



LAVAVITAE®

# COMPENSATION PLAN

SIMPLE – TRANSPARENT – FAIR



## OUR VISION



LAVAVITAE combines the extraordinary power of the volcanic mineral with the irrepressible power of a dynamic network, laying the corner stone for a vital, sustainable life and business.

Every good project starts with a vision. We started on 11 April 2013 with a clear goal and have made our vision our mission.

The two forces that come together in a unique way in the LAVAVITAE company are the power of the volcanic mineral zeolite and the power of network marketing.

With our unique volcanic mineral PMA-Zeolite-Klinoptilolite® we offer people the world's most effective protection against increasing environmental pollution, even before it can damage the human organism. With the lava stone and all the complementary products in our range, we make a significant contribution to maintaining health, vitality and joy of living.

And this in a simple way: Through our network, everyone who chooses is has access to the exclusive, refined stone of life and all accompanying products for improved well-being of the entire organism.

LAVAVITAE is dedicated to the right people, the right motives and also the right values. We see the daily fulfilment of our mission through our dedicated partners as a great privilege, for which we are really grateful. The combination of dynamics, performance, high moral and ethical values distinguish our partner network.

Since the success of the company is inextricably linked to the success of the independent business partner, we have developed an easy-to-understand and highly rewarding compensation plan for you, which rewards you above average for your performance. This is described on the following pages and is supplemented by the documents "The most important terms relating to the compensation plan" and "Frequently asked questions about the compensation plan (FAQ)".



# THE LAVAVITAE COMPENSATION PLAN

The LAVAVITAE compensation plan forms the basis of your income and your career. It serves as your personal compass on your way to the top.

On the following pages you will find a detailed description of all types of remuneration. Familiarise yourself in depth with the various income components and their criteria in order to determine your optimal path.



## The right choice of the LAVAVITAE Starter Package

LAVAVITAE offers you four options to start your own successful business. Choose the right Starter Package for you to make your wishes and goals come true.

The following list shows you the individual partnerships and labels that are available to you as a starting or upgrade option. The individual remuneration components are calculated according to this choice and your career rank.

### AFFILIATE PARTNER

**AFFILIATE** – By recommending the natural LavaVitae products you obtain a wonderful basis for sustainable additional income for you and your family.

As a LAVAVITAE affiliate you start with your personal choice of the first products and talk about your experiences.



### GREEN LABEL

**GREEN LABEL** – You have your feet firmly on the ground and would like to get a taste of the business world. Then this label is the right one for you to get to know and build up an additional income of 200 to 500 euros.



### RED LABEL

**RED LABEL** – You want to double your income from your main job. As a LavaVitae Red Label Partner, with the right degree of ambition you can achieve this within a very short time.



### BLUE LABEL





**BLUE LABEL** – You adapt your means to your dreams and not vice versa! The sky's the limit and LavaVitae is your springboard. As a Blue Label partner, you have the full scope of the LavaVitae success plan at your disposal.





## 10 WAYS TO GENERATE INCOME

The LAVAVITAE compensation plan offers 10 ways to generate income. This overview shows you transparently which of the bonuses described below you are entitled to according to your chosen start (as an affiliate or label partner).

BONUS	 AFFILIATE PARTNER	 GREEN LABEL	 RED LABEL	 BLUE LABEL
SALES BONUS	✓	✓	✓	✓
SALES DIFFERENTIAL BONUS		✓	✓	✓
FIRST ORDER BONUS		✓	✓	✓
DUAL TEAM BONUS		✓ 12 € per Cycle	✓ 16 € per Cycle	✓ 20 € per Cycle
UNILEVEL BONUS		✓	✓	✓
TEAMLEADER BONUS		✗	✓ 10 % on the 1 <sup>st</sup> level	✓ 20 % on the 1 <sup>st</sup> level 10 % on the 2 <sup>nd</sup> to 4 <sup>th</sup> level
GENERATION BONUS		✗	✗	✓
WORLD SALES POOL BONUS		✗	✗	✓
FAST START BONUS		✓	✓	✓
FAST CAREER BONUS		✓	✓	✓
PURCHASE DISCOUNT on your own orders	Collecting loyalty points, no shopping discount	-15% STARTING AT 5 UNITS -25% STARTING AT 10 UNITS	-20% STARTING AT 5 UNITS -30% STARTING AT 10 UNITS	-25% STARTING AT 5 UNITS -35% STARTING AT 10 UNITS



