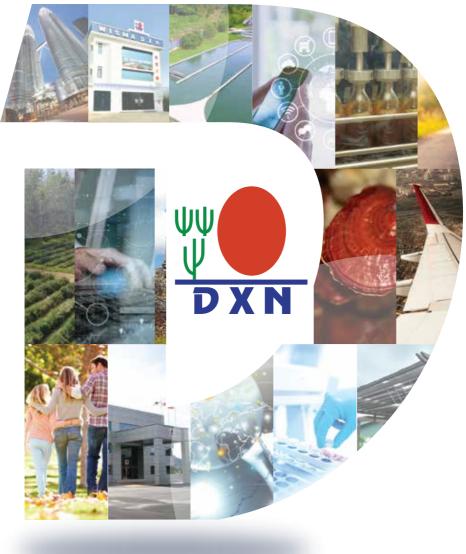
MARKETING PLAN



A WORLD OF OPPORTUNITIES WITH DXN

Definition of Terms		
PV	Point Value, for qualification and status.	z
sv	Sales Value, for calculation of Bonus and Incentive.	PLAN
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.	5UIUG
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.	ARKE
Qualified Star Agent (QSA)	Any SA who maintains 100PPV and 300PGPV in a month.	ΔŽ
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 of the year.	

Remuneration of

1.Retail Profit (>15%) 2.Bonus (71%) and Cash Incentive (EUR 1 150) а Group Bonus 6% - 21% 25% - 37% Star Group Bonus b Development Bonus 15% С 2% d International Profit Sharing 15% е Leadership Bonus Travel Seminar Incentive 2% f EUR 150 One Time HP Cash Incentive g One Time Overseas Trip Cash Incentive h EUR 1 000

01

STATUS

Status	Condition
Distributor	Age 18 years and 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.

1. Retail Profit (>15%)

Direct profit for distributors is when they sell DXN products to non-DXN distributors. 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 100PPV each month.

Accumulated 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 100PPV and 300PGPV **, 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 100PPV and 300PGPV** (QSA) each month.

No. of SA (1st Generation)	No. of Qualified SA Lines	DGPV	Bonus
6	-	5 000	37%
0	4	2 500#	5170
-	-	3 000	0.50/
5	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 (i.e. 100PPV + 200 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) each month.

Bonus
5%
4%
3%
2%
1%

** PGPV is inclusive of personal PV (i.e. 100 PPV + 200 non-QSA group PV).

5. International Profit Sharing (2%)

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

IPS Fund = Overall Company's Sales in SV X 2%

Your IPS entitlement

=	IPS Fund

Your IPS Points for the month Total IPS Points for all Qualified Star Diamonds and above

Your IPS Point calculation:

Level of Qualified SD	IPS Point				
Personal	DGSV X 100%				
1st Level QSD (L1)	+ L1 DGSV X 50%				
2nd Level QSD (L2)	+ L2 DGSV X 40%				
3rd Level QSD (L3)	+ L3 DGSV X 30%				
4th Level QSD (L4)	+ L4 DGSV X 20%				
5th Level QSD (L5)	+ L5 DGSV X 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	1	2	3	4	5
1st Level QSD's DGSV	5%	5%	5%	5%	5%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	-	3%	4,8%	5,8%	6,5%
Minimum DGSV needed to Guarantee upline	500	1 000	1 500	2 000	2 000

No. of Qualified SD Lines	6	7	8	9	10
1st Level QSD's DGSV	5%	5%	5%	5%	5%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	7,1%	7,6%	8%	8,3%	8,5%
Minimum DGSV needed to Guarantee upline	2 000	2 000	2 000	2 000	2 000

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No. of Qualified SD Lines	11	12	13	14	15
1st Level QSD's DGSV	5%	5%	5%	5%	5%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	8,7%	8,9%	9,1%	9,3%	9,5%
Minimum DGSV needed to Guarantee upline	2 000	2 000	2 000	2 000	2 000

	_				
No. of Qualified SD Lines	16	17	18	19	20
1st Level QSD's DGSV	5%	5%	5%	5%	5%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	9,6%	9,7%	9,8%	9,9%	10%
Minimum DGSV needed to Guarantee upline	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:

