

2019 PURE Rank Bonus Promotion Terms and Conditions

NO PURCHASE NECESSARY TO PARTICIPATE IN THE PURE RANK BONUS PROMOTION.

By participating in the PURE Rank Bonus Promotion, you accept and agree to be bound by these terms and conditions, which specifically include complying with all obligations set forth in your IBO Agreement.

The Promotion is valid for Independent Business Owners (IBOs) in the United States, Canada, Japan, Taiwan, Australia, New Zealand and Thailand only. IBOs must be active and in good standing at the time of earning and receiving the PURE Rank Bonus. 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. An IBO in good standing is compliant with the IBO Agreement, and has not received a compliance sanction, including but not limited to a sanction for probation, suspension or termination. Additionally, any notice for breaches of the Non-Solicitation, Non-Competition, Confidentiality or Proprietary Information provisions of the IBO Agreement will result in forfeiture of all PURE Rank bonuses and will disqualify the IBO from being awarded PURE Rank bonuses and participating in the PURE Rank Bonus Promotion in the future.

The Promotion qualification period begins on January 1, 2019, and ends on December 30, 2019.

Promotion participants can become qualified to earn the PURE Rank Bonus for their first time rank advancements, starting at Platinum Director and above. See the PURE Prosperity Compensation Plan published on the company website for rank qualification details.

PURE Rank Promotion Rules/Details include the Promotion qualification requirements and are published on the company website. From time to time, PURE may update, amend, add to, or modify the PURE Rank Bonus Promotion qualification requirements, in its sole discretion, without advance notice.

IBOs must abide by the PURE IBO Policies and Procedures. PURE reserves the right to disqualify an IBO if a policy violation, fraud or other conduct that compromises the integrity of the Promotion is identified, as determined by PURE in its sole discretion.

The bonus payout is awarded on a maximum of 5 bonus rank advancements during a commission period, i.e., no more than 5 bonus ranks can be skipped during a commission period. All Executive ranks and above will be awarded bonuses in installments.

Executive PURE Rank Bonus Payout Requirements and Schedule:

Sapphire Executive Rank Advancement

- Initial payout of \$1000 paid within 15 business days of advancing to Sapphire.
- Second installment \$250
 - **Requirement to receive second installment-** Must re-obtain the rank of Sapphire or above at least once during the following ten weeks.

Ruby Executive Rank Advancement

- Initial payout of \$1,250 paid within 15 business days of advancing to Ruby.
- Second installment \$1,250
 - **Requirement to receive second installment-** Must re-obtain the rank of Ruby or above at least once during the following ten weeks.

Emerald Executive Rank Advancement

- Initial payout of \$1,875 paid within 15 business days of advancing to Emerald.
- Second installment \$1,875
 - **Requirement to receive second installment-** Must re-obtain the rank of Emerald or above at least once during the following ten weeks.

Diamond PURE Rank Bonus Payout Requirements and Schedule:

Diamond Rank Advancement

- Initial payout of \$5,000 paid within 15 business days of advancing to Diamond.
- Second installment \$2,500
 - **Requirement to receive second installment-** Must re-obtain the rank of Diamond or above at least once during the following ten weeks.

Blue Diamond Rank Advancement

- Initial payout of \$5,000 paid within 15 business days of advancing to Blue Diamond.
- Second installment \$3,750
 - **Requirement to receive second installment-** Must re-obtain the rank of Blue Diamond or above at least once during the following ten weeks.
- Third installment \$3,750
 - **Requirement to receive third installment-** Must re-obtain the rank of Blue Diamond or above at least once during the ten weeks following the second installment.

Boardroom PURE Rank Bonus Payout Requirements and Schedule:

Presidential Black Diamond Rank Advancement

- Initial payout of \$7,500 paid within 15 business days of advancing to Presidential Black Diamond.
- Second & Third installments are paid in increments of 5,000 per month for the following two months.
 - **Requirement to receive second and third installments-** Must obtain the rank of Presidential Black Diamond or above at least once during each of the following two months.*

Chairman Black Diamond Rank Advancement

- Initial payout of \$15,000 paid within 15 business days of advancing to Chairman Black Diamond.
- Second & Third installments are paid in increments of \$11,250 per month for the following two months.

- **Requirement to receive second and third installments-** Must obtain the rank of Presidential Black Diamond or above at least once during each of the following two months.*

Ambassador Black Diamond Rank Advancement

- Initial payout of \$25,000 paid within 15 business days of advancing to Ambassador Black Diamond.
- Second through sixth installments are paid in increments of \$25,000 per month for the following five months.
 - **Requirement to receive second through sixth installments-** Must obtain Rank of Chairman Black Diamond or above at least once during each of the following five months.*

Crown Diamond Rank Advancement

- Initial payout of \$25,000 paid within 15 business days of advancing to Crown Diamond.
- Second through tenth installments are paid in increments of \$25,000 per month for the following nine months.
 - **Requirement to receive second through tenth installments-** Must obtain Rank of Ambassador Black Diamond or above at least once during each of the following nine months.*

***All Boardroom Ranks are allowed one exception month; meaning if the IBO does not obtain the required rank in any given month for the duration of the payout schedule they are allowed a one-time exception to achieve the following month.**

IBOs with a beneficial interest in more than one account may only qualify on one account, i.e. the primary and/or highest ranking account. Spouses, partners, other persons residing with the IBO, and any persons having a beneficial or equity interest in a business entity account, may only qualify on one account combined.

Any bonus earned by a Promotion qualifier will be paid within 15 business days of meeting all Promotion requirements and qualifications. Bonuses will only be awarded on the highest rank achieved during the respective commission period, maximum rank advancement restrictions apply. Commission periods begin on Tuesdays at 12am Eastern Time and end on Mondays at 11:59pm Eastern Time.

If the qualified IBO chooses not to accept the bonus earned, the award will be forfeited. PURE Rank Bonuses are not transferrable.

All determinations and decisions as to awarding the PURE Rank Bonus are solely at PURE's discretion.

Qualifying accounts are verified by PURE at the close of the commission period. In the event that product returns, that count as qualifying volume, are in excess of the minimum qualifying volume or result in a demotion of rank/title or good standing, then PURE reserves the right to disqualify that individual in its sole discretion.

PURE reserves the right, in its sole discretion, to recover the total amount of the awarded PURE Rank Bonus directly or indirectly through the withholding of future commissions if:

- a. Products are returned which result in negative evaluation in excess of the minimum volume requirements.
- b. A qualifying IBO is found to have violated any PURE policies in connection with receiving or increasing a PURE Rank Bonus.

PURE assumes no responsibility for notifying PURE Rank Bonus Promotion participants of any returns or cancellations within their organization that affect qualifications.

All applicable taxes are the responsibility of the PURE Rank Bonus recipient. The value of the PURE Rank Bonus will be included as reportable income in the award recipient's 1099.

PURE reserves the right, in its sole discretion, to discontinue, cancel or modify this Promotion and/or its terms and conditions at any time without advance notice.

The PURE Rank Bonus Promotion is sponsored by PURE Gen Holdings, Inc., ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

THIS PROMOTION IS VOID WHERE PROHIBITED BY LAW.