## 1) SALES BONUS

The Sales Bonus gives you a great opportunity to earn money quickly. This bonus is available to you both as a Label Partner and as an Affiliate Partner, but the remuneration in percent differs.

### 1A) SALES BONUS FOR LABEL PARTNERS

The Sales Bonus gives you a great opportunity to earn money quickly. It is based on the gross turnover from product purchases (with the exception of the starter labels) by all your direct customers, affiliates and business partners who are registered with your personal partner ID.

In the course of the Sales Bonus you will receive the following percentages:

Number of products per order	1-4	5 - ∞**
Compensation in percent	20%*	11%*

\* The percentage may vary in the case of discount promotions.

\*\* Orders of 5 or more products placed by your direct label partners will result in a sales bonus of 11%, as the purchase discount for the label partner will be applied.

When subscribing to a quarterly Easy Ship, a general discount of 10% is granted and accordingly the Sales Bonus is reduced as follows:

Compensation in percent	18%
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### 1B) SALES BONUS FOR AFFILIATE PARTNERS

The sales bonus for affiliate partners is based on the gross turnover of the product purchases of all your customers who are registered with your personal partner ID.

Compensation in percent	14%*
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\* The percentage may vary in the case of discount promotions.

When subscribing to a quarterly Easy Ship, a general discount of 10% is granted and accordingly the Sales Bonus is reduced as follows:

Compensation in percent	12,6%
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## 2) SALES DIFFERENTIAL BONUS

As a Label Partner, you will receive a Sales Differential Bonus if your direct Affiliate Partner has earned a Sales Bonus from the gross turnover of his customers' product purchases.

Compensation in percent	6%*
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\* The percentage may vary in the case of discount promotions.

When subscribing to a quarterly Easy Ship, a general discount of 10% is granted and accordingly the Sales Differential Bonus is reduced as follows:

Compensation in percent	5,4%
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### 3) FIRST ORDER BONUS

The First Order Bonus also offers you a great opportunity to earn money quickly and is based on the product sales of the respective label that your business partner acquires when they join.

As part of the First Order Bonus, you will receive a one-time payment of the following fixed amounts, depending on the label your directly sponsored business partner selects.

LABEL	GREEN LABEL	RED LABEL	BLUE LABEL
First Order Bonus	€ 25,-	€ 70,-	€ 180,-

### 4) DUAL TEAM BONUS

The Dual Team Bonus is your "income turbo" and offers you a wonderful opportunity to generate a high income right from the start, while creating a solid basis for a permanent passive income. It is based on the registration of new business partners in your left and right downline.

Depending on your business partner's selected label or label upgrade, the following sales volume (SV) is created:

LABEL	GREEN LABEL	RED LABEL	BLUE LABEL
SV Value	120	280	600

LABEL	GREEN LABEL	RED LABEL	BLUE LABEL
SV Value Upgrade	0	160	480

RED LABEL	BLUE LABEL
0	320

**Calculation of the commission for the Dual Team Bonus takes place in cycles.**

A cycle is generated when 80 SV are credited to your left and 80 SV to your right downline.

