

liv.

L A B S

COMPENSATION
PLAN



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THE INDUSTRY

“...according to a new estimate from industry analysts, the hemp-CBD market alone could hit **\$22 billion by 2022.**”

RollingStone

Forbes

Forbes states that the Cannabis market could grow 700% by 2020

Source: Forbes December 12, 2016

More People Using CBD To Replace Prescription



LIV LABS APP

YOUR BUSINESS IN THE PALM OF YOUR HAND

Share and send trial packs, place orders and manage your account with just a few clicks.



Send videos through chat apps, social media, text or email.



Manage and classify your contacts and prospects.



Organize your day by scheduling follow-up calls and setting reminders



Stay informed with news and updates from Liv Labs in real time.



Grow as a leader, and a person, with personal development resources.



VIP RANKS

VIP RANKS



Partner



Active
Partner



VIP
Partner



3K VIP
Partner



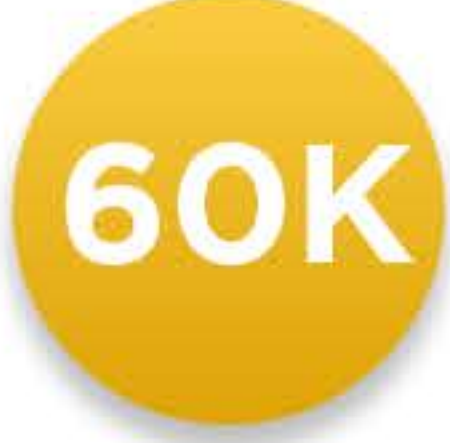
9K VIP
Partner



15K VIP
Partner



30K VIP
Partner



60K VIP
Partner



Diamond
Partner



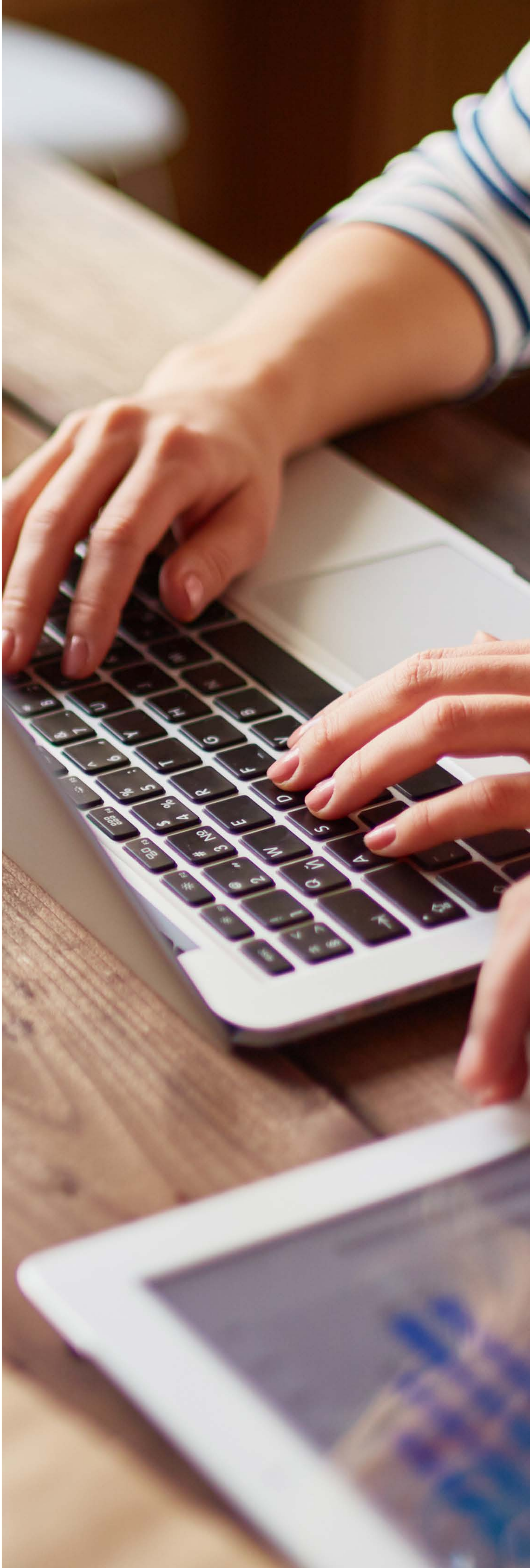
Double Diamond
Partner



Triple Diamond
Partner



Black Diamond
Partner



RETAILER BONUSES

RETAILER BONUS (PAID WEEKLY)

