

COMPENSATION
PLAN FOR
ASEA
ASSOCIATES



COMPENSATION PLAN

Once you have enrolled as an Associate, it is important for you to become active and remain active every month in order to be eligible to earn commissions. You do this by starting out with at least 100 Personal Volume (PV) points every single month. ASEA’s convenient autoship program, in which ASEA automatically ships your products to you every month, makes this quick and easy. Customer volume will also be included in your Personal Volume. Now that you are active, let’s take a look at each of the seven ways that you can earn income.

1 RETAIL SALES

Retail Sales are just one way to make a profit. Sell product and increase your earnings! Here’s how it works. As an Associate, you can purchase ASEA products at the wholesale price, sell them at the retail price, and then pocket the difference. Or you can send someone to your website where they can purchase ASEA products at the retail price, and we will pay you \$30 USD, the difference between the retail (\$150 USD) and wholesale price (\$120 USD). The volume generated from retail sales is 100 Commissionable Volume (CV) per case, counts towards personal volume requirements, and is added to your lesser-volume leg.

2 PREFERRED CUSTOMER BONUS

When you sign up a Preferred Customer, you’ll both benefit! Your Preferred Customer will get a discount on the product with wholesale pricing through ASEA’s Preferred Customer autoship program, and you will earn a \$25 USD bonus every time they purchase a case of ASEA or RENU 28 on autoship. If they purchase two cases of product, then you’ll receive \$50 USD, and so on. To receive this bonus, you must be active (generating 100 PV in a month). The volume for each case purchased by a Preferred Customer is 50 CV, and this volume counts towards personal volume requirements and is added to your lesser volume leg.

3 BUSINESS BUILDER BONUS

You can earn an instant Business Builder Bonus every time you personally sponsor someone who purchases an ASEA Product Pack during the enrollment process. Even better, this one-time Business Builder Bonus will be given to you and the next upline paid at Director 300 and Director 700. If you are the enroller and paid as a D300 for the week, you earn both the enroller and D300 bonuses on your enrollment.

If you are the enroller and paid at D700 or higher for the week, you receive the enroller, D300, and D700 Business Builder bonuses.

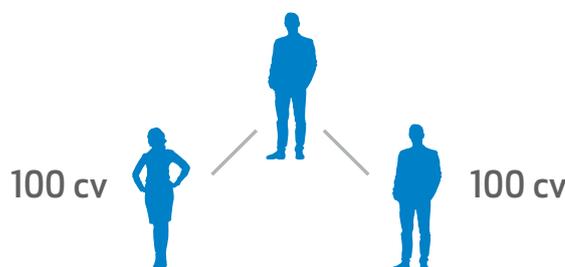
| ENROLLMENT PRODUCT PACK | 8 CASES (240CV) | 4 CASES (120CV) | 2 CASES (60CV) | 1 CASE (30CV) |
|-------------------------|-----------------|-----------------|----------------|---------------|
| CV | 240 | 120 | 60 | 30 |
| Enroller | \$160 | \$80 | \$40 | \$20 |
| 1st paid D300 | \$80 | \$40 | \$20 | \$10 |
| 1st paid D700 | \$40 | \$20 | \$10 | \$5 |

If any Associate in the three qualified positions for Business Builder bonus is not eligible, the commission they would have received will compress up to the next level, guaranteeing a 100% payout of the Business Builder Bonus. Product Pack example based on cases of ASEA bottles. Bonus represented in USD.

All new Associates who enroll will have the option to purchase up to nine total enrollment packs within 30 days of their enrollment date. Enrollment Cases are available for 1, 2, 4 and 8 cases.

4 DIRECTOR BONUS

Achieve the rank of Director (enroll one Associate with 100 or more PV on both your right and left legs) in 14 or fewer calendar days from the date of your own enrollment, and receive a \$50 USD one-time bonus.