Depending on the business license, you will receive the following sums in euros per cycle that is generated:

LABEL	GREEN LABEL	RED LABEL	BLUE LABEL
Value per Cycle	€ 12,-	€ 16,-	€ 20,-



The upper limit of your earning per week in the Dual Team Bonus depends on your chosen label and your career level, as follows:

LABEL	GREEN LABEL	RED LABEL	BLUE LABEL
Rank 1	10	10	15
Rank 2	10	10	20
Rank 3	15	20	40
Rank 4	20	30	75
Rank 5	20	30	125
Rank 6	20	30	250
Rank 7	20	30	500
Rank 8	20	30	750
Rank 9	20	30	1.000
Rank 10	20	30	1.250
Rank 11	20	30	1.500
Rank 12	20	30	1.750

## 5) UNILEVEL BONUS

The Unilevel Bonus forms the cornerstone of your passive income and is based on the team volume that is subject to commission. This is derived from your team's product orders from all customers, affiliates and partners.

In the course of the Unilevel Bonus, regardless of the selected entry label you participate in the commissionable team volume achieved up to the 10th level, distributed as follows:

MY RANK →	1	2	3	4	5	6	7	8	9	10	11	12
Level 1	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %
Level 2	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %
Level 3	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %
Level 4				7 %	7 %	7 %	7 %	7 %	7 %	7 %	7 %	7 %
Level 5					6 %	6 %	6 %	6 %	6 %	6 %	6 %	6 %
Level 6						5 %	5 %	5 %	5 %	5 %	5 %	5 %
Level 7							4 %	4 %	4 %	4 %	4 %	4 %
Level 8								3 %	3 %	3 %	3 %	3 %
Level 9									2 %	2 %	2 %	2 %
Level 10										1 %	1 %	1 %

From Rank 1 – Executive, you will be remunerated up to Level 3 in the Unilevel Bonus, increasing the higher your rank (see table above).

Before reaching Rank 1, i.e. directly from your start, you will be remunerated in the Unilevel Bonus to Level 1 with 8% on the commissionable team volume that arises from the product orders of your direct customers, affiliates and partners.



## 6) TEAMLEADER BONUS

The Teamleader Bonus rewards your teaching and Teamleader skills to a special degree and is based on the income that your direct and indirect business partners earn from the Unilevel Bonus.

You are only entitled to compensation in the Teamleader Bonus as a Red or Blue Label partner.

In the course of the Teamleader Bonus, you participate in the earnings that your partners earn from the Unilevel Bonus, as follows:

MY RANK →	1	2	3	4	5	6	7	8	9	10	11	12
Level 1			10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %
Level 1			20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %
Level 2				10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %
Level 3					10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %
Level 4						10 %	10 %	10 %	10 %	10 %	10 %	10 %

## 7) GENERATION BONUS

The Generation Bonus rewards the support and promotion of dedicated teams, even below your commissionable team volume. It is based on the team qualification volume that arises from the product orders of all customers, affiliates and partners of your generations.

Only Blue Label partners who have reached rank 5 – Gold Ambassador or higher are entitled to compensation in the Generation Bonus.

- ✓ Your first generation arises as soon as one of your team's partners has achieved rank 5 – Gold Ambassador or higher.
- ✓ If a business partner from your first generation also reaches rank 5 – Gold Ambassador or higher, this creates your 2nd Generation.
- ✓ If a business partner from your second generation also reaches rank 5 – Gold Ambassador or higher, this creates your 3rd Generation.
- ✓ If a business partner from your third generation also reaches rank 5 – Gold Ambassador or higher, this creates your 4th Generation.

As part of the Generation Bonus, you participate in the team qualification volume of your generations as follows:

MY RANK →	1	2	3	4	5	6	7	8	9	10	11	12
Generation 1					2 %	2 %	2 %	2 %	2 %	2 %	2 %	2 %
Generation 2						3 %	3 %	3 %	3 %	3 %	3 %	3 %
Generation 3							4 %	4 %	4 %	4 %	4 %	4 %
Generation 4								5 %	5 %	5 %	5 %	5 %





## 8) WORLD SALES POOL BONUS

The World Sales Pool Bonus particularly rewards loyalty and entrepreneurial action and is based on product orders from all the customers, affiliates and business partners of LavaVitae worldwide.

Only Blue Label partners who have reached rank 6 – Ruby Director or higher are entitled to compensation in the World Sales Pool Bonus.

