

DXN MARKETING PLAN

Definition of Terms

PV	: Point Value, for qualification and status.
SV	: Sales Value, for calculation of Bonus and Incentive.
Personal Point Value (PPV) / Personal Sales Value (PSV)	: Total PV/SV generated from all personal cash bills transacted in a month.
Personal Group Point Value (PGPV) / Personal Group Sales Value (PGSV)	: Total PV/SV generated in a month by all downline distributors within personal group (ie. excluding breakaway QSAs) and own PPV/PSV.
Diamond Group Point Value (DGPV) / Diamond Group Sales Value (DGSV)	: Total PV/SV generated in a month by all downline distributors within your diamond group (ie. excluding breakaway QSDs) and own PPV/PSV.
Qualified Star Agent (QSA)	: Any SA who maintains 100 PPV and 300 PGPV in a month.
Qualified Star Diamond (QSD)	: Any Diamond who qualifies for 37% Star Group Bonus.
Travel Seminar Qualifier	: Any SA and above who meets the Yearly Travel Seminar Incentive Points (TSIP) Quota set for the year.
Introduction of Remuneration	
1) Retail Profit	>15%
2) Bonus (71%) and Cash Incentive (EUR	R1,150)
, , ,	6% - 21%
, '	
, ,	25% - 37%
,	15%
,	2%
,	15%
,	2%
<i>5,</i>	EUR 150
h) One Time Overseas Trip Cash Incentiv	tive EUR1,000

Status

Status	Conditions
Distributor	Membership Fee, Age 18 years + a sponsor
Star Agent (SA)	Achieves accumulated Group Sales of 4,500PV
Star Ruby (SR)	Sponsors 3 First Generation Star Agents (SA)
Star Diamond (SD)	With 6 First Generation Star Agents (SA) + qualifies for 37% Star Group Bonus.
Executive Star Diamond (ESD)	Star Diamond who sponsors 1 Star Diamond*
Senior Star Diamond (SSD)	Star Diamond who sponsors 2 Star Diamonds*
Executive Senior Star Diamond (ESSD)	Star Diamond who sponsors 3 Star Diamonds*
Double Diamond (DD)	Star Diamond who sponsors 4 Star Diamonds*
Executive Double Diamond (EDD)	Star Diamond who sponsors 5 Star Diamonds*
Triple Diamond (TD)	Star Diamond who sponsors 6 Star Diamonds*
Executive Triple Diamond (ETD)	Star Diamond who sponsors 7 Star Diamonds*
Gold Diamond (GD)	Star Diamond who sponsors 8 Star Diamonds*
Executive Gold Diamond (EGD)	Star Diamond who sponsors 9 Star Diamonds*
Crown Diamond (CD)	Star Diamond who sponsors 10 Star Diamonds*
Executive Crown Diamond (ECD)	Star Diamond who sponsors 11 Star Diamonds*
Senior Crown Diamond (SCD)	Star Diamond who sponsors 12 Star Diamonds*
Executive Senior Crown Diamond (ESCD)	Star Diamond who sponsors 13 Star Diamonds*
Double Crown Diamond (DCD)	Star Diamond who sponsors 14 Star Diamonds*
Executive Double Crown Diamond (EDCD)	Star Diamond who sponsors 15 Star Diamonds*
Triple Crown Diamond (TCD)	Star Diamond who sponsors 16 Star Diamonds*
Executive Triple Crown Diamond (ETCD)	Star Diamond who sponsors 17 Star Diamonds*
Gold Crown Diamond (GCD)	Star Diamond who sponsors 18 Star Diamonds*
Executive Gold Crown Diamond (EGCD)	Star Diamond who sponsors 19 Star Diamonds*
Crown Ambassador (CA)	Star Diamond who sponsors 20 Star Diamonds*

^{*} As per dynamic compression.

Remuneration in DXN Marketing Plan

1. Retail Profit (>15%)

Direct profit for distributors is when they sell DXN products to non-DXN members. Retail profit is the difference between distributor price and retail price.

2. Group Bonus (6% - 21%)

To be entitled for this Group Bonus, you need to maintain 100 PPV each month.

Acumulated Group PV	Bonus
4,500 and above	21% *
3,250	18%
2,000	15%
1,000	12%
300	9%
100	6%

^{*} If a Star Agent (21%) maintains 100 PPV and 300 PGPV **, he will become a Qualified Star Agent (25%).