- i) 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% X TSIF X <u>Accumulated TSIP* for a SA Qualifier</u>
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%			
1st Level QSA (L1)	+ L1 PGSV X 50%			
2nd Level QSA (L2)	+ L2 PGSV X 40%			
3rd Level QSA (L3)	+ L3 PGSV X 30%			
4th Level QSA (L4)	+ L4 PGSV X 20%			
5th Level QSA (L5)	+ L5 PGSV X 10%			

b) Travel Seminar Incentive for SD Qualifier (TSIsD)

TSI_{SD} = 50% X TSIF X Accumulated TSIP* for a SD Qualifier 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 SD	Monthly Travel Seminar Incentive Point (TSIP)
Personal	DGSV X 100%
1st Level QSD (L1)	+ L1 DGSV X 50%
2nd Level QSD (L2)	+ L2 DGSV X 40%
3rd Level QSD (L3)	+ L3 DGSV X 30%
4th Level QSD (L4)	+ L4 DGSV X 20%
5th 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. **Cash incentive is credited to the bonus in the same, or the closest month in which the member maintains 100 PPV.

h Incentive (EUR 1 000) - One Time Only

Ganozhi

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.

1. Retail Profit (>15%)

Direct profit for distributors is when they sell DXN products to non-DXN distributors. 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 distributor, you will earn the retail profit as below:

One unit of DXN Product Distributor Price Retail Price

EUR 25,00 EUR 30,00

Therefore,

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

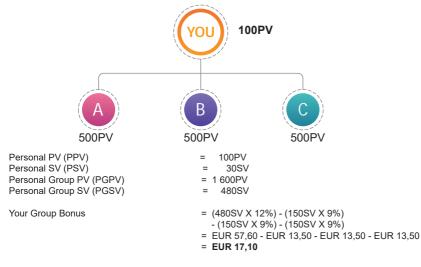
YOUR retail profit is EUR 5,00 (20% from distributor price)



2. Group Bonus (6%-21%)

CASE 1

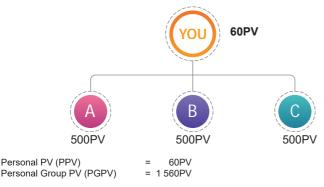
If in the first month you have acquired 100PV and sponsored 3 new distributors with 500PV each:





CASE 2

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

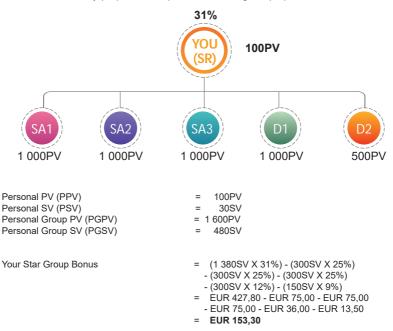


You are not qualified to receive any bonus because your Personal PV is less than 100 PPV. To qualify for Group Bonus, YOU must have a minimum of 100PPV.

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

CASE 1

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

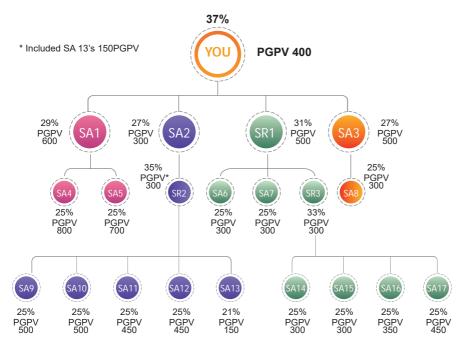


Therefore: Your Star Group Bonus is EUR 153,30. SA1, SA2 and SA3 will earn EUR 75,00 each. Group Bonus for D1 is EUR 36,00 and D2 is EUR 13,50

CASE 2

If YOU are a Star Diamond with **6 SAs** (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 100PPV.

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



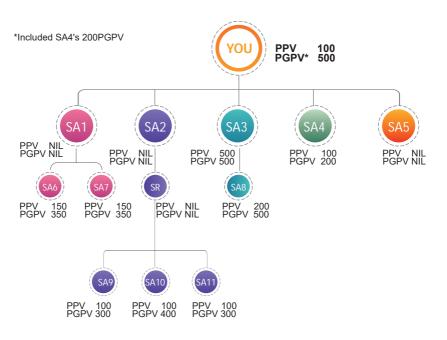
Star Group Bonus (%)

	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%

Explanation On The DXN MARKETING PLAN REWARD

CASE 3

If YOU are a Star Ruby (SR) with **5 SAs** (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):