LAVAVITAE invests a total of 6% of the SV achieved worldwide from the product orders of all customers, affiliates and business partners in the World Sales Pool Bonus, which consists of seven independent participation pools and is proportionally paid monthly to all beneficiaries.

The fulfilment of the criteria for a further share pool does not affect the participation in the previous share pool, i.e. a business partner can be entitled to the distributions of all seven participation pools if the required criteria are met. In the World Sales Pool Bonus you participate in the SV of the product orders of all customers, affiliates and business partners of LAVAVITAE worldwide as follows:

MY RANK →	1	2	3	4	5	6	7	8	9	10	11	12
Share-Pool 1						1 %	1 %	1 %	1 %	1 %	1 %	1 %
Share-Pool 2							1 %	1 %	1 %	1 %	1 %	1 %
Share-Pool 3								1 %	1 %	1 %	1 %	1 %
Share-Pool 4									1 %	1 %	1 %	1 %
Share-Pool 5										0,75 %	0,75 %	0,75 %
Share-Pool 6											0,75 %	0,75 %
Share-Pool 7												0,50 %



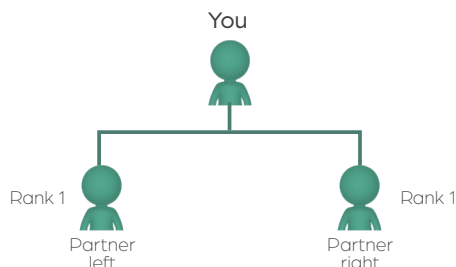


## 9) FAST START BONUS

This bonus doubles the commission you earn within the first 60 days, up to a maximum of €1,000.

Requirements:

- ✓ Register at least one direct business partner in your left downline and one direct business partner in your right downline.
- ✓ At the end of the 60 days, you must be "active" and "qualified". This means that you, as well as one direct business partner in your left downline and one direct business partner in your right downline, must have "active" status.



The bonus, a special commission in the form of product credit, will be automatically credited to your partner account and can be used exclusively for purchases in the LAVAVITAE Shop..

**FAST START BONUS (once)**

**€ 1,000,-- (commission in product credit)**

## QUALIFICATION OF THE RANKS

The following qualifications must be met to achieve the respective rank in the LAVAVITAE compensation plan:



### RANK 1 – EXECUTIVE

1. A business partnership with an "active" status.
2. Two directly sponsored business partnership with an "active" status – one in the left and one in the right downline.



### RANK 2 – RISING STAR

1. A business partnership with an "active" status.
2. At least 1,200 TQV per calendar month
3. Two directly sponsored business partnership with an "active" status – one in the left and one in the right downline.



### RANK 3 – BRONZE AMBASSADOR

1. A business partnership with an "active" status.
2. At least 2,400 TQV per calendar month
3. Four directly sponsored business partners with an "active" status – two in the left and two in the right downline, with at least one business partner on each side being qualified.



## RANK 4 – SILVER AMBASSADOR

1. A business partnership with an "active" status.
2. At least 5,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Six directly sponsored business partners with an "active" status – three in the left and three in the right downline, with at least two business partners on each side being qualified.



## RANK 5 – GOLD AMBASSADOR

1. A business partnership with an "active" status.
2. At least 11,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Six directly sponsored business partners with an "active" status – three in the left and three in the right downline, with at least two business partners on each side being qualified.



## RANK 6 – RUBY DIRECTOR

1. A business partnership with an "active" status.
2. At least 24,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Eight directly sponsored business partners with an "active" status – four in the left and four in the right downline, with at least three business partners on each side being qualified.



## RANK 7 – EMERALD DIRECTOR

1. A business partnership with an "active" status.
2. At least 50,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Ten directly sponsored business partners with an "active" status – five in the left and five in the right downline, with at least three business partners on each side being qualified.



## RANK 8 – DIAMOND DIRECTOR

1. A business partnership with an "active" status.
2. At least 100,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Ten directly sponsored business partners with an "active" status – five in the left and five in the right downline, with at least three business partner on each side being qualified.



