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# platform iQUANDEX

## Marketing Plan

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### 1. Description and Definition of the Main Terms

**User:** an Individual who registers on the platform's website using a referral link.

Users of the iQUANDEX platform can be Clients and Partners.

**Client:** this is a User who uses iQUANDEX products.

**License:** if a User wants to do business, he/she need to buy a License (hereinafter referred to as a Business Package or Package).

**Partner:** recommends products to Customers and connects new Partners who recommend products to Customers and connect new Partners.  
The partner can also be a Client.

Business Package gives the right to do business: earn commissions, connect new Clients and Partners, and also gives the opportunity to earn on the Package as a Client. A user who buys a Business Package becomes a Partner.

You can have a Business Package and enjoy all the benefits of a marketing plan and at the same time delay the use of the product.

**Refer:** the Partner who invites You to the business is your Refer.

**ID:** each User in the iQUANDEX system is assigned a unique individual six digits number, which can be found in the upper-right part of the personal account. This number is assigned during registration and is sent to your email.

**Cycle:** When a Partner has 100 points on the left side and 100 points on the right side of the binary structure, he receives \$25. So: 1 cycle = 100 points left and right = \$25.

**Upgrade:** Additional payment of the monetary difference for a more expensive Business Package.

The upgrade is possible until the Partner has started using the product.

**The Goal Of The Marketing Plan:** Business Expansion

## 2. Types of Licenses (Business Packages)

In the marketing plan (hereinafter — MP), there are five Licenses:

| Name Of The License (Business Package) | Cost, \$ |
|--|----------|
| Start Package                          | 25       |
| Business Package                       | 250      |
| Elite Package                          | 750      |
| Pro Package                            | 1500     |
| Pro+ Package                           | 5000     |

The fact of initial payment for one of the Business Packages (hereinafter referred to as the Package) is the activation of the business place. The user who made this payment becomes a Partner.

Points and commissions are awarded only to Partners, not to Clients.

Each Package corresponds to a certain number of Points, which varies depending on the Package used by a Partner.

1) If a Partner is on the Start Package (\$25), all other packages (Business, Elite, Pro and Pro+) have the same points = 10 points.

2) If a Partner is on the Business package (\$250), then the other packages have different points: the Start package gives 10 points, and the other packages (Business, Elite, Pro and Pro+) have the same points = 100 points.

3) If a Partner is on the Elite package (\$750), then the other packages have different points: the Start package gives 10 points, the Business package gives 100 points, the Elite package gives 300 points, the Pro package gives 300 points, the Pro+ package gives 300 points.

4) If a Partner is on the Pro package (\$1500), then the other packages have different points: the Start package gives 10 points, the Business package gives 100 points, the Elite package gives 300 points, the Pro package gives 600 points, the Pro + package gives 600 points.

5) If a Partner is on the Pro + package (\$5000), then the other packages have different points: the Start package gives 10 points, the Business package gives 100 points, the Elite package gives 300 points, the Pro package gives 600 points, and the Pro+ package gives 2000 points.

*Each Business Package corresponds to a certain number of points:*

| <b>Business Packages</b> | <b>Cost, \$</b> | <b>Points</b> |
|--------------------------|-----------------|---------------|
| Start Package            | 25              | 10 points     |
| Business Package         | 250             | 100 points    |
| Elite Package            | 750             | 300 points    |
| Pro Package              | 1500            | 600 points    |
| Pro+ Package             | 5000            | 2000 points   |

### 3. Bonus for Personal Sale (First Sale)

If the Partner is on the Start package (\$25) or on the Business package (\$250) and invites the partner (this is his 1st line or personally invited Partner) to the Business, Premium, Pro and Pro+ packages, then he earns 8% of the package price.

If the Partner is on the Elite package (\$750) or Pro package (\$1500) and invites the Partner (this is his 1st line or personally invited Partner) to the Business, Premium, Pro and Pro+ packages, then he earns 10% of the package price.

If the Partner is on the Pro + package (\$5000) and invites the Partner (this is his 1st line or personally invited Partner) to the Business, Premium, Pro and Pro+ packages, then he earns 12% of the package price.

*Partner's commission (%) for Personal Connection of new Partners and Clients, depending on which package the Partner is on and to which packages the Partner connects new Partners:*

| <b>Your % for the personal sign up of new Partners based on their Packages and their upgrades</b> |             |           |            |            |             |             |
|---|-------------|-----------|------------|------------|-------------|-------------|
| Your  |             | <b>25</b> | <b>250</b> | <b>750</b> | <b>1500</b> | <b>5000</b> |
| Business<br>Package   | <b>25</b>   | 8%        | 8%         | 8%         | 8%          | 8%          |
|   | <b>250</b>  | 8%        | 8%         | 8%         | 8%          | 8%          |
|   | <b>750</b>  | 10%       | 10%        | 10%        | 10%         | 10%         |
|   | <b>1500</b> | 10%       | 10%        | 10%        | 10%         | 10%         |
|   | <b>5000</b> | 12%       | 12%        | 12%        | 12%         | 12%         |

**Attention:** When a Partner buys a higher Business Package than the one he/she is on for the first time, it is considered the first sale.