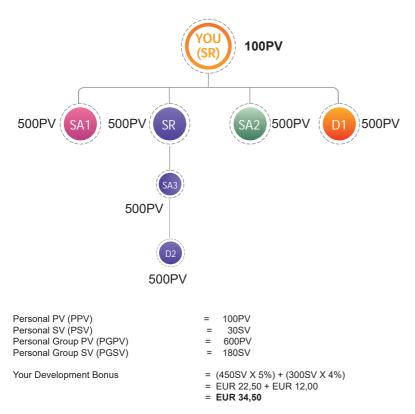
Therefore:

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

4. Development Bonus (15%)

CASE 1

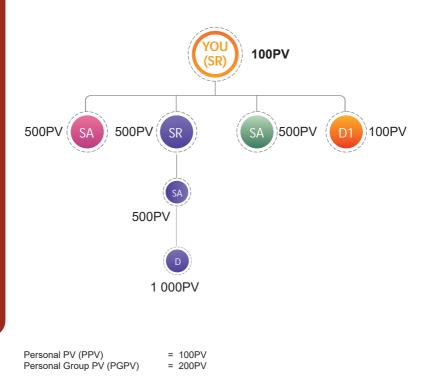
For Development Bonus, if YOU are a Star Ruby (SR) and have downlines as below:



Therefore: YOUR Development Bonus is EUR 34,50.

CASE 2

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



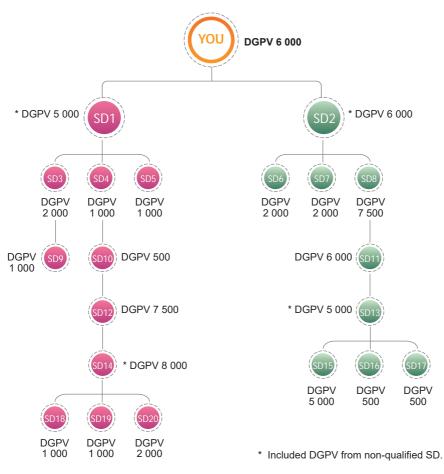
Therefore:

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

5. International Profit Sharing (2%)

EXAMPLE

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) 1PV equals to 0,3SV.
- ii) There are 68 Star Diamonds and above in the company and the Total IPS Point is 150 000 points.
- iii) Total company's sales for that particular month is 600 000 SV.

IPS Point for YOU:

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

YOUR Total IPS Point

Therefore: YOUR International Profit Sharing

= IPS Fund X		x	Your IPS Points for the month		
Total IPS Points for all the Qualified Star Diamonds & ab				ts for all the Qualified Star Diamonds & above	
= 2%	х	600 000SV	X	<u>6 960 pts</u> 150 000 pts	

= EUR 556,80

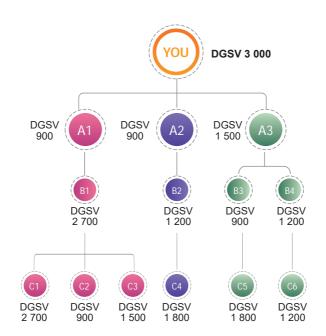
International Profit Sharing

6 960

6. Leadership Bonus (15%)

CASE 1

YOU are an 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:

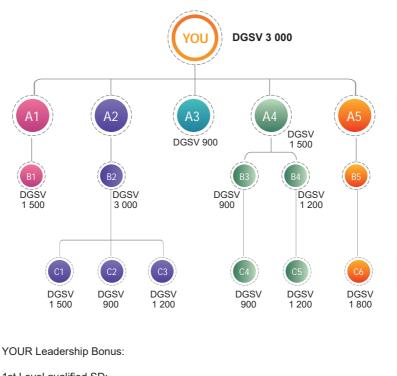
YOUR Leadership Bonus	- 00000 / 1,0/0	EUR 838,20
2nd Level and below qualified SD: B1 + C1 + C2 + C3 + B2 + C4 + B3 + B4 C5 + C6	= 12 900SV X 4,8% = 3 000SV X 1,8%	= EUR 619,20 = EUR 54.00
1st Level qualified SD: A1 + A2 + A3	= 3 300SV X 5,0%	= EUR 165,00