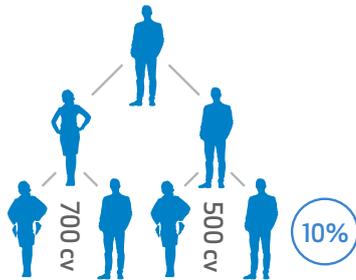
5 TEAM COMMISSIONS

Team Commissions (TC) are the foundation of the ASEA compensation plan. Your organization of Associates is known as the binary, meaning it has two legs—your left leg and your right leg. All of the

Associates placed under you will be in one of these legs. Associates under you in your binary do not necessarily have to be personally sponsored by you. You, your sponsor, or anyone else above you in the binary can place Associates in your organization in either one of your legs. This is known as spillover. Your Group Volume (GV) is the sum total of the PV of all Associates in all or a portion of your organization. To start earning Team Commissions, you need to:

- Be active (100 PV) and qualified
- Have an active (100 PV) personally sponsored Associate on your left and right binary legs

Team Commissions are paid weekly by calculating and paying out 10% of the volume in your lesser-volume leg. For example, if you had 5,000 GV on your lesser leg and 7,000 GV on your greater leg, you would receive a commission of \$500 USD (10% of the 5,000 GV lesser leg). Then 5,000 would be subtracted from both legs, leaving 0 on your lesser leg and 2,000 on the greater leg for the next week. Any leftover volume on your greater leg will carry over to the next week, as long as you remain active with at least 100 PV. Please see the glossary under carry over for the carry over limits. If you do not remain active during a qualification period with at least 100 PV, the volume on both the left and right legs will be reset to zero. There must be a minimum of 300 CV on each leg in order to earn a Team Commission. Any personal volume (PV) over 200 in a week will be added into the lesser team leg.



RANK AND MAX TEAM COMMISSION EARNINGS POTENTIAL PER WEEK

| | | | |
|------------------|---------|--------------------|----------|
| Associate | 0 | Gold Executive | \$2,000 |
| Director | 0 | Platinum Executive | \$4,000 |
| Director 300 | \$500 | Diamond | \$6,000 |
| Director 700 | \$750 | Double Diamond | \$8,000 |
| Bronze Executive | \$1,000 | Triple Diamond | \$10,000 |
| Silver Executive | \$1,500 | | |

6 EXECUTIVE MOMENTUM BONUS

The Executive Momentum Bonus pool will allow you to earn extra bonuses for a period of time as you build your long-term residual income. It is an exciting way to be compensated based on advancement through the executive ranks—Bronze, Silver,

Gold, and Platinum. This bonus also allows you to participate in the overall success of the company, since as a new paid Bronze, Silver, Gold, or Platinum, you have the opportunity to receive a portion of ASEA’s global volume for a period of time. Funded with 3% of total global CV, the Executive Momentum pool is shared in tiers based on rank for a specified period of time once your shares have been unlocked by two consecutive qualifying weeks at your new rank.*

Shares are allocated and paid based on rank as a percentage of PGV3 (Personal Group Volume through three levels of your sponsorship tree).

You may qualify for one share payout level at a time. Advancing from one executive rank to another before the number of weeks has elapsed for the current rank will cause rank shares to be paid at the higher percentage and the weeks allocated to the newer rank to be additional (meaning that if you reach Silver for two consecutive weeks within 12 weeks of reaching Bronze for two consecutive weeks, you will receive shares based on 60% of PGV3 for the remainder of their Bronze period in addition to the 16 weeks for Silver, as long as you maintain your paid-as Silver rank). Qualification and paid-as rank must be reached each week in order to receive bonus shares for that week. Executive Momentum Bonuses are paid every four weeks.

| 3% GLOBAL SALES | | | |
|---------------------------------|---------------------------------|-------------------------------|-----------------------------------|
| BRONZE POOL | SILVER POOL | GOLD POOL | PLATINUM POOL |
| LENGTH OF ELIGIBILITY | | | |
| 12 WEEKS | 16 WEEKS | 20 WEEKS | 24 WEEKS |
| TO UNLOCK SHARES | | | |
| Bronze two times consecutive | Silver two times consecutive | Gold two times consecutive | Platinum two times consecutive |
| % PGV3 | | | |
| 50% | 60% | 75% | 100% |
| ELIGIBILITY CUTOFF | | | |
| 34 weeks from enrollment | 44 weeks from enrollment | 54 weeks from enrollment | 74 weeks from enrollment |

72 WEEKS

* Active, qualified Associates with 1.5 times the amount of lesser leg volume necessary for the paid-as rank and who maintain 1.5 times the lesser leg volume for two consecutive weeks will also unlock access to the pool based on the rank that they qualified for. For example, if an Associate has 3,000 lesser leg volume in week one and 3,500 week two, he or she will automatically unlock the weeks in the pool at the Bronze level. However, in order to receive shares in the pool, he or she must be PAID at the qualification rank (Bronze, Silver, Gold, or Platinum).