*The amount of the Partner's Commission ( \$ ) for Personal Connection of new Partners and Clients, depending on which package the Partner is on and which packages the Partner connects new Partners to:*

| <b>Your Commission (\$) depending on your Business Package and which Package you are connecting to</b> |                  |           |            |            |             |             |
|--|------------------|-----------|------------|------------|-------------|-------------|
| <b>Your Business Package:</b>  | <b>Packages:</b> | <b>25</b> | <b>250</b> | <b>750</b> | <b>1500</b> | <b>5000</b> |
|  | 25               | 2\$       | 20\$       | 60\$       | 120\$       | 400\$       |
|  | 250              | 2\$       | 20\$       | 60\$       | 120\$       | 400\$       |
|  | 750              | 2.5\$     | 25\$       | 75\$       | 150\$       | 500\$       |
|  | 1500             | 2.5\$     | 25\$       | 75\$       | 150\$       | 500\$       |
|  | 5000             | 3\$       | 30\$       | 90\$       | 180\$       | 600\$       |

#### **4. Linear Bonus (Repeat Sales Bonus)**

There is a Repeat Sales Bonus in the company's MP. You are charged a percentage of the turnover, which is calculated from the amount of turnover (TO) in the corresponding line. Your percentages depend on your Business Package.

1st line of the Partner: personally invited Partners and Clients registered using the partner's referral link.

2nd line of the Partner: Partners and Clients registered by partners from the 1st line.

3rd line of the Partner: Partners and Clients registered by Partners from the 2nd line. Similarly, for the 4th, 5th and further lines of the Partner in depth.

All Partners and Clients on different lines in depth are the team of this Partner.

The table below shows the percentages that are charged to the Partner for the turnover on different lines in depth.

*Accrual of commissions to a Partner from repeated payments for Business Packages and Trading Robots in his team in the depth by levels in percentage (%):*

|                              | Levels:     | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 |
|------------------------------|-------------|----|----|----|----|----|----|----|----|----|----|
| <b>Your Business Package</b> | <b>25</b>   | 5% |    |    |    |    |    |    |    |    |    |
|                              | <b>250</b>  | 5% |    |    |    |    |    |    |    |    |    |
|                              | <b>750</b>  | 5% | 5% | 5% |    |    |    |    |    |    |    |
|                              | <b>1500</b> | 5% | 5% | 5% | 5% | 5% |    |    |    |    |    |
|                              | <b>5000</b> | 5% | 5% | 5% | 5% | 5% | 2% | 2% | 2% | 2% | 2% |

## 5. Binary Bonus

In the marketing plan of the iQUANDEX platform there is a part where business places are lined up in binary principle: from each business place downwards there are only two directions - the leftmost and the rightmost branches.

Once a Partner has paid for one of the Business Packages, he/she gets the Business Place and is located in the binary structure.

A prerequisite for the Binary Bonus is the availability of at least two personally invited Partners who have purchased any of the Business Packages and are in different branches: one on the left and one on the right. In this case the Partner becomes active and can receive binary bonuses.

**Attention:** If a Partner does not have a single invited Partner and has a spill-over from a higher Partners and registers his first Partner in a smaller branch, the points will not burn out and the money will be accrued as soon as the Partner becomes active.

**Advice:** The first Partner should be registered on the Sponsor branch.

The Partner can purchase three or more packages at once. The system has no restrictions on the number of packages per person. One place at the top and

two places below it: one on the left, the second on the right. In this case, each place has a separate personal account and the lower places are considered personally invited Partners of the upper place.

In this case, accruals are made to the top place according to the rules prescribed in this part of the MP. Each Partner has a personal and unique identification number-ID. When a Partner wants to register a new Partner in the system, he/she gives his/her referral link or gives his/her ID to a new Partner.

*The amount of a Partner's binary bonus ( points) depends on which Business Package that Partner has purchased for himself/herself and on which Business Packages Partners in that Partner's binary structure join:*

| <b>Accrual of points for Partners Packages in your Binary Tree</b> |             |           |            |            |             |             |
|--|-------------|-----------|------------|------------|-------------|-------------|
| Your Business Package  |             | <b>25</b> | <b>250</b> | <b>750</b> | <b>1500</b> | <b>5000</b> |
|  | <b>25</b>   | 10        | 10         | 10         | 10          | 10          |
|  | <b>250</b>  | 10        | 100        | 100        | 100         | 100         |
|  | <b>750</b>  | 10        | 100        | 300        | 300         | 300         |
|  | <b>1500</b> | 10        | 100        | 300        | 600         | 600         |
|  | <b>5000</b> | 10        | 100        | 300        | 600         | 2000        |

Binary bonus is calculated from the Partner's volume in a branch with lower turnover (short branch). The calculation is made as soon as a new volume appears in a branch with a smaller volume.