In The RKETING PLAN REWARD

Explanation On The DXN MARKETING PLAN REWARD

CASE 2

YOU are an 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

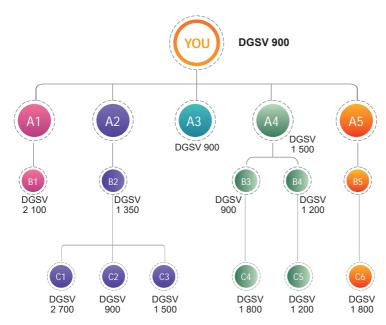


-		
YOUR Leadership Bonus		EUR 879,00
64 + 65	- 2 1003V X 3,5%	- EUR 73,50
C4 + C5	= 2 100SV X 3,5%	= EUR 73.50
C1 + C2 + C3 + B3 + B4	= 5700SV X 6.5%	= EUR 370,50
2nd Level and below qualified SD:		
B1 + B2 + A3 + A4 +C6	= 8700SV X 5,0%	= EUR 435,00
•		
1st Level gualified SD:		

CASE 3

YOU are an 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.



Explanation On The DXN MARKETING PLAN REWARD

YOUR Leadership Bonus:

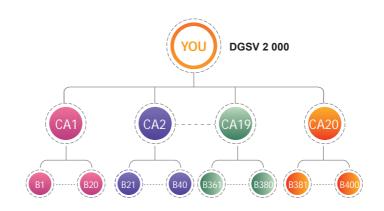
1st Level qualified SD: B1 + B2 + A3 + A4 +C6 Add: Guarantee from Downline (B2) Less: Guarantee Upline (YOU)	= 7 650SV = 150SV = (1 100SV) 	= EUR 335,00
2nd Level and below qualified SD: C1 + C2 + C3 + B3 + B4 Less: Guarantee Upline (B2)	= 7 200SV = (150SV) 7 050SV X 6,5%	= EUR 458,25
C4 + C5 YOUR Leadership Bonus	= 3 000SV X 3,5%	= EUR 105,00 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 Ambassadors (CAs) with 2 000DGSV each. All CAs have 20 Qualified SDs with 2 000 DGSV each.



Therefore: Your Leadership Bonus

1st Level Qualified SD: 2 000DGSV X 20 X 5% 2nd Level Qualified SD: 2 000DGSV X 400 X 10% = EUR 2 000,00 = EUR 80 000,00 EUR 82 000,00

7. One Time Hand Phone Cash Incentive

EXAMPLE

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



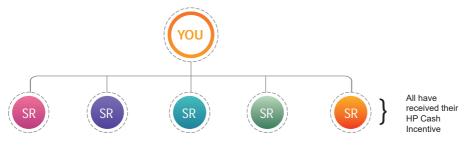
Therefore:

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

8. One Time Overseas Trip Cash Incentive

EXAMPLE

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.



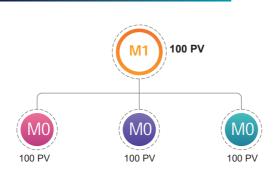
Therefore:

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

Assumptions :

- * Personal purchase of each distributor is 100PPV per month.
- * Each distributor sponsors 3 new distributors in each month.
- * 1PV = 0,3SV

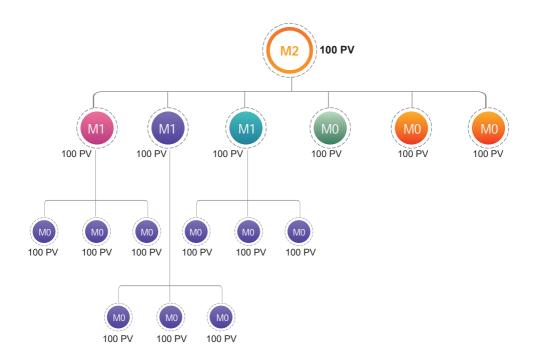
1st Month



Your status : Distributor - 400GPV (9%)

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

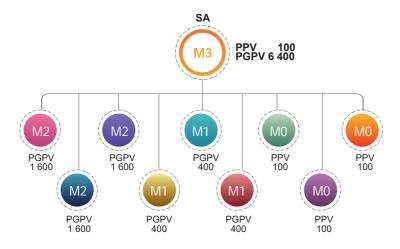
Your Bonus Income		
Group Bonus	= 120SV X 9%	= EUR 10,80
Less: Downlines Bonus	= (3 X 30SV X 6%)	= (EUR 5,40)
YOUR Bonus Income		EUR 5,40