Executive Momentum Bonus is paid using a percentage of PGV3 as a measure to allocate shares, not to indicate in dollars the value of the bonus.

Executive Momentum Bonus Fast Track Period

You may increase your share in the Executive Momentum Bonus pool by participating in the Executive Momentum Bonus Fast Track. This is done by moving into and through the executive ranks at an advanced pace (eligibility cutoffs below). If you unlock your weeks in the Executive Momentum Bonus pool within the Fast Track period, you are eligible for the increased share value until you reach the end of the eligibility timeframe. If the end of the eligibility timeframe is reached and eligible payout weeks remain, normal share amounts for the remaining eligibility weeks will be paid. You may move between the standard and Fast Tracks of the Executive Momentum Bonus pool as long as you achieve paid-as rank within eligibility timeframes.

For example, if you reach Bronze for the first time in week 32 from enrollment and for the second time in week 33, you would receive shares based on 75% of PGV3 for week 33. Then if you reach paid-as Bronze again in week 34, you would again receive shares based on 75%. Continuing to maintain paid Bronze in week 35, you are now beyond the Fast Track eligibility cutoff and would receive shares based on the standard 50% (third of 12 potential Bronze weeks). If you continued to qualify at paid-as Bronze until advancing to Silver in week 41 and again in week 42, you would be paid based on the Silver Fast Track percentage of 90%. Reach Silver again in weeks 43 and 44, and you would receive the 90% Fast Track shares for those weeks. Week 45, however, is outside the Fast Track eligibility period, and so for week 45, you would be paid on 60%, the standard Silver shares allocation (week 4 of 17).

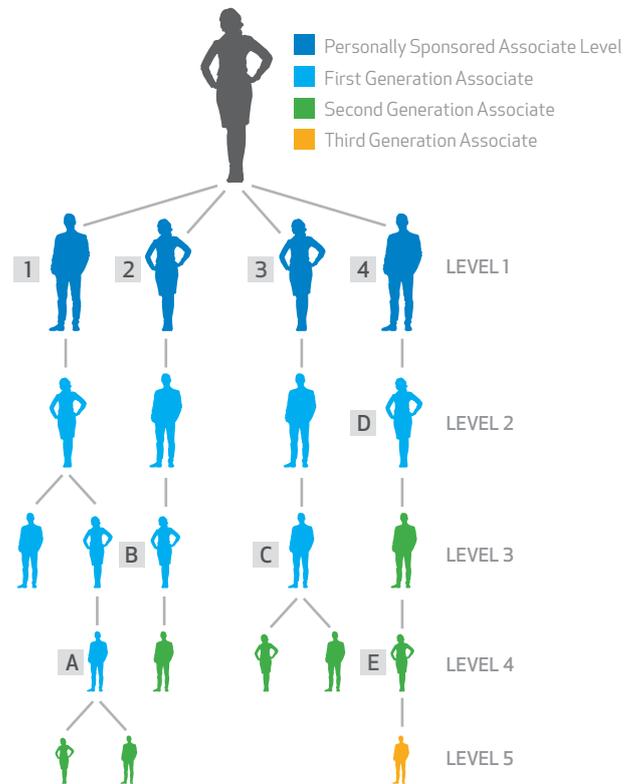
Executive Momentum Fast Track Bonuses are paid every four weeks.

7 CHECK MATCH

With Check Match, you can earn a match on the Team Commissions paid to Associates you've personally sponsored, and the ones they've sponsored, and so on, up to seven generations! Check Match is determined on the rank you achieve, and your personal sponsorship tree, which is simply all of the Associates you've personally sponsored and the Associates that they have personally sponsored, and so on. In each personal sponsorship tree leg, each personally sponsored Associate begins a new leg, and a generation ends with a qualified ranked Associate of Bronze Executive or higher.

The great news is that there are no limits to the width of your personal sponsorship tree, so you can

continue to add more legs in order to add Associates to your generations! The maximum amount of Team Commissions that you can match per Associate in your personal enrollment tree within the qualified generations is \$2,500 USD.