3. Star Group Bonus (25% - 37%)

To be entitled for this Star Group Bonus, you must be a SA and maintain 100 PPV and 300 PGPV **(QSA)

No. of SA (1st Generation)	No. of Qualified SA Lines	DGPV	Bonus
6	-	5,000	37%
0	4	2,500 #	3170
5	-	3,000	35%
	4	2,000	35%
4	4	-	33%
3	3	-	31%
2	2	-	29%
1	1	-	27%
0	0	-	25%

^{**} PGPV is inclusive of personal PV (ie. 100 PPV + 200 PV non-QSA group PV)

For SSD and above, if the number of QSD line is more than one, then the DGPV can be borrowed from one of the QSD and the number of QSD line will be reduced by one.

4. Development Bonus (15%)

To be entitled for this Development Bonus, you must be a SA and maintain 100 PPV and 300 PGPV** (QSA).

Level of Qualified SA	Bonus
1 st Level	5%
2 nd Level	4%
3 rd Level	3%
4 th Level	2%
5 th Level	1%

^{**} PGPV is inclusive of personal PV (ie. 100 PPV + 200 non-QSA group PV).

5. International Profit Sharing (2%)

To be entitled for this International Profit Sharing (IPS) you must be a Qualified Star Diamond (QSD).

Your IPS entitlement

_	IDC Fund		Your IPS Points for the month
-	IPS Fund	Χ .	Total IPS Points for all Qualified Star Diamond and above

· Your IPS Point Calculation:

Level of Qualified SD			IPS I	Point		
Personal			DGSV	Χ	100%	
1 st Level QSD (L1)	+	L1	DGSV	Χ	50%	
2 nd Level QSD (L2)	+	L2	DGSV	Χ	40%	
3 rd Level QSD (L3)	+	L3	DGSV	Χ	30%	
4 th Level QSD (L4)	+	L4	DGSV	Χ	20%	
5 th Level QSD (L5)	+	L5	DGSV	Χ	10%	

6. Leadership Bonus (15%)

To be entitled for this Leadership Bonus, you must be a Qualified Star Diamond (QSD).

No. of Qualified SD Lines	7	2	က	4	5	9	7	80	6	10
1st Level QSD's DGSV	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)		3%	4.8%	5.8%	6.5%	7.1%	%9'.2	%8	8.3%	8.5%
Minimum DGSV needed to Guarantee upline	200	1,000	1,500	2,000	2,000	2,000	2,000	2,000	2,000	2,000
No. of Qualified SD Lines	11	12	13	14	15	16	17	18	19	20
1st Level QSD's DGSV	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	8.7%	8.9%	9.1%	9.3%	9.5%	%9.6	%2'6	%8.6	%6.6	10%
Minimum DGSV needed to Guarantee upline	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000

7. Travel Seminar Incentive (2%)

This Travel Seminar Incentive (TSI) shall be used by the qualifier for the travel seminar organised by the Company only. It is not exchangeable for cash and also not transferable.

A qualifier may claim up to maximum Travel Seminar Fare against his/her TSI for two (2) if married.

Travel Seminar Incentive Fund = Company's Annual Sales in SV X 2%

- · To be shared as below:
 - 50% of the Travel Seminar Incentive Fund (TSIF) to be shared amongst all SA and above who met the YEARLY TSIP QUOTA set for the year.
 - ii) 50% of the Travel Seminar Incentive Fund (TSIF) to be shared amongst all SD and above who met the YEARLY TSIP QUOTA set for the year.
- a) Travel Seminar Incentive for SA Qualifier (TSIsA)

	TSIsa =	50%		TOIE V	Accumulated TSIP* for a SA Qualifier
l	I SISA -	30 /6	^	I SII A	Total Accumulated TSIP for all SA Qualifiers

^{*} Travel Seminar Incentive Point (TSIP) will be calculated monthly based on the following formula and to be accumulated for a year:

Level of Qualified SA	Monthly Travel Seminar Incentive Point (TSIP)
Personal	PGSV X 100%
1 st Level QSA (L1)	+ L1 PGSV X 50%
2 nd Level QSA (L2)	+ L2 PGSV X 40%
3 rd Level QSA (L3)	+ L3 PGSV X 30%
4 th Level QSA (L4)	+ L4 PGSV X 20%
5 th Level QSA (L5)	+ L5 PGSV X 10%

b) Travel Seminar Incentive for SD Qualifier (TSI_{SD})

