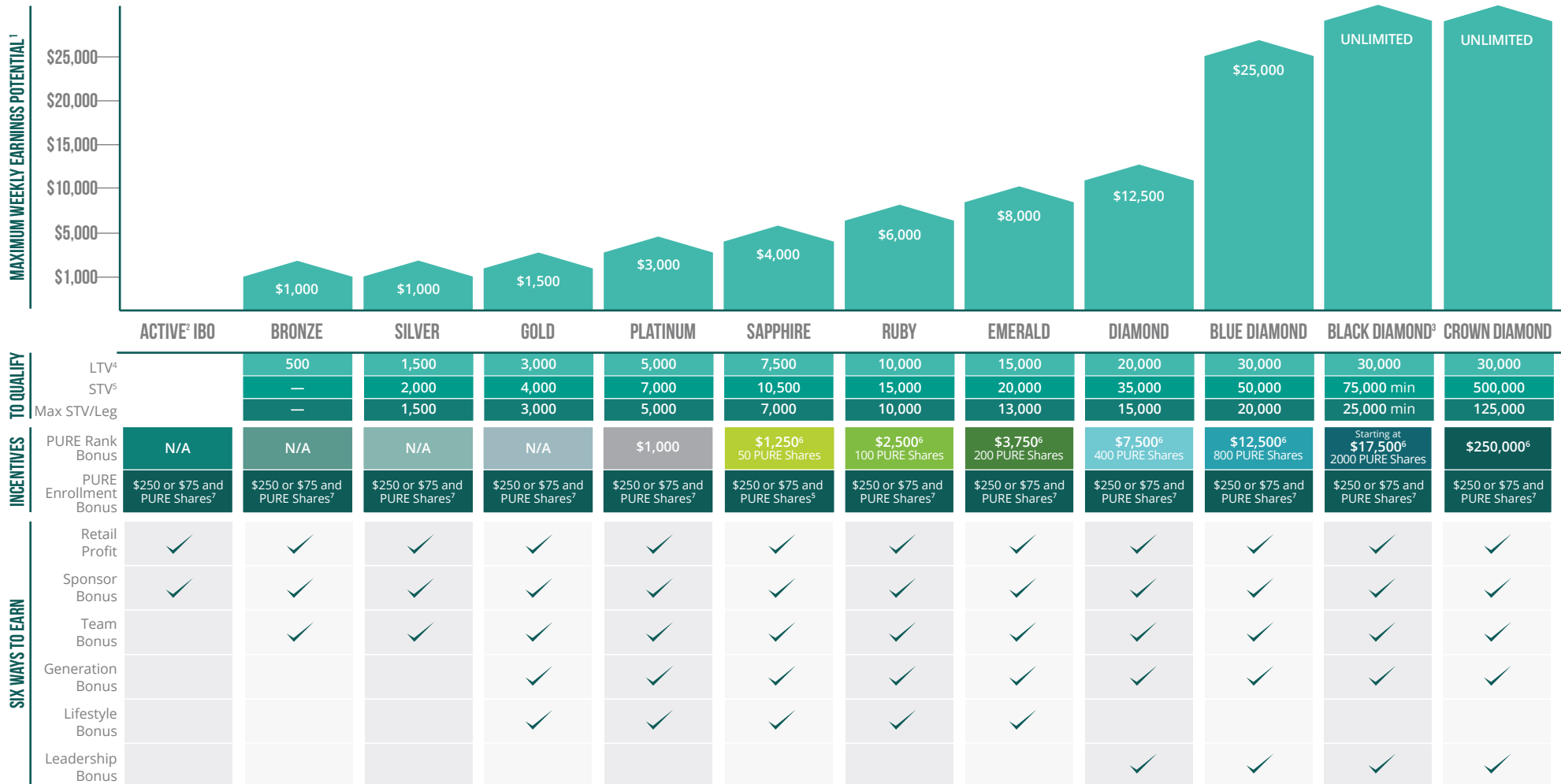


2018 COMPENSATION PLAN & INCENTIVES OVERVIEW



These figures are based on meeting the minimum financial volume requirements and do not include any incentive bonuses. Maximum earnings potential is not necessarily typical or average, nor do they represent a guarantee of your personal results. All earnings are based on the sale of products and depend largely on your efforts, abilities, and the market available to you. For detailed information on IBO income averages, visit livepure.com/IDS. For complete details on the PURE Prosperity Compensation Plan and 2018 incentives, please visit livepure.com/rewards.