The **40% Retailer Bonus** pays on **50%** of all the BV produced by your personally enrolled Customers. If you have at least **4 Personally Enrolled Customers** who have placed an order in the previous 30 days, **you can earn an additional Depth Bonus** on all customers down Levels 1-3 of Enroller tree as outlined below:

RETAILER DEPTH BONUS (PAID MONTHLY)

| 50% of Retail BV Applies | Commissions |
|--------------------------|-------------|
| Personal Customers | 40% |
| Level 1 Customers | 5% |
| Level 2 Customers | 10% |
| Level 3 Customers | 10% |

Retailer Depth Bonus

3 Personally Enrolled
Active Customers
on Smartship

↓



INFLUENCER BONUS

INFLUENCER BONUS

(YOU MAY QUALIFY MONTHLY)



+



=

FREE Product
Next Month!

Earn every month!

YOU on
SmartShip

REFER 3
Customers on
SmartShip

The average value of at least 3 customer SmartShip orders in a one month period **earns you free bonus points** of corresponding value! The Influencer Bonus **can be earned by Promoters and Customers** and can be redeemed the following month or banked.

Qualification: **Must be active Partner or Customer** with SmartShip.* You may qualify monthly! Partner or Customer who earns the Influencer Bonus must pay applicable taxes, shipping and handling.

*SmartShip must be a minimum of 50BV in previous 30 days.



FAST START BONUS

FAST START BONUS-DIFFERENTIAL & DEPTH

(PAID WEEKLY)



Qualifications: Must be an **Active Brand Partner** or above.

You will be recognized and compensated at the rank you qualified at during the previous monthly qualification period.

If you rank up during the course of any week, **you will be awarded Bonus percentage** at your new rank and your qualifying upline will receive the difference **for a total Payout of 36%**:

For instance, an Active Brand Partner enrolls a new partner who purchases \$150BV. 70% of assigned BV is paid through the Fast Start Bonuses

The Active Brand Partner earns \$18.90 and their enroller, a 9KVIP will earn \$9.45 while their enroller, a 60KVIP will earn \$9.45 totaling \$37.90 paid out. The remaining 30% of the BV is paid in the Leadership Residual Bonus

GO VIP

GO VIP FIRST 14 DAYS

Engagement **GO** Date: _____

Go **VIP** by: _____

- **2** Personal Customers
- **200** PBV
- **1,000** PGV

**\$200
BONUS!**

- + Retailer Bonus
- + Fast Start Bonus
- + VIP Residual

GO VIP PLUS FIRST 30 DAYS

Engagement **GO** Date: _____

Go **VIP PLUS** by: _____

- **4** Personal Customers
- **400** PBV
- **2,000** PGV

**\$400
BONUS!**

- + Retailer Bonus
- + Fast Start Bonus
- + VIP Residual

GO VIP MAX FIRST 60 DAYS

Engagement **GO** Date: _____

Go **VIP MAX** by: _____

- **4** Personal Customers
- **400** PBV
- **4,000** PGV

**\$800
BONUS!**

- + Retailer Bonus
- + Fast Start Bonus
- + VIP Residual

Each Bonus can only be earned once but you CAN earn all of them.

PBV - The BV from Personal Customer Orders and Your own.
(Your personal purchases count for the PBV after the VIP clock starts)

PGV - Personal Group Volume includes your Personal Customers and Personal Promoters Purchases.