TOL - 500/ V TOLE V	Accumulated TSIP* for a SD Qualifier
TSISD = 50% X TSIF X	Total Accumulated TSIP for all SD Qualifiers

^{*} Travel Seminar Incentive Point (TSIP) will be calculated monthly based on the following formula and to be accumulated for a year:

Level of Qualified SA	Monthly Travel Seminar Incentive Point (TSIP)
Personal	DGSV X 100%
1 st Level QSD (L1)	+ L1 DGSV X 50%
2 nd Level QSD (L2)	+ L2 DGSV X 40%
3 rd Level QSD (L3)	+ L3 DGSV X 30%
4 th Level QSD (L4)	+ L4 DGSV X 20%
5 th Level QSD (L5)	+ L5 DGSV X 10%

8. Hand Phone Cash Incentive (EUR 150) - One Time Only

When you have 3 immediate SA who achieved 6,000 Accumulated GPV, then you will be entitled to receive this One Time Hand Phone Cash Incentive amounting to EUR 150.

* Only personally sponsored downlines counted.

9. Overseas Trip Cash Incentive (EUR 1,000) - One Time Only

When you have 5 immediate downlines who have received their Hand Phone Cash Incentive, then you will be entitled to receive this One Time Overseas Trip Cash Incentive amounting to EUR 1,000.

* Only personally sponsored downlines counted.

Explanation On The DXN Marketing Plan Reward

1. Retail Profit (>15%)

Direct profit for distributors is when they sell DXN products to non-DXN members. Retail profit is the difference between distributor price and retail price.

Example:

If you sell one unit of a DXN Product to a non-DXN member, you will earn the retail profit as below:

One unit of DXN Product

Distributor Price EUR 25 Retail Price EUR 30

Therefore,

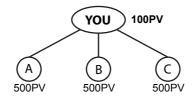
Retail Price – Distributor Price = Retail Profit EUR 30 – EUR 25 = EUR 5

YOUR retail profit is EUR 5 (20% from the distributor price)

- * Assume 1PV = 0.3SV for all the following Bonuses and Incentives calculations.
- 2. Group Bonus (6%-21%)



If in the first month you have acquired 100 PV and sponsored 3 new distributors with 500PV each:



 Personal PV (PPV)
 =
 100PV

 Personal SV (PSV)
 =
 30SV

 Personal Group PV (PGPV)
 =
 1,600PV

 Personal Group SV (PGSV)
 =
 480SV

Your Group Bonus = (480SV X 12%) - (150SV X 9%) - (150SV X 9%)

- (150SV X 9%)

= EUR 57.60 - EUR 13.50 - EUR 13.50 - EUR 13.50

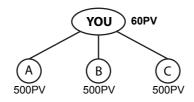
= EUR 17.10

Therefore:

Your Group Bonus is EUR 17.10 and Group Bonus for A,B and C is EUR 13.50 each.



If YOU have acquired 60PV and each one of your downline achieved 500PV;



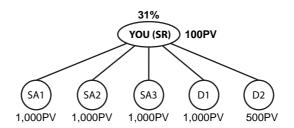
Personal PV (PPV) = 60PV Personal Group PV (PGPV) = 1,560PV

You are not qualified to receive any bonus because your Personal PV is less than 100PPV. To qualify for Group Bonus, YOU must have a minimum of 100PPV.

3. Star Group Bonus (25% - 37%)



If YOU are a Star Ruby (SR) and have sponsored 3 Star Agents (SA) and 2 distributors;



 Personal PV (PPV)
 =
 100PV

 Personal SV (PSV)
 =
 30SV

 Personal Group PV (PGPV)
 =
 1,600PV

 Personal Group SV (PGSV)
 =
 480SV

Your Star Group Bonus = (1,380SV X 31%) - (300SV X 25%) - (300SV X 25%)

- (300SV X 25%) - (300SV X 12%) - (150SV X 9%)

