



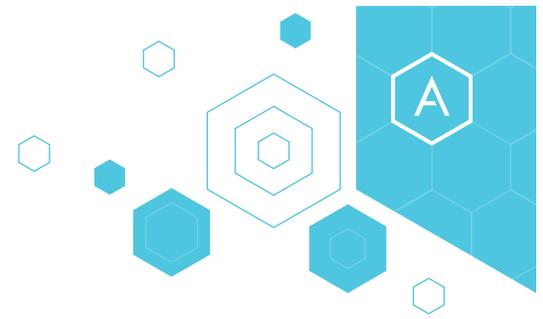
# COMPENSATION PLAN FOR ASEA ASSOCIATES



# COMPENSATION PLAN

Whether you're a professional looking to opt out of the daily nine-to-five grind, a stay-at-home mom wanting to boost your budget, or an entrepreneur with a desire to build a substantial, full-time residual income, ASEA offers you the chance to achieve your personal and financial goals, building a business that will stand the test of time.

At every level, you can bring in extra income, from a few hundred to a few thousand dollars a month.



Once you have enrolled as an Associate, you must become active and remain active in order to be eligible to earn any bonuses and commissions. This is done by generating 100 Personal Volume<sup>1</sup> (PV) every month. All bonuses and commissions are calculated using either the Sponsorship Tree or the Binary Tree. The Sponsorship Tree is built genealogically, and has as many legs as new Associates whom you enroll. The Binary Tree is built chronologically, and allows for only two legs—a left leg and a right leg—for each Associate. This means that those in your downline may have been placed there by someone above you. Your Group Volume (GV) is the sum of the PV of all Associates in your downline. With these two organizational trees in mind, let's take a look at each of the eight ways that you can earn income.

## 1. RETAIL CUSTOMER BONUS

Selling ASEA products is the most basic way to make a profit. Buy at the Wholesale Price, sell at the Retail Price, and keep the difference. Better yet, send someone to your website where they can purchase ASEA products at the Retail Price, and we will pay you the difference between the Retail and the Wholesale Price. The Qualifying Volume (QV) generated will be yours to fulfill Personal Volume (PV) requirements, and the Commissionable Volume (CV) will be added to your lesser-volume leg at the time the order is placed.

<sup>1</sup>Words underlined indicate terms that can be found in the Glossary.

## 2. PREFERRED CUSTOMER BONUS

When you enroll a Preferred Customer (PC), you both benefit! Your Preferred Customer will get Wholesale Pricing through ASEA's Preferred Customer Autoship Program, and you will earn a \$25 USD bonus for every 50 CV generated. The Qualifying Volume (QV) generated will be yours to fulfill personal volume requirements, and the Commissionable Volume (CV) will be added to your lesser-volume leg at the time the order is placed.

## 3. FAST START BONUS

The Fast Start Bonus is earned instantly upon the enrollment of a new Associate, and is calculated from the total Commissionable Volume (CV) of the order placed during enrollment. For every 6 CV of product in the new Associate's Enrollment Order, you will receive \$4 USD. What's more, this one-time Fast Start Bonus will be given to you and the next upline paid-at Director 300 (who receives \$2 USD for every 6 CV of the new Associate's Enrollment Order) and paid-at Director 700 (who receives \$1 USD for every 6 CV). If you are the enroller and you are paid as a Director 300 for the week, you earn both the enroller and Director 300 bonuses. If you are the enroller and paid at Director 700 or higher for the week, you receive all three bonuses.

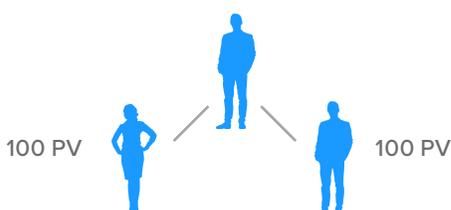
	PV	20	100	200	400	800
<u>CV</u>		6	30	60	120	240
<u>Enroller</u>		\$4	\$20	\$40	\$80	\$160
<u>Dir 300</u>		\$2	\$10	\$20	\$40	\$80
<u>Dir 700</u>		\$1	\$5	\$10	\$20	\$40



If any associate in the three qualifying positions for the Fast Start Bonus is not active or eligible in the commission week, the commission they would have received will be paid to the next qualified associate up the tree, guaranteeing a 100% payout.

#### 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 are the foundation of the ASEA Compensation Plan. Team Commissions are paid weekly by calculating 10% of the Group Volume (GV) in your lesser binary tree leg, and paying that amount out in USD. For example, if you had 5,000 Group Volume (GV) on your lesser-volume leg, and 7,000 GV on your greater-volume leg, you would receive a Team Commission of \$500 USD (10% of the 5,000 GV from your lesser-volume leg). Then, the amount of GV converted into commissions will be subtracted from both legs. The remaining difference, known as Carryover, will roll into the next Commission Period as long as you remain active with at least 100 PV.

A few things to remember regarding Team Commissions:

- You must have an active personally sponsored Associate on each of your binary legs to qualify for Team Commissions.
- If you do not remain active during a Qualification Period with at least 100 PV, your volume will flush, leaving zero on both your left and right legs.