VIP RESIDUALS

VIP RESIDUALS

| YOUR RANK | | | | | | | | | | | | |
|-----------|----|--------------------------|--|---|---|---|---|---|--|---|---|--|
| LEVEL | | Active Partner 75 PBV | VIP Partner 100 PBV 1,000 GQV 1 PAC 2 PAPT | 3K VIP Partner 100 PBV 3,000 GQV 2 PAC 2 PAPT | 9K VIP Partner 100 PBV 9,000 GQV 3 PAC 3 PAPT | 15K VIP Partner 200 PBV 15,000 GQV 4 PAC 3 PAPT | 30K VIP Partner 200 PBV 30,000 GQV 6 PAC 3 PAPT | 60K VIP Partner 200 PBV 60,000 GQV 6 PAC 3 PAPT | Diamond 300 PBV 100,000 GQV 6 PAC 3 PAPT | Double Diamond 300 PBV 250,000 GQV 6 PAC 3 PAPT | Triple Diamond 300 PBV 500,000 GQV 6 PAC 3 PAPT | Black Diamond 300 PBV 1,000,000 GQV 6 PAC 3 PAPT |
| | 1 | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| | 2 | | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| | 3 | | | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| | 4 | | | | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| | 5 | | | | | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| | 6 | | | | | | 5% | 5% | 5% | 5% | 5% | 5% |
| | 7 | | | | | | | 5% | 5% | 5% | 5% | 5% |
| | 8 | | | | | | | 5% | 5% | 5% | 5% | 5% |
| | 9 | | | | | | | | 5% | 5% | 5% | 5% |
| | 10 | | | | | | | | | 1% | 1% | 1% |
| | 11 | | | | | | | | | | 1% | 1% |
| | 12 | | | | | | | | | | | 1% |





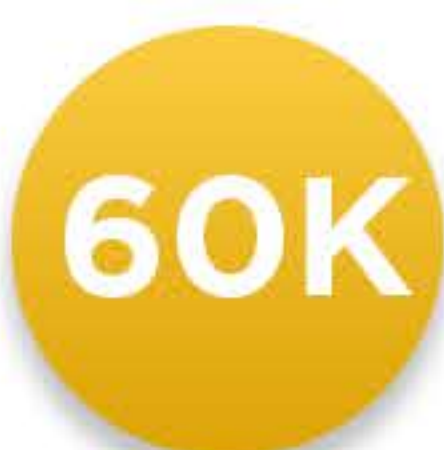
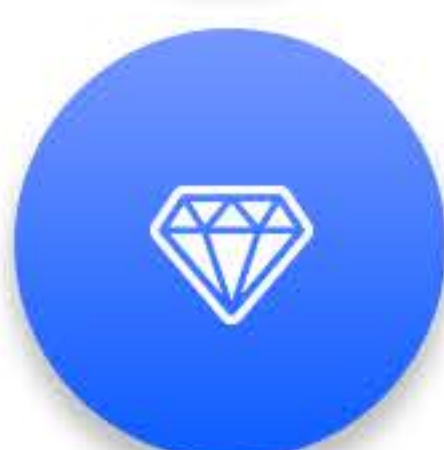



PAC - Personal Active Customer
PAPT - Personal Active Partner Team



RANK AWARDS

RANK AWARDS

Residual income is the holy grail of entrepreneurship, but we also love immediate cash bonuses! Earn extra **one-time** bonuses as you advance to the following ranks:

| | | |
|---|-------------------------------|-----------------|
|  | 3K VIP Partner | \$300 |
|  | 9K VIP Partner | \$900 |
|  | 15K VIP Partner | \$1,500 |
|  | 30K VIP Partner | \$3,000 |
|  | 60K VIP Partner | \$6,000 |
|  | Diamond Partner | \$10,000 |
|  | Double Diamond Partner | \$25,000 |
|  | Triple Diamond Partner | \$50,000 |
|  | Black Diamond Partner | \$75,000 |

*Newly achieved rank must be achieved for 3 consecutive months to qualify for this one-time rank award. 60K, Diamond and Double Diamond are paid in 2 monthly equal payments. Triple Diamond in 3 monthly equal payments and Black Diamond, 4 monthly equal payments



LEADERSHIP

LEADERSHIP RESIDUAL CHECK MATCH

| Title PBV | VIP Partner 100 PBV | 3K VIP Partner 100 PBV | 9K VIP Partner 200 PBV | 15K VIP Partner 200 PBV | 30K VIP Partner 200 PBV | 60K VIP Partner 200 PBV |
|--------------|---------------------------|------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Level 1 | | 10% | 10% | 20% | 25% | 25% |
| Level 2 | | 5% | 10% | 10% | 10% | 10% |
| Level 3 | | | | | 10% | 10% |
| Level 4 | | | | | 5% | 5% |
| Level 5 | | | | | | 5% |