= EUR 427.80 - EUR 75.00 - EUR 75.00 - EUR 75.00

- EUR 36.00 - EUR 13.50

= EUR 153.30

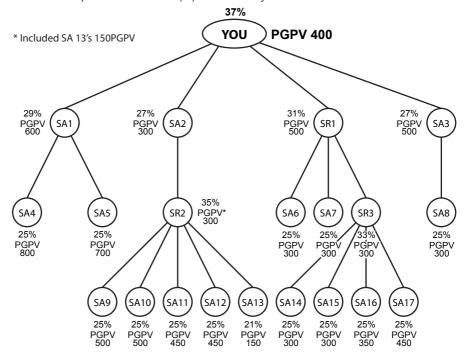
Therefore:

YOUR Star Group Bonus is EUR 153.30. SA1, SA2 and SA3 will earn EUR 75.00 each. Group Bonus for D1 is EUR 36 and D2 is EUR 13.50.



If YOU are a Star Diamond with 6 SA (1st Generation), 100PPV and 400 PGPV. At the same time, YOU have some downlines with the status of Star Ruby (SR) and Star Agent (SA) who have at least 100PV.

The Star Group Bonus entitlement (%) for YOU and your downlines will be as follow:

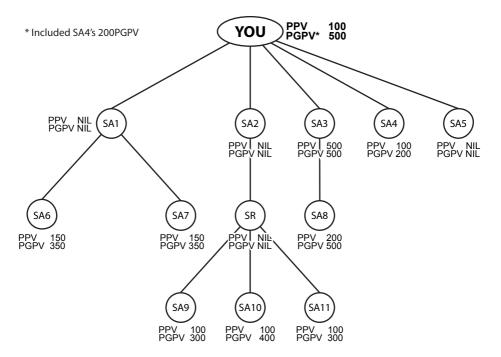


Star Group Bonus (%)

	Status	No of Qualified SA Lines	PPV	PGPV	DGPV	SGB entitlement (%)
YOU	SD	4	100	400	8,600	37%
SA1	SA	2	100	600		29%
SA2	SA	1	100	300		27%
SR1	SR	3	100	500		31%
SR2	SR	4	100	300	2,200	35%
SR3	SR	4	100	300		33%
SA4	SA	0	100	800		25%
SA13	SA	0	100	150		21%



If YOU are a Star Ruby with 5 SA (1st Generation), 100PPV and 500PGPV. At the same time, YOU have downlines with the status of Star Ruby (SR) and Star Agent (SA). Some of the SR or SA are inactive (i.e. SA1, SA2, SA5 & SR).

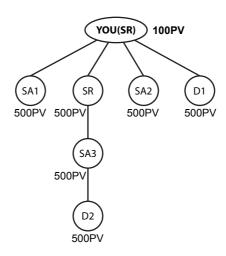


Therefore, YOU are entitled to 35% of Star Group Bonus even you have only 3 qualified SA lines. It is because YOU have 5 SA (1st Generation) and obtained 3,200 DGPV.

4. Development Bonus (15%)



For Development Bonus, if YOU are a Star Ruby (SR) and have downlines as below:



 Personal PV (PPV)
 =
 100PV

 Personal SV (PSV)
 =
 30SV

 Personal Group PV (PGPV)
 =
 600PV

 Personal Group SV (PGSV)
 =
 180SV

YOUR Development Bonus = $(450SV \times 5\%) + (300SV \times 4\%)$

= EUR 22.50 + EUR 12.00

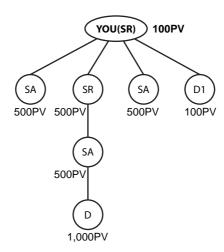
= EUR 34.50

Therefore:

Your Development Bonus is EUR 34.50.



For Development Bonus, if YOU are a Star Ruby (SR) and have downlines are below:



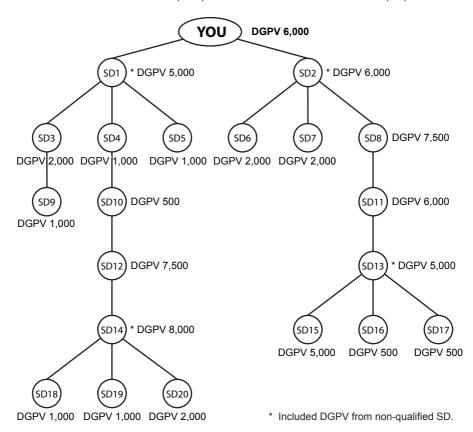
Personal PV (PPV) = 100PV Personal Group PV (PGPV) = 200PV

YOU are not qualified to earn the development bonus because your Personal Group PV is less than 300PV.

