created for Leaders who reach the highest Effectiveness Levels.

Over ten years of FM GROUP's existence have been the time of intensive development, creating the company's public image, continuous work on perfecting the Product portfolio and the brand's high position. Effective operation, especially in a competitive environment, requires work based on ambitious objectives and tasks. One of FM GROUP's priorities is to build customers' trust in terms of partner relations, as trust is the most valuable distinction a company can receive.

We always emphasize that the most precious assets of our company are the people who create it – the Business Partners, who stand out as sales Leaders and Sponsors. It is them who have the real impact on the development strategy we take.

Thanks to the FM GROUP Leaders' initiative and the need for ever higher goals, we have created the Marketing Plan 3.

Along with it, we have created a new elite Star Club in which you can reach the following Effectiveness Levels: Jasper, Amethyst, Malachite, Nephrite and the most prestigious – Onyx Star.

Artur Trawiński

Marketing Plan 3 – rules

Marketing Plan 3 is a continuation of Marketing Plan 2, it gives you the opportunity to build solid Structures, which bring tangible benefits.

FM GROUP World dedicates 3,5% of the Worldwide Point Turnover to be shared between all Stars.

Effectiveness Level	Percentage share of the Worldwide Point Turnover to be shared among all Stars at a given Effectiveness Level in a given Month
Jasper Star	1% of the Worldwide Point Turnover
Amethyst Star	1% of the Worldwide Point Turnover
Malachite Star	0,5% of the Worldwide Point Turnover
Nephrite Star	0,5% of the Worldwide Point Turnover
Onyx Star	0,5% of the Worldwide Point Turnover

Commissions from Marketing Plans 1, 2 and 3 add up. For instance: an Amethyst Star is entitled to Commissions from Marketing Plan 1, Marketing Plan 2 and Marketing Plan 3 from the Jasper and Amethyst Stars Effectiveness Levels.

The Commission is calculated every Month, provided at least one Business Partner qualifies to a given Effectiveness Level. To be granted a Commission one also has to obtain at least **50 Personal Points** in a given Month.

In order to calculate a Commission from Marketing Plan 3, one needs to calculate first the given Business Partner's Accumulated Points from each Effectiveness Level to which they have qualified.

Effectiveness Level	The rules for calculating the value of Accumulated Points for the Stars
Jasper Star	● **60,000** Stipulated Points for each Leg, in which the Pearl Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **90,000** Stipulated Points for each Leg, in which the Amaranth Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **120,000** Stipulated Points for each Leg, in which the Golden Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **150,000** Stipulated Points for each Leg, in which the Diamond Orchid or any Star Level has been achieved ● For every 9 directly sponsored Legs at the 21% Effectiveness Level or higher you receive **60,000** Stipulated Points to be calculated, or for every 11 Legs at the 21% Effectiveness Level or higher you receive **90,000** Stipulated Points, or for every directly sponsored 13 Legs at the 21% Level or higher you receive **120,000** Stipulated Points to be calculated, or for every 15 or more directly sponsored Legs at the 21% Effectiveness Level or higher you receive **150,000** Stipulated Points to be calculated ● The total number of Personal Groups' Points of all located in the Structure: 1) Pearl Orchids, 2) Amaranth Orchids,

	3) Golden Orchids, 4) Diamond Orchids, which simultaneously are not a higher Star. Wherein, if there are in the Structure, more Orchids that comply with this condition, then the calculation includes the Personal Group Points of the Orchid located the closest to the Business Partner for whom the Commission is calculated. ● The total number of Personal Groups' Points of all directly sponsored Business Partners, who have achieved the Golden Magnolia Effectiveness Level (which simultaneously is not a higher Effectiveness Level) ● Spare Points are included in calculation
 Amethyst Star	● **60,000** Stipulated Points for each Leg, in which the Pearl Orchid Level has been achieved , which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **90,000** Stipulated Points for each Leg, in which the Amaranth Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **120,000** Stipulated Points for each Leg, in which the Golden Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **150,000** Stipulated Points for each Leg, in which the Diamond Orchid or any Star Level has been achieved ● For every 9 directly sponsored Legs at the 21% Effectiveness Level or higher you receive **60,000** Stipulated Points to be calculated, or for every 11 Legs at the 21% Effectiveness Level or higher you receive **90,000** Stipulated Points, or for every directly sponsored 13 Legs at

	the 21% Level or higher you receive **120,000** Stipulated Points to be calculated, or for every 15 or more directly sponsored Legs at the 21% Effectiveness Level or higher you receive **150,000** Stipulated Points to be calculated ● The total number of Personal Groups' Points of all located in the Structure: 1) Pearl Orchids, 2) Amaranth Orchids, 3) Golden Orchids, 4) Diamond Orchids, 5) Jasper Stars which simultaneously are not a higher Star. Wherein, if there are in the Structure, more Orchids that comply with this condition, then the calculation includes the Personal Group Points of the Orchid located the closest to the Business Partner for whom the Commission is calculated. ● The total number of Personal Groups' Points of all directly sponsored Business Partners, who have achieved the Golden Magnolia Effectiveness Level (which simultaneously is not a higher Effectiveness Level) ● Spare Points are included in calculation
 Malachite Star	● **60,000** Stipulated Points for each Leg, in which the Pearl Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **90,000** Stipulated Points for each Leg, in which the Amaranth Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise)