Check Match based on Enroller Tree and % matched is computed on the VIP Residual portion of eligible Partners earnings

10. LEADERSHIP DEPTH BONUS

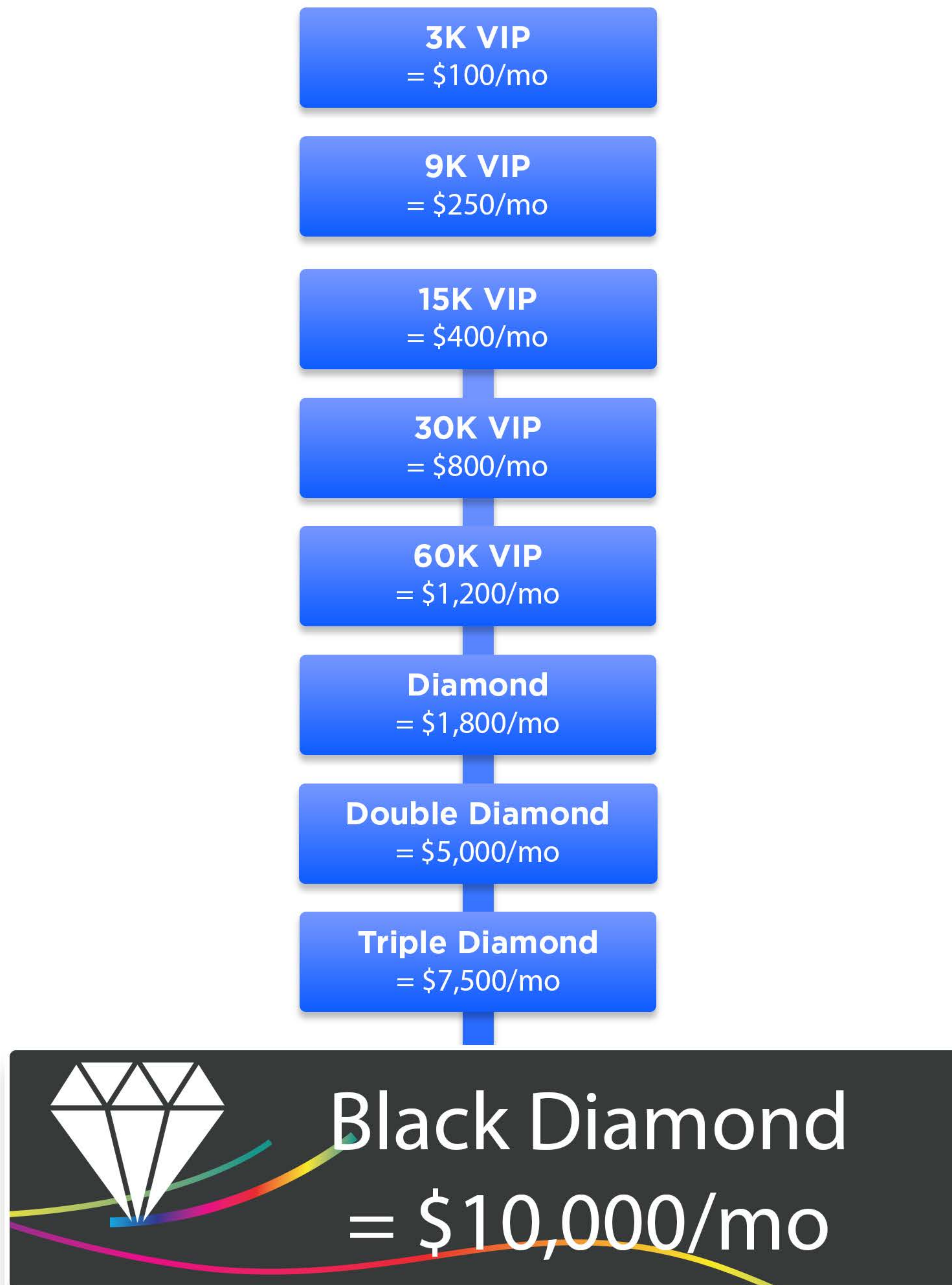
| Generations | Diamond | Double Diamond | Triple Diamond | Black Diamond |
|-----------------|---------|----------------|----------------|---------------|
| 1 st | 1% | 1% | 1% | 1% |
| 2 nd | | 2% | 2% | 2% |
| 3 rd | | | 1/2 % | 1/2 % |
| 4 th | | | | 1/2 % |