5. International Profit Sharing (2%)



YOU are a Senior Star Diamond (SSD) and have downlines of Star Diamond (SD) and above.



Non-qualified SD: SD3, SD4, SD5, SD6, SD7, SD9, SD10, SD16, SD17, SD18, SD19 & SD20 Qualified SD : YOU, SD1, SD2, SD8, SD11, SD12, SD13, SD14 & SD15

Assumptions:

- i) 1 PV equals to 0.3 SV.
- ii) There are 68 Star Diamonds and above in the company and the Total IPS Point is 150,000.
- iii) Total company's sales for that particular month is 600,000 SV.

IPS Points for YOU:

	DGSV			IPS	Points
YOU	1,800	Χ	100%	=	1,800
1 st Level: SD1 + SD2	3,300	Χ	50%	=	1,650
2 nd Level: SD12 + SD8	4,500	Χ	40%	=	1,800
3 rd Level: SD14 + SD11	4,200	Χ	30%	=	1,260
4 th Level: SD13	1,500	Χ	20%	=	300
5 th Level: SD15	1,500	Χ	10%	=	150
YOUR Total IPS Points					6,960

Therefore:

YOUR International Profit Sharing

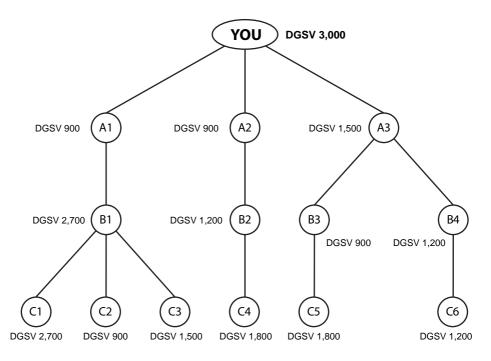
= EUR 556.80

6. Leadership Bonus (15%)

Case 1

YOU are a Executive Senior Star Diamond (ESSD) and have qualified for 37% Star Group Bonus. Every Circle (from A1 to C6) represents a SD and above.

All SDs have qualified for 37% Star Group Bonus.



YOUR Leadership Bonus:

1st Level qualified SD:

$$A1 + A2 + A3$$
 = 3,300SV X 5.0% = EUR 165.00

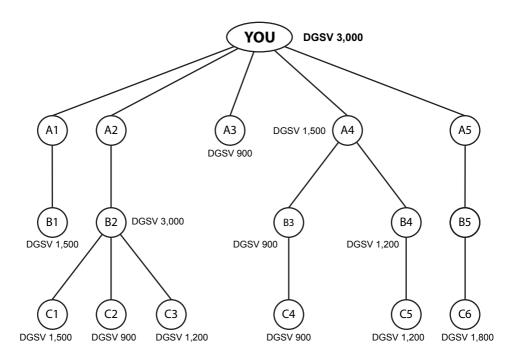
2nd Level and below qualified SD:

YOUR Leadership Bonus EUR 838.20



YOU are a Executive Double Diamond (EDD) and have qualified for 37% Star Group Bonus. Every Circle (from A1 to C6) represents a SD and above.

All SDs have qualified for 37% Star Group Bonus with the exception of A1, A2, A5, & B5.



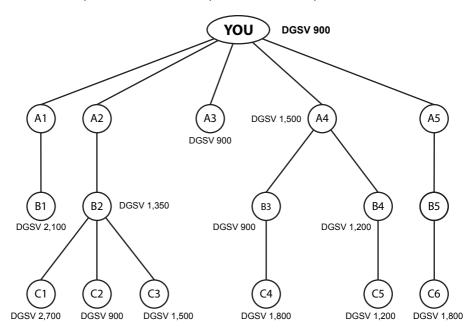
YOUR Leadership Bonus:

1st Level qualified SD: B1 + B2 + A3 + A4 + C6	=	8,700SV	Χ	5.0%	=	EUR	435.00
2nd Level and below qualified SD: C1 + C2 + C3 + B3 + B4 C4 + C5		5,700SV 2,100SV					370.50 73.50
YOUR Leadership Bonus						EUR	879.00



YOU are a Executive Double Diamond (EDD) and have qualified for 37% Star Group Bonus. Every Circle (from A1 to C6) represents a SD and above.