The example above will help you understand how the Check Match works within the sponsorship tree. In this example, let's consider that you (top of your sponsorship tree) are active with a minimum of 200 PV and are qualified as a Silver Executive. This means that you will earn the Check Match through two generations on each of your four personal sponsorship legs. Once a qualified Bronze Executive or above is found on any leg, it completes the first generation for that particular leg. As you can see, 1, 2, 3, and 4 are your personally sponsored Associates and are blue (first generation). In these legs there are additional Associates underneath them that are blue, since they also count as your first generation. In this example, A, B, C, and D, which are blue or first generation, are qualified as Bronze Executives or above and therefore they complete the first generation for each sponsorship leg. In this example, you will earn a Check Match on 13 Associates (blue) for your first generation match. As a Silver Executive you can earn two generations of Check Match, so you would also earn the match on the seven Associates who are represented by the color green (your second generation). However, you will not earn a match

on the Associate represented by the color orange, since E qualified as a Bronze Executive or higher and completes the second generation. In order to earn a match on your third generation you would need to qualify as a Gold Executive.

As you increase in rank, more generations will be added into your Check Match commission. The breakdown of generations included in your CM is as follows: Bronze (first generation), Silver (second generations), Gold (third generations), Platinum (fourth generations), Diamond (fifth generations), Double Diamond (sixth generations), and Triple Diamond (seventh generations). As you can see, increasing your rank only increases the number of generations you can benefit from with Check Match! ASEA will calculate the CM as a floating percentage of company-wide commissionable volume, and will guarantee a payout of up to 50% of commissionable volume every commission period. Bronze Executives and above must be active with at least 200 PV to earn CM, and weekly commissions from CM cannot exceed the volume from your lesser volume leg.

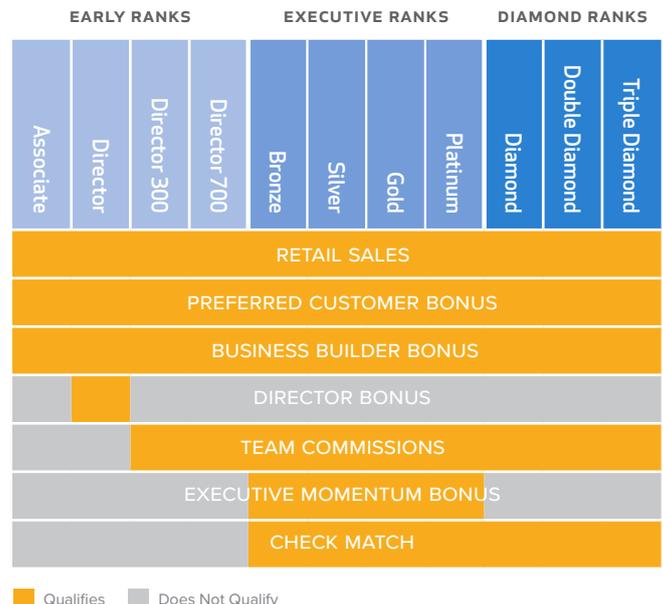
When you achieve more than 10,000 Personal Group Volume (PGV) weekly and have qualified to earn Check Match, an adjustment to the CM percentage earned will be made based on the size of your largest sponsorship leg. This calculation looks at the total weekly PV in the largest leg seven generations down, compared to the total PGV seven generations down, and divides the volume of the largest leg by the total PGV for the week to get its payout percentage. For example, if your total PGV is 12,000 and your largest leg PV is 8,000, your volume contribution percentage from that leg is 66%. This would mean that you would earn 80% of the CM percentage for seven generations in that leg.

| Largest Enroller Tree Leg Volume as % of Total PGV through 7 generations | Percent of CM Percentage Earned on Each Generation of the Largest Leg |
|--|---|
| Less than 50% | 100% |
| 51–60% | 90% |
| 61–70% | 80% |
| 71–80% | 70% |
| 81–90% | 60% |
| 91+ % | 50% |