Active Brand Partners with Paid as Diamond rank (or higher) **can earn monthly leadership depth bonuses** based on a percentage of Bonus Volume (BV) in their residual enrollment tree. A generation represents from one Qualified Diamond (or higher) down to the next Qualified Diamond (or higher).

For example, as a Double Diamond, you would earn 1% down each personal leg until you reach a Qualified Diamond (or higher), you would then earn 2% down until you reach another Diamond (or higher).

LIV YOUR DREAMS

LIV YOUR DREAMS MONTHLY BONUSES



Bonuses paid monthly to Partners who are qualified at a rank. Partner may fall down a rank in one month and regain rank and Bonus the next month



TRIPS OF A LIFETIME

INCENTIVE TRIPS

Explore the world with Liv Labs: Trips of a Lifetime. We offer our top Partners the opportunity to discover new places, with a community of like-minded individuals. Whether it's a Caribbean cruise (like our inaugural Trip pictured below) or a luxury getaway, Partners can earn one-in-a-lifetime trips with Liv Labs.



TRIPS OF A LIFETIME



REWARDS PLAN

| | YOUR RANK | | | | | | | | | | |
|---|----------------|-------------|----------------|----------------|-----------------|-----------------|-----------------|---------------------------------------|---------------------------------------|---|---|
| | Active Partner | VIP Partner | 3K VIP Partner | 9K VIP Partner | 15K VIP Partner | 30K VIP Partner | 60K VIP Partner | Diamond | Double Diamond | Triple Diamond | Black Diamond |
| Personal Volume Bonus (PVB) | 75 | 100 | 100 | 100 | 200 | 200 | 200 | 300 | 300 | 300 | 300 |
| Group Qualifying Volume (GQV) | | 1,000 | 3,000 | 9,000 | 15,000 | 30,000 | 30,000 | 100,000 | 250,000 | 500,000 | 1000,000 |
| Team Qualifying Volume (TQV) | | | | | | 10,000 | 20,000 | 30,000 | 80,000 | 160,000 | 350,000 |
| Leg Balance Requirement for GQV | | None | 70% | 70% | 70% | 70% | 60% | 60% | 50% | 50% | 50% |
| Personally Enrolled Active Customers | | 2 | 2 | 3 | 4 | 6 | 6 | 6 | 6 | 6 | 6 |
| Personally Enrolled Active Teams | | 1 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Additional PAID RANK, Personally Enrolled Requirement | | | | | | | | At least (1) Q 60K VIP in any PE Team | At least (1) Q Diamond in any PE Team | At least (2) Q Diamonds in Two Separate PE Team | At least (3) Q Diamonds in Three Separate PE Team |
| Eligible to Earn: | | | | | | | | | | | |
| Retailer Bonus on Personally Enrolled Customers | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% |
| Influencer Bonus (for People on SmartShip) | * | * | * | * | * | * | * | * | * | * | * |
| Fast Start Bonus on Personally Enrolled Partners | 18% | 21% | 24% | 27% | 30% | 33% | 36% | 36% | 36% | 36% | 36% |
| One Rank Achievement Bonus | | | \$300 | \$900 | \$1,500 | \$3,000 | \$6,000 | \$10,000 | \$20,000 | \$50,000 | \$75,000 |
| VIP Residual Commission Levels | 1 | 2 | 3 | 4 | 5 | 6 | 8 | 9 | 10 | 11 | 12 |
| Leadership Depth Bonus Generations | | | | | | | | 1 | 2 | 3 | 4 |
| Leadership Residual Check Match | | | * | * | * | * | * | * | * | * | * |
| Check Match PAC & PAP Requirements | | | 4&2 | 4&4 | 4&4 | 6&6 | 6&6 | 6&6 | 6&6 | 6&6 | 6&6 |
| LIV Your Dreams Monthly Bonus | | | 100 | 250 | 400 | 800 | 1,200 | 1,800 | 5,000 | 7,500 | 10,000 |
| LIV Your Dreams PAC & PAP | | | 2&2 | 3&3 | 4&4 | 6&6 | 6&6 | 6&6 | 6&6 | 6&6 | 6&6 |