All SDs have qualified for 37% Star Group Bonus with the exception of A1, A2, A5, & B5.



YOUR Leadership Bonus:

1st Level qualified SD:	7,650SV
B1 + B2 + A3 + A4 + C6	150SV
Add: Guarantee from Downline (B2)	(1,100SV)
Less: Guarantee Upline (YOU)	6,700SV X 5.0% = EUR 335.00
2nd Level and below qualified SD:	7,200SV
C1 + C2 + C3 + B3 + B4	(150SV)
Less: Guarantee Upline (B2)	7,050SV X 6.5% = EUR 458.25
C4 + C5	3,000SV X 3.5% = EUR 105.00
YOUR Leadership Bonus	EUR 898.25

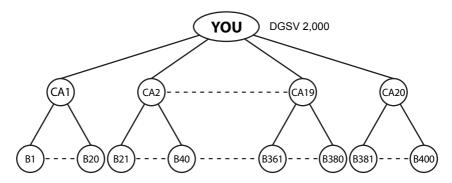
^{*} YOU need to guarantee upline 2,000 DGSV.

^{*} B2 need to guarantee upline 1,500 DGSV.

Case 4

YOU are a Crown Ambassador (CA) and have 20 first generation Crown Ambassador (CAs) with 2,000 DGSV each.

All CAs have 20 Qualified SDs with 2,000 DGSV each.



Therefore:

Your Leadership Bonus

1st Level Qualified SD: 2,000 DGSV X 20 X 5% = EUR 2,000

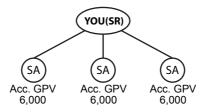
2nd Level Qualified SD: 2,000 DGSV X 400 X 10% = EUR 80,000

EUR 82,000

7. One Time Hand Phone Cash Incentive



After you have sponsored 3 immediate SA who achieved 6,000 Accumulated GPV.

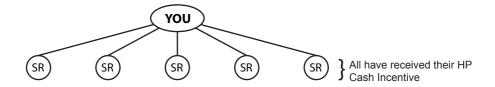


YOU are qualified to receive the One Time Hand Phone Cash Incentive amounting to EUR 150.

8. One Time Overseas Trip Cash Incentive



After you have 5 immediate downlines who have received their Hand Phone Cash Incentive. Then you are qualified for this One Time Overseas Trip Cash Incentive.



Therefore:

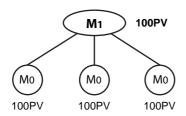
Once YOU have fulfilled the requirements, YOU are qualified for One Time Overseas Trip Cash Incentive amounting to EUR 1,000.

How to become a Star Diamond within 5 months

Assumptions:

- Personal purchase of each distributor is 100PPV per month.
- Each distributor sponsors 3 new distributors in each month.
- 1 PV = 0.3 SV

1st Month



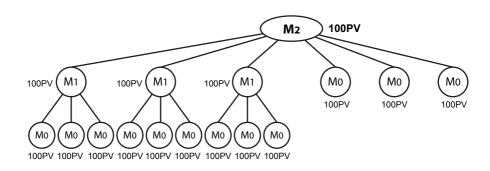
Your status: Distributor - 400PGPV (9%)

Personal PV (PPV)	=	100PV
Personal SV (PSV)	=	30SV
Personal Group PV (PGPV)	=	400PV
Personal Group SV (PGSV)	=	120SV
Accumulated PGPV	=	400PV

Your Bonus Income

Group Bonus = 120SV X 9% = EUR 10.80 Less: Downlines Bonus = (3 X 30SV X 6%) = (EUR 5.40)

YOUR Bonus Income EUR 5.40



Your status: Distributor - Accumulated 2,000 PGPV (15%)

 Personal PV (PPV)
 =
 100PV

 Personal SV (PSV)
 =
 30SV

 Personal Group PV (PGPV)
 =
 1,600PV

 Personal Group SV (PGSV)
 =
 480SV

 Accumulated PGPV b/f
 =
 400PV

 Accumulated PGPV c/f
 =
 2,000PV

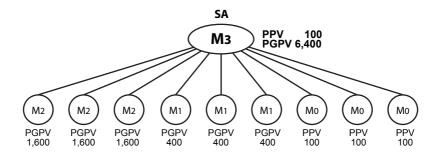
Your Bonus Income

Group Bonus = 480SV X 15% = EUR 72.00

Less: Downlines Bonus = (120SV X 9% X 3)

+ (30SV X 6% X 3) = (EUR 37.80) YOUR Bonus Income EUR 34.20

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Congratulations! You have reached more than 4,500 Accumulated GPV and have been promoted to the position of Star Agent (SA).