ASEA RANK AND QUALIFICATIONS

| RANK | QUALIFICATION |
|---------------------------|---|
| ASSOCIATE | Enroll in ASEA and generate 100 PV monthly |
| DIRECTOR | Be Team Commission qualified and generate at least 100 PV monthly |
| DIRECTOR 300 | Achieve 300 GV weekly in lesser volume leg and generate at least 100 PV monthly |
| DIRECTOR 700 | Achieve 700 GV weekly in lesser volume leg and generate at least 100 PV monthly |
| BRONZE EXECUTIVE | Have two sponsorship legs with a DIRECTOR 300 in each, 2,000 GV weekly in lesser leg, generate 200 PV monthly |
| SILVER EXECUTIVE | Have three sponsorship legs with a DIRECTOR 300 in each, 3,000 GV weekly in lesser leg, generate at least 200 PV monthly |
| GOLD EXECUTIVE | Have four sponsorship legs with a DIRECTOR 300 in each, 5,000 GV weekly in lesser leg, generate 200 PV monthly |
| PLATINUM EXECUTIVE | Have five sponsorship legs with a DIRECTOR 300 leg in each, have 10,000 GV weekly in the lesser leg, generate 200 PV monthly |
| DIAMOND | 15,000 PGV* weekly and 15,000 GV weekly in lesser leg, must average both volume requirements for two weeks and have six sponsorship legs with a DIRECTOR 300 in each, generate 200 PV monthly |
| DOUBLE DIAMOND | 20,000 PGV* weekly and 20,000 GV weekly in lesser leg, must average both volume requirements for three weeks and have seven sponsorship legs with a DIRECTOR 300 in each, generate 200 PV monthly |
| TRIPLE DIAMOND | 25,000 PGV* weekly and 25,000 GV weekly in lesser leg, must average both volume requirements for three weeks and have seven sponsorship legs with a DIRECTOR 300 in each, generate 200 PV monthly |

* PGV may not have more than 50% of the PGV from any one sponsorship tree leg. The 50% is determined based on the qualifying rank. For example, for the rank of Diamond, the weekly PGV requirement is 15,000. 50% of 15,000 is 7,500, so the maximum that each sponsorship leg can add towards the volume qualification is 7,500. This is the same for any rank with a PGV requirement.



ASEA GLOSSARY OF TERMS

ACTIVE

You remain an active Associate by generating a minimum of 100 PV in each monthly period.

AUTOSHIP

An automated program that ships products to an Associate or Preferred Customer on their chosen date each month. This program is recommended so that no Associate will miss a qualification period by missing an order.

BUSINESS CENTER

Your position in the Team Commissions pay structure.

CARRY OVER

Volume that is not paid out (normally on the greater leg of the binary) when Team Commissions are generated as long as the Associate is active. There are two factors that affect the carry over allowed. 1. The most that can be carried over annually is limited to 2 million CV. 2. For those Associates that have reached the maximum payout in Team Commissions and have volume above the maximum being carried over on the lesser leg, they can use the carry over on the lesser leg for Team Commissions provided they are bringing new volume into their lesser leg. The allowable payout on the carried over volume on the lesser leg is one volume of carried over volume for every four points of new volume.

COMMISSION PERIOD

The period in which the volume is calculated from product sales to produce commissions and bonuses. The weekly commission period runs from Saturday at 12:00:00 a.m. Eastern Time to Friday at 11:59:59 p.m. Eastern Time.

COMMISSIONABLE VOLUME

The volume amount that commissions are paid on. CV is determined by adding up all orders underneath you placed on that leg for that period. Each order is assigned a commissionable amount that may be different than the qualifying amount and price of the item.

GBU

Global Business Unit. One GBU represents one U.S. dollar.

GV

Group Volume. The sum total of the PV of all Associates in all or a portion of Team Commissions organization.

LESSER-VOLUME LEG

The leg in the binary structure with the lesser amount of volume.

LIFETIME RANK

The highest rank achieved by an Associate, used for recognition purposes.

MONTHLY COMMISSION PERIOD

ASEA defines Monthly Commission Period based on individual calendar months.

PAID-AS RANK

The rank which an Associate qualifies for and is paid at for a given commission period.

PC

Preferred Customer, a customer who has signed up on autoship. A PC is not involved with the opportunity at ASEA, but is simply a consumer of the product. A PC account is not designed for redistribution or resale, but rather personal consumption.

PGV

Personal Group Volume, the sum total of the PV of all the Associates in a given group.

PGV3

Personal Group Volume through three (3) levels of your personal sponsorship tree.

PV

Personal Volume, the volume from product purchases attributed to your business center, which qualifies you to receive commissions.

QUALIFIED

You become qualified to earn Team Commissions by personally sponsoring an Associate who is active on your left leg and your right leg.

RETAIL CUSTOMER

Someone who purchases the product at retail cost. Retail customers purchase product on an on-demand basis.

SPONSORSHIP TREE

The Associate structure that determines Check Match bonuses. All personally enrolled Associates are at the first level in an Associate's sponsorship tree, no matter in which binary leg they are placed. Their personally enrolled Associates are the second level in the sponsorship tree, and so on.

Please visit your **Vitrual Office** for the latest ASEA Compensation Plan document.