* Refer to written explanation for exact Bonus

REFERRAL FEE COMPENSATION



REFERRAL FEE COMPENSATION

Bonuses on Referral Fees from Strategic Business Affiliates.

Active Brand Partner receives designated Percentage from the sale of product based on the referral fee.

Assigned QV is credited for Rank Up.

Assigned BV is dropped into the Monthly Residual Bonuses.

Referral Fees will not generate Fast Start Bonuses and will not apply to the GO VIP volume requirements.

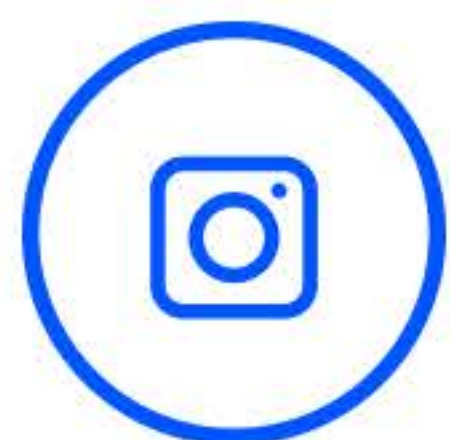


GLOSSARY

- **Partner:** Purchase enroller kit - may earn Retailer Bonus.
- **Active Partner:** A Partner with 75PBV from personal or customer orders.
- **Active Customer:** Personally enrolled customer with 5OBV order within the last 30 days.
- **BV - Bonus Volume:** Volume assigned to individual product or product Packs for qualification and bonuses. Commissions are calculated on BV (or percentage of BV).
- **PBV - Personal Bonus Volume:** A Partner's personal purchases and the purchases of their personally enrolled customers.
- **PGV - Personal Group Volume:** The Bonus volume generated by the purchases of your personally enrolled customers and your personally enrolled partners (does not include your own purchases)
- **GBV - Group Bonus Volume:** BV Volume on which commissions are calculated. Derived from Enroller & Placement Customer and Brand Partner's Applicable Orders
- **GQV - Group Qualifying Volume:** Volume used for Rank advancement purposes only. Taxable dollar amount of every order of your entire personal and team orders.
- **TQV - Team Qualifying Volume:** All GQV down the first 4 levels of your Enroller tree. Does not include Placement Volume.
- **Enroller Tree:** Your enroller tree consists of Partners that you personally enroll, the partners that they personally enroll and so on. It will consist of Partners and their customers.
- **Placement Tree:** Partners may place their personally enrolled Partners anywhere within first 3 levels of their Enroller Tree. The volume generated by those placed in your team will count for GV for Rank and for VIP Residuals.
- **Personal Partner Team:** A single team in your downline that has an active personally enrolled Partner in it, A personally enrolled Partner placed under another Personally enrolled Partner will become one team for Rank qualifying purposes.
- **Eligible For Bonus:** The unique qualifications required for any particular Bonus in the plan. Rank does not guarantee Bonus qualification unless all requirement for that BONUS is met. Check the drop down menu of each Bonus in your Rewards section of Back Office.
- **Qualified:** Qualifications are based on rank requirements and/or Bonus requirements. Including PBV, PGV, GQV, TQV Partner and Customer requirements.
- **60 Day Waiting Room:** A Partner of 3KVIP or above has the ability to place Partners in the first 3 levels of their team within 60 days of new member's enrollment. This is referred to as placement. If new member is not placed within 60 days, they will remain in enrollers 1st level.
- **Pay Periods:** All bonuses are calculated on either weekly or monthly. A pay "week" begins at 12:00am Central Time Monday morning and ends at 11:59pm Central Time the following Sunday. A pay "month" is based on a calendar month. All monthly commissions will be calculated and paid on the 15th of the following month.



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