## RANK 9 – PRESIDENT

1. A business partnership with an "active" status.
2. At least 200,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Ten directly sponsored business partners with an "active" status – five in the left and five in the right downline, with at least three business partner on each side being qualified



### RANK 10 – CROWN PRESIDENT

1. A business partnership with an "active" status.
2. At least 400,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Ten directly sponsored business partners with an "active" status – five in the left and five in the right downline, with at least three business partner on each side being qualified.



### RANK 11 – IMPERIAL PRESIDENT

1. A business partnership with an "active" status.
2. At least 800,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Ten directly sponsored business partners with an "active" status – five in the left and five in the right downline, with at least three business partner on each side being qualified.



### RANK 12 – CHAIRMAN

1. A business partnership with an "active" status.
2. At least 1,600,000 TQV per calendar month, whereby to calculate the next career level a maximum of 40% of the TQV is taken from a single team
3. Ten directly sponsored business partners with an "active" status – five in the left and five in the right downline, with at least three business partner on each side being qualified.



## SUMMARY OVERVIEW OF THE QUALIFICATION CRITERIA PER RANK

The following qualifications must be met to achieve the respective rank in the LAVAVITAE compensation plan:

Rank	Rank name	active	qualified	direct, active Partners	of which qualified	TQV*
1	Executive	✓	✓	2 (le 1   ri 1)	0	0
2	Rising Star	✓	✓	2 (le 1   ri 1)	0	1.200
3	Bronze Ambassador	✓	✓	4 (le 2   ri 2)	2 (le 1   ri 1)	2.400
4	Silver Ambassador**	✓	✓	6 (le 3   ri 3)	4 (le 2   ri 2)	5.000
5	Gold Ambassador	✓	✓	6 (le 3   ri 3)	4 (le 2   ri 2)	11.000
6	Ruby Director	✓	✓	8 (le 4   ri 4)	6 (le 3   ri 3)	24.000
7	Emerald Director	✓	✓	10 (le 5   ri 5)	6 (le 3   ri 3)	50.000
8	Diamond Director	✓	✓	10 (le 5   ri 5)	6 (le 3   ri 3)	100.000
9	President	✓	✓	10 (le 5   ri 5)	6 (le 3   ri 3)	200.000
10	Crown President	✓	✓	10 (le 5   ri 5)	6 (le 3   ri 3)	400.000
11	Imperial President	✓	✓	10 (le 5   ri 5)	6 (le 3   ri 3)	800.000
12	Chairman	✓	✓	10 (le 5   ri 5)	6 (le 3   ri 3)	1.600.000

\* TQV = Team Qualification Volume

\*\* from Rank 4 onwards, the 40% clause applies = a maximum of 40% of the TQV may come from any single direct team.



## OVERVIEW

Activation of individual bonuses for each rank achieved as a Blue Label partner

Rank	Dual Team Bonus	Unilevel Bonus	Teamleader Bonus	Generation Bonus	World Sales Pool Bonus
1	15 Cycles	3 Levels	X	X	X
2	20 Cycles	3 Levels	X	X	X
3	40 Cycles	3 Levels	1 Level	X	X
4	75 Cycles	4 Levels	2 Levels	X	X
5	125 Cycles	5 Levels	3 Levels	1 Generation	X
6	250 Cycles	6 Levels	4 Levels	2 Generations	1 Share
7	500 Cycles	7 Levels	4 Levels	3 Generations	2 Shares
8	750 Cycles	8 Levels	4 Levels	4 Generations	3 Shares
9	1.000 Cycles	9 Levels	4 Levels	4 Generations	4 Shares
10	1.250 Cycles	10 Levels	4 Levels	4 Generations	5 Shares
11	1.500 Cycles	10 Levels	4 Levels	4 Generations	6 Shares
12	1.750 Cycles	10 Levels	4 Levels	4 Generations	7 Shares