¹ Any earnings above the Maximum Weekly Earnings Potential is considered "CAPPED VOLUME" (with the exclusion of sponsor Bonus and Retail Bonus).

² Active is defined as having 100PV or more (either personal product purchases or product sales to Retail and Preferred Customers or any combination thereof) every 28 days. PV (Product Volume) is the amount of volume assigned to each product.

³ Black Diamond rank includes Presidential, Chairman, and Ambassador ranks within the PURE Prosperity Compensation Plan. Volume requirements, generation bonuses, leadership bonuses and PURE Shares will vary for each Black Diamond rank. See the PURE Prosperity Compensation Plan published on the company website, livepure.com, for complete details.

⁴ LTV: Lesser Team Volume = Total Commissionable Volume of the Lesser Leg (See Team Bonus) for the weekly commission period.

⁵ STV: Sponsor Tree Volume = Total Commissionable Volume of your downline for the weekly commission period.

⁶ For Executive Ranks and above visit livepure.com/PRB for complete payout requirements and schedule located in the Terms and Conditions.

⁷ For Official Rules and Terms and Conditions on the PURE Enrollment Bonus Incentive, visit livepure.com/PEB.

2018 COMPENSATION PLAN & INCENTIVES OVERVIEW

2018 PURE Enrollment Bonus⁵

Bonus paid to qualified IBO for personally sponsoring IBOs or Members who purchase qualifying product packs. The first active, qualified IBO in the upline Sponsor Tree Organization will earn the PURE Enrollment Bonus during the sponsoring IBO's qualification period.

2018 PURE Rank Bonus⁶

Earn the PURE Rank Bonus on the highest, first-time rank advancement achieved during the commission period throughout the term of the incentive. Beginning at the rank of Platinum Director, awards range from \$1,000 USD all the way to an amazing \$250,000 USD!

PURE Shares⁷

Pure Shares are awarded on select product pack purchases, or when you become PURE Enrollment Bonus qualified and sell select product packs to personally sponsored IBOs and Members, or when you achieve qualified, first-time rank advancements as part of the PURE Rank Bonus Incentive (starting at Sapphire Executive through Chairman Black Diamond).

SIX WAYS TO EARN

Retail Bonus

Earn 25% retail profit by purchasing products at wholesale price and selling at the suggested retail price, or sell through your replicated website.

Generation Bonus

Seven percent of total Team Bonus paid to IBOs in your sponsor tree, applied at the ranks of Gold and above. Your rank determines how many generations deep you are paid.

Sponsor Bonus

Ten percent of Personal Volume (PV) on all orders placed by your new personally enrolled IBOs and Members in their first 90 days.

Leadership Bonus

Three percent of total company volume is placed in a Global Pool to be shared among the six highest PURE Leadership Ranks.

Team Bonus

Ten percent of the total PV of IBOs and Members in your lesser team, applied at the ranks of Bronze and above.

Lifestyle Bonus⁸

Monthly bonus earned when an IBO achieves rank for two weeks or more in a month. Applied at the ranks of Gold through Emerald.

ADDED MEMBERSHIP FEATURES

PURE Virtual Back Office (VBO)

Keeps track of your PURE business. Calculates residual income. Tracks accumulated volume flowing upward.

Sales Support
Mobile app
eNews

PURE Connect
PURE Lifestyle blog
PUREcast

Monday Night Meetup
Product Spotlight
Ask the Expert

For complete details on the PURE Compensation Plan and 2018 incentives, please visit livepure.com/rewards.

⁵ For Official Rules and Terms and Conditions on the PURE Enrollment Bonus Incentive, visit livepure.com/PEB.

⁶ For Official Rules and Terms and Conditions on the PURE Rank Bonus Incentive, visit livepure.com/PRB.

⁷ For complete details on the PURE Shares Plan, see the PURE Shares Plan Official Rules and Terms and Conditions published in your VBO.

⁸ Lifestyle Bonus is not paid in any month that a Leadership Bonus is received for two or more weeks.