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

Personal PV (PPV) Personal SV (PSV) Personal Group PV (PGPV) Personal Group SV (PGSV) Accumulated GPV b/f Accumulated GPV c/f	 = 100PV = 30SV = 1600PV = 480SV = 400PV = 2000PV 	
Your Bonus Income Group Bonus Less : Downline Bonus	= 480SV x 15% = (120SV X 9% X 3) + (30SV x 6% x 3)	= EUR 72,00 = (EUR 37,80)
Your Bonus Income		= EUR 34,20

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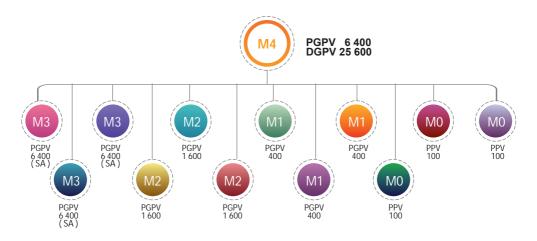


Congratulations! You have reached more than 4 500 Accumulated GPV and have been promoted to the position of Star Agent (SA).

Your Status: Star Agent Accumulated 8 400GPV (25%)

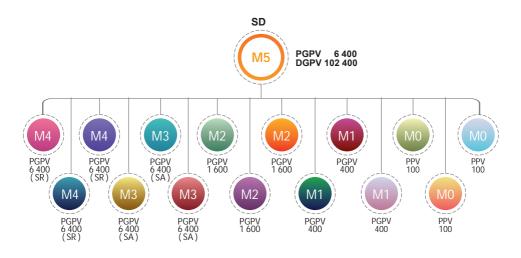
Personal PV (PPV)	= 100PV	
Personal SV (PSV)	= 30SV	
Personal Group PV (PGPV)	= 6 400PV	
Personal Group SV (PGSV)	= 1 920SV	
Accumulated GPV b/f	= 2 000PV	
Accumulated GPV c/f	= 8 400PV	
Your Bonus Income Group Bonus Less : Downline Bonus	= 1 920SV x 25% = (480SV x 15% x 3) + (120SV x 9% x 3) + (30SV x 6% x 3)	= EUR 480,00 = (EUR 253,80)
YOUR Bonus Income		= EUR 226,20

"The description of how to achieve Star Diamond in 5 months is for illustration purposes only, and should not be construed in any manner as either representing that a particular individual will be able to achieve such status or that achieving this position is easy. Individual results will vary."



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

Personal PV (PPV) Personal SV (PSV) Personal Group PV (PGPV) Personal Group SV (PGSV) Diamond Group PV (DGPV) Diamond Group SV (DGSV)	= 100PV = 30SV = 6400PV = 1920SV = 25600PV = 7680SV			
Your Bonus Income Star Group Bonus Less : Downline Bonus	= 7 680SV x 31% = (1 920SV x 25% x 3) + (480SV x 15% x 3) + (120SV x 9% x 3) + (30SV x 6% x 3)	= EUR 2 380,80 <u>= (EUR 1 693,80)</u>	EUR	687,00
Development Bonus HP Cash Incentive	= 1 920SV x 5% x 3	=	EUR EUR	288,00 150,00
YOUR Bonus Income			EUR 1	125,00



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

Personal PV (PPV) Personal SV (PSV) Personal Group PV (PGPV) Personal Group SV (PGSV) Diamond Group PV (DGPV) Diamond Group SV (DGSV)	= 100PV = 30SV = 6400PV = 1920SV = 102400PV = 30720SV		
Your Bonus Income (A) Star Group Bonus Less : Downline Bonus	= 30 720SV x 37% = (7680SV x 31% x 3) + (1920SV x 25% x 3) + (480SV x 15% x 3) + (120SV x 9% x 3) + (30SV x 6% x 3)	= EUR 11 366,40 = (EUR 8 836,20)	EUR 2 530,20
(B) Development Bonus 1st Level = 1 920SV x 6 x 5% 2nd Level = 1 920SV x 9 x 4%		= EUR 576,00 = EUR 691,20	EUR 1 267,20
 (C) International Profit Sharing Assumptions: i) IPS Fund ii) Total IPS Point for all Qualifiers iii) YOUR IPS Point for the month 		= EUR 12 000,00 = 1 500 000 pts = 30 720SV x 100% = 30 720 pts	
Your International Profit Sharing = EUR 12 000,00 x <u>30 720 pts</u> 1 500 000 pts		=	EUR 245,76
YOUR Bonus Income			EUR 4 043,16

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