Your Status: Star Agent - Accumulated 8,400 PGPV (25%)

Personal PV (PPV) 100PV Personal SV (PSV) 30SV Personal Group PV (PGPV) 6,400PV = Personal Group SV (PGSV) 1.920SV Accumulated PGPV b/f 2.000PV Accumulated PGPV c/f 8.400PV

Your Bonus Income

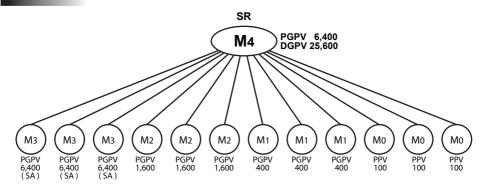
Group Bonus = 1,920SV X 25% = EUR 480.00

Less: Downlines Bonus = (480SV X 15% X 3)

+ (120SV X 9% X 3)

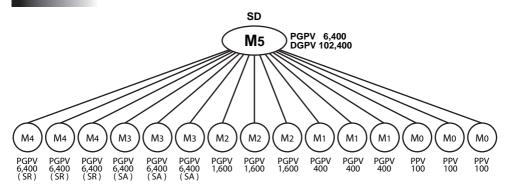
+ (30SV X 6% X 3) = (EUR 253.80)

YOUR Bonus Income EUR 226.20



Congratulations! You have successfully promoted 3 direct Star Agent under you, and therefore you are now a Star Ruby.

Personal PV (PPV)	= 100PV		
Personal SV (PSV)	= 30SV		
Personal Group PV (PGPV)	= 6.400PV		
personal Group SV (PGSV)	= 1.920SV		
Diamond Group PV (DGPV)	= 25.600PV		
Diamond Group SV (DGSV)	= 7,680SV		
Your Bonus Income			
Star Group Bonus	= 7,680SV X 31%	= EUR 2380.80	
Less: Downlines Bonus	= (1,920SV X 25% X 3)		
	+ (480SV X 15% X 3)		
	+ (120SV X 9% X 3)		
	+ (30SV X 6% X 3)	= (EUR 1693.80)	EUR 687.00
Development Bonus	= 1,920SV X 5% X 3	=	EUR 288.00
HP Cash Incentive	•		EUR 150.00
YOUR Bonus Income			FUR 1 125 00



Congratulation! You have successfully promoted 6 SA (1st Generation) and have also met the 5,000DGPV quota. Hence you are now a Star Diamond.

 Personal PV (PPV)
 =
 100PV

 Personal SV (PSV)
 =
 30SV

 Personal Group PV (PGPV)
 =
 6,400PV

 Personal Group SV (PGSV)
 =
 1,920SV

 Diamond Group PV (DGPV)
 =
 102,400PV

 Diamond Group SV (DGSV)
 =
 30,720SV

Your Bonus Income

(A) Star Group Bonus = 30,720SV X 37% = EUR 11,366.40 Less: Downlines Bonus = (7,680SV X 31% X 3) + (1,920SV X 25% X 3) + (480SV X 15% X 3) + (120SV X 9% X 3) + (120SV X 9% X 3)

+ ($30SV \times 6\% \times 3$) = (EUR 8,836.20) EUR 2,530.20

(B) Development Bonus

1st Level = 1,920SV X 6 X 5% = EUR 576.00 2nd Level = 1,920SV X 9 X 4% = EUR 691.20 **EUR 1,267.20**

(C) International profit Sharing Assumption:

> i) IPS Fund = EUR 12,000 ii) Total IPS Points for all Qualifiers = 1,500,000 pts iii) YOUR IPS Points for the month = 30,720SV X 100% = 30,720 pts

YOUR International Profit Sharing

 $= EUR 12,000 X \frac{30,720 \text{ pts}}{1.500,000 \text{ pts}} =$

EUR 245.76
EUR 4,043.16

YOUR Bonus Income