- **120,000** Stipulated Points for each Leg, in which the Golden Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise)

- **150,000** Stipulated Points for each Leg, in which the Diamond Orchid or any Star Level has been achieved

- For every 9 directly sponsored Legs at the 21% Effectiveness Level or higher you receive **60,000** Stipulated Points to be calculated, or for every 11 Legs at the 21% Effectiveness Level or higher you receive **90,000** Stipulated Points, or for every directly sponsored 13 Legs at the 21% Level or higher you receive **120,000** Stipulated Points to be calculated, or for every 15 or more directly sponsored Legs at the 21% Effectiveness Level or higher you receive **150,000** Stipulated Points to be calculated

- The total number of Personal Groups' Points of all located in the Structure:

  1) Pearl Orchids,
  2) Amaranth Orchids,
  3) Golden Orchids,
  4) Diamond Orchids,
  5) Jasper Stars,
  6) Amethyst Stars,
  which simultaneously are not a higher Star. Wherein, if there are in the Structure, more Orchids that comply with this condition, then the calculation includes the Personal Group Points of the Orchid located the closest to the Business Partner for whom the Commission is calculated.

- The total number of Personal Groups' Points of all directly sponsored Business Partners, who have achieved the Golden Magnolia Effectiveness Level (which simultaneously is not a higher Effectiveness Level)

- Spare Points are included in calculation

Nephrite Star

- **60,000** Stipulated Points for each Leg, in which the Pearl Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise)

- **90,000** Stipulated Points for each Leg, in which the Amaranth Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise)

- **120,000** Stipulated Points for each Leg, in which the Golden Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise)

- **150,000** Stipulated Points for each Leg, in which the Diamond Orchid or any Star Level Level has been achieved

- For every 9 directly sponsored Legs at the 21% Effectiveness Level or higher you receive **60,000** Stipulated Points to be calculated, or for every 11 Legs at the 21% Effectiveness Level or higher you receive **90,000** Stipulated Points, or for every directly sponsored 13 Legs at the 21% Level or higher you receive **120,000** Stipulated Points to be calculated, or for every 15 or more directly sponsored Legs at the 21% Effectiveness Level or higher you receive **150,000** Stipulated Points to be calculated

- The total number of Personal Groups' Points of all located in the Structure:

  1) Pearl Orchids,
  2) Amaranth Orchids,
  3) Golden Orchids,
  4) Diamond Orchids,
  5) Jasper Stars,
  6) Amethyst Stars,
  7) Malachite Stars,

  which simultaneously are not a higher Star. Wherein, if there are in the Structure, more Orchids that comply with this condition, then the calculation includes the Personal Group Points of the Orchid located

	the closest to the Business Partner for whom the Commission is calculated. ● The total number of Personal Group's Points of all directly sponsored Business Partners, who have achieved the Golden Magnolia Effectiveness Level (which simultaneously is not a higher Effectiveness Level) ● Spare Points are included in calculation.
 Onyx Star	● **60,000** Stipulated Points for each Leg, in which the Pearl Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **90,000** Stipulated Points for each Leg, in which the Amaranth Orchid Level has been achieved (unless the Leg Principle indicates otherwise) ● **120,000** Stipulated Points for each Leg, in which the Golden Orchid Level has been achieved, which simultaneously is not a higher Effectiveness Level (unless the Leg Principle indicates otherwise) ● **150,000** Stipulated Points for each Leg, in which the Diamond Orchid or any Star Level has been achieved ● For every 9 directly sponsored Legs at the 21% Effectiveness Level or higher you receive **60,000** Stipulated Points to be calculated, or for every 11 Legs at the 21% Effectiveness Level or higher you receive **90,000** Stipulated Points, or for every directly sponsored 13 Legs at the 21% Level or higher you receive **120,000** Stipulated Points to be calculated, or for every 15 or more directly sponsored Legs at the 21% Effectiveness Level or higher you receive **150,000** Stipulated Points to be calculated

- The total number of Personal Groups' Points of all located in the Structure:

  1) Pearl Orchids,
  2) Amaranth Orchids,
  3) Golden Orchids,
  4) Diamond Orchids,
  5) Jasper Stars,
  6) Amethyst Stars,
  7) Malachite Stars,
  8) Nephrite Stars,

  which simultaneously are not a higher Star. Wherein, if there are in the Structure, more Orchids that comply with this condition, then the calculation includes the Personal Group Points of the Orchid located the closest to the Business Partner for whom the Commission is calculated.

- The total number of Personal Groups' Points of all directly sponsored Business Partners, who have achieved the Golden Magnolia Effectiveness Level (which simultaneously is not a higher Effectiveness Level)

- Spare Points are included in calculation.