When calculating the binary bonus, the volume of the short branch is subtracted from the volume of points in the right and left branches. On the basis of this subtracted volume of turnover the Partner's binary bonus is calculated.

**An example:** Partner is on Pro+ package ( \$5000). He has 900 points in the left branch and 2700 points in the right one. The calculation of the binary bonus is as follows: 900 points are subtracted from the left and right branches. After subtracting 900 points, there are 1800 points left on the right branch, which will be taken into account in the next binary bonus calculation.

When upgraded to Premium, Pro and Pro+ packages, the points accumulated by a Partner on the Business Package remain in the same amount and are not recalculated based on the conditions for points in the Premium, Pro and Pro+ packages. A Partner's new volume after upgrading to a Premium, Pro or Pro+ package will be taken into account according to the conditions mentioned above.

The Partner's volume for calculating the Binary Bonus also includes points that appeared in his right or left branch as a result of "overflow" (Partners who are registered by a higher Partners (their Sponsors) and have been placed in the first free cell on the far right or far left side of your binary structure).

There is a monthly payment limit of \$100,000 for the binary bonus, calculated for one calendar month. The new binary bonus limit is calculated from 00-00 hours of the next calendar month.

When this limit of \$100,000 is reached, the subsequent points in the binary will burn out and the Binary Bonus will not be accrued. The new accrual of Binary Bonus starts from the next calendar month from the 1st day, 00:00 o'clock.

## **6. Fast Start bonus**

A new Partner can get a Fast Start Bonus after activation - \$100.

The terms: Register in your team in the binary structure (personally) one Partner on the left and one Partner on the right for the Business Package (250 USD) or higher within 3 days of activating your Business Place and get \$50.

The Fast Start bonus is awarded once.

If a Partner is on the Start Package, the bonus is accrued in the Personal account and the Partner can use it to upgrade to the next Business Package.



If a Partner is using other Business Packages, the bonus is available for instant withdrawal, transfer to another Partner or use.

## **7. Career and Leadership Bonus for Turnover**

**Attention:** The career ladder on iQUANDEX platform is accumulative.

In this part of the MP business places are built according to the classical scheme (not binary). It means that each new registered User (Client, Partner) gets to a new branch (group) and there can be an unlimited number of such branches (groups).

When calculating a Partner's qualification, only the turnover of his team is taken into account: personally invited Partners and Clients and further invited by them Partners and so on.

Turnovers are calculated as follows: first, 2 groups with maximum turnover are taken, then turnover in the remaining groups is summed up and accounted for as a single turnover in the 3rd General Group.

Grouping by turnover in the table is always arranged in this way: The turnover (TO) in the First group is always greater than or equal to the Turnover in the Second group.

Group 1: Group with maximum volume at the moment.

Group 2: Group with equal or smaller volume than Group 1 currently.

Group 3: Group that combines the volumes of all other groups (except for Group 1 and 2).

Groups 1-st, 2-nd and 3-rd with the united TO may change their positions.

That is, any group can change from 1st to 2nd, from 2nd to 1st, also the 1st or 2nd group can enter the united 3rd group, any group from the united 3rd group can become 1st or 2nd group.

A Partner's career growth (Partner's Status) depends on the overall TO in all his/her groups and the distribution of TO in the First, Second and Third combined Group.

A Partner's career status is determined by the group turnover.

Achievement of each career status is marked in the company by the Leader Bonus.

*Career status, group turnover and the amount of accumulated leadership bonuses:*

| <b>Your Rank</b>   | <b>Your Bonus, \$</b> | <b>Total TO, \$</b> | <b>Group 1 TO, \$</b> | <b>Group 1 TO, \$</b> | <b>Group 1 TO, \$</b> |
|--------------------|-----------------------|---------------------|-----------------------|-----------------------|-----------------------|
| <i>Bronze</i>      | 50\$                  | 1,000               | 400                   | 400                   | 200                   |
| <i>Silver</i>      | 150\$                 | 3,000               | 1,200                 | 1,200                 | 600                   |
| Gold               | 500\$                 | 10,000              | 4,000                 | 4,000                 | 2,000                 |
| 1 Star             | 1,000\$               | 30,000              | 12,000                | 12,000                | 6,000                 |
| 2 Stars            | 3,000\$               | 80,000              | 32,000                | 32,000                | 16,000                |
| 3 Stars            | 10,000\$              | 240,000             | 96,000                | 96,000                | 48,000                |
| Diamond            | 25,000\$              | 720,000             | 288,000               | 288,000               | 144,000               |
| Red Diamond        | 60,000\$              | 2,180,000           | 872,000               | 872,000               | 436,000               |
| Blue Diamond       | 180,000\$             | 6,500,000           | 2,600,000             | 2,600,000             | 1,300,000             |
| Grand Blue Diamond | 500,000\$             | 20,000,000          | 8,000,000             | 8,000,000             | 4,000,000             |

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We wish you great financial success.  
iQUANDEX platform