Worldwide Point Turnover

The Worldwide Point Turnover is multiplied by the percentage, which specifies the profit share of all Stars at a given Effectiveness Level – exactly the same way as we did in the case of Orchids. In this way, we calculate the amount attributable to all Stars, which have qualified to a given Effectiveness Level in a given Month.

Worldwide Point Turnover × X% × 0.175 = The amount of Commissions to be paid to all Business Partners at a given Level in Marketing Plan 3.

Next, one needs to determine a given Star's percentage share in the amount of money designated for the Star Club. To do so, one needs to divide the number of Points accumulated by this Star by the total of Points accumulated by all Stars, that have qualified to a given Effectiveness Level. The result shall be multiplied by 100.

$$\frac{\text{Your Accumulated Points}}{\text{The total of Points accumulated by all Stars at a given Effectiveness Level}} = Y^{*}\%$$

* So your percentage share is: Y × 100

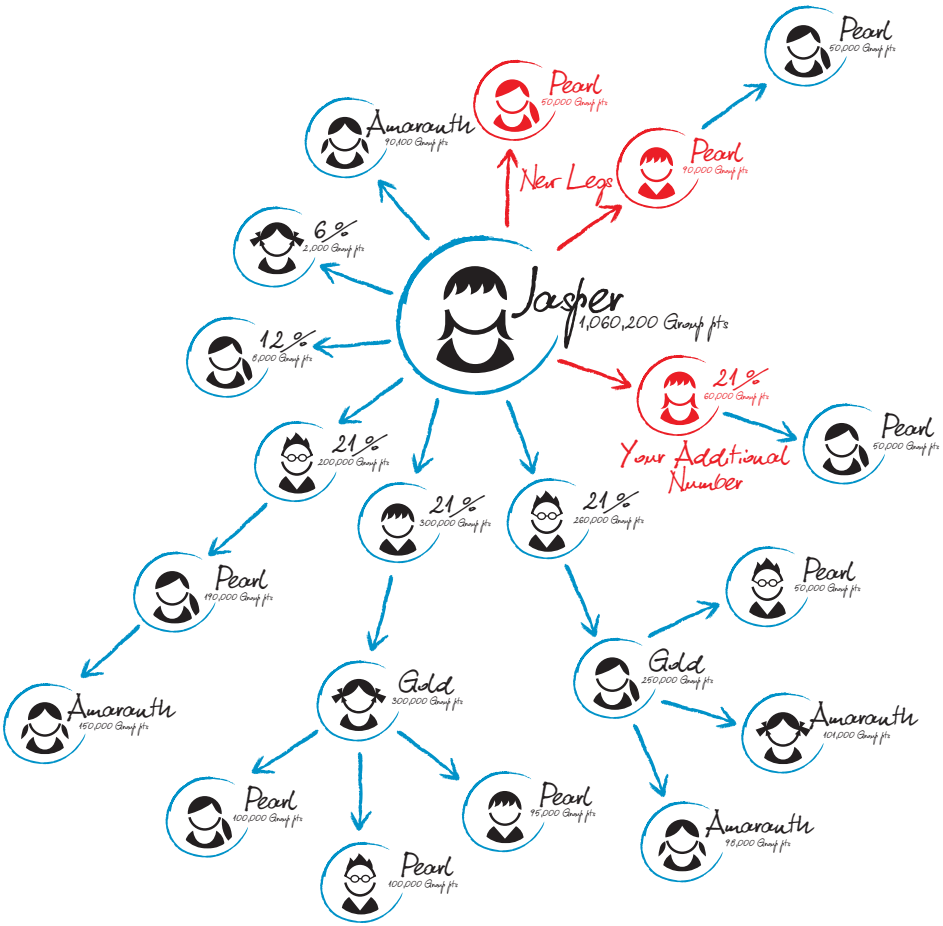
The percentage share achieved by a given Star needs to be multiplied by the amount of money attributable to all Stars at a given Effectiveness Level.

The amount of Commissions to be paid to all Business Partners at a given Level in Marketing Plan 3 × Y% = your Commission

Notes

Check Yourself

So, you already know the theory, now try to calculate the Commission from Marketing Plans 1 and 2 as well as the Accumulated Points from Marketing Plan 2 for an exemplary Structure of a Jasper Star. Also, take a look at the calculations for Marketing Plan 3.



Marketing Plan 1

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Marketing Plan 2

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Marketing Plan 3

Stipulated Points

P. : 3 x 60, 000 = 180, 000

A. : 2 x 90, 000 = 180, 000

G. : 2 x 120, 000 = 240, 000

D. : 0

for directly sponsored Legs at the 21% Level or higher : 0

Personal group Points

P.G.P.P. (40, 000 + 50, 000 + 50, 000 + 40, 000)

P.G.P.A. (90, 100 + 150, 000)

P.G.P.G. (5, 000 + 1, 000)

P.G.P.D. (0)

P.G.P. 21% (10, 000 + 10, 000 + 10, 000 + 0)

Spare Points

2, 000 + 8, 000 + 100

Stipulated Points + Personal Group Points + Spare Points = 1, 066, 200

P. - Pearl A. - Amaranth G. - Gold D. - Diamond P.G.P. - Personal Group Points

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