- There must be a minimum of 300 GV on each leg in order for Team Commission payout to calculate.
- Any Personal Volume (PV) over 200 in one Commission Period will be added to your lesser-volume leg.
- Your Lifetime Rank determines how much carryover volume can be maintained between calendar years. If your GV on either leg exceeds the maximum listed below, you will see the excess fall off at the end of Commission Period 52 (last week of the year). These Annual Carry-over Caps are as follows:

Triple Diamond and below	2 Million
Ambassador Diamond	3 Million
Ambassador Double Diamond	3.5 Million
Ambassador Triple Diamond	4 Million
Presidential Diamond	5 Million
Presidential Double Diamond	5.5 Million
Presidential Triple Diamond	6 Million

- There is a maximum amount that will be converted into commissions in a single Commission Period based on an Associate's Paid-As Rank. These Max Team Commission conversion caps are as follows:

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

- GV exceeding the Max Team Commissions becomes Carryover volume and is not converted into commissions. This Carryover volume can be paid in following weeks provided new volume is being added to the lesser-volume leg. As such, only 1 Carryover volume will be paid for every 4 CV that is generated in that Commission Period.

#### 6. EXECUTIVE MOMENTUM POOL

The Executive Momentum 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-as Bronze, Silver, Gold, or Platinum, you have the opportunity to receive a portion of ASEA’s global volume. 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 will 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 your Bronze period in addition to the 16 weeks for Silver, as long as you maintain your paid-

3% GLOBAL SALES			
BRONZE POOL	SILVER POOL	GOLD POOL	PLATINUM POOL
STANDARD ELIGIBILITY (72 WEEKS)			
12 WEEKS	16 WEEKS	20 WEEKS	24 WEEKS
TO UNLOCK SHARES			
<b>Bronze</b> two times consecutive	<b>Silver</b> two times consecutive	<b>Gold</b> two times consecutive	<b>Platinum</b> two times consecutive
% PGV3			
50%	60%	75%	100%
FAST TRACK ELIGIBILITY CUTOFF			
<b>34</b> weeks from enrollment	<b>44</b> weeks from enrollment	<b>54</b> weeks from enrollment	<b>74</b> weeks from enrollment

as Silver rank. Qualification and paid-as rank must be reached each week in order to receive shares for that week. Executive Momentum Pool shares are paid every four 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 for which they could be qualified for. For example, if an associate has 3,000 lesser-leg volume in week one and 3,500 in 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 Pool is paid using a percentage of PGV3 as a measure to allocate shares, not to indicate in dollars the value of the bonus.*

### EMP Fast Track

You may increase your share in the Executive Momentum Pool by participating in the EMP Fast Track. This is done by moving into and through the executive ranks at an advanced pace. If you unlock your weeks in the Executive Momentum 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 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-as 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 continue 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, so for week 45, you would be paid on 60%, the standard Silver shares allocation (week 4 of 17).

EMP Fast Track shares 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.

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.

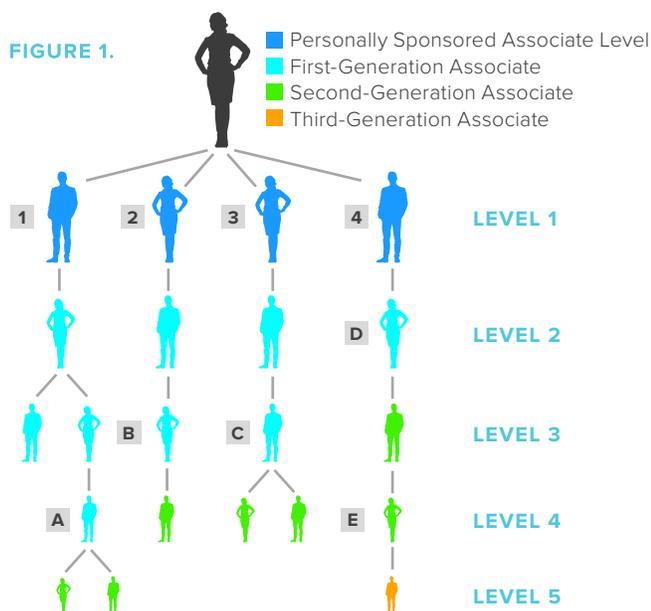


Figure 1 (to the left) will help you understand how the Check Match works within the sponsorship tree. In this example, let's consider that you (top of your sponsorship tree) are active with a minimum of 200 PV and are qualified as a Silver Executive. This means that you will earn the Check Match through 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 Check Match (CM) is as follows:

- Bronze (one generation)
- Silver (two generation)
- Gold (three generation)
- Platinum (four generation)
- Diamond (five generation)
- Double Diamond (six generation)
- Triple Diamond and above (seven generation)



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 67%. 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 Seven 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%

## 8. DIAMOND POOL

Once you reach the Diamond ranks at ASEA, you have access to a bonus pool that represents 2% of ASEA’s global volume! Your share is prorated based on your highest paid-as rank and its corresponding PGV depth (see chart below).

You may count the first paid-as Gold associates that fall within the given PGV required levels at 100%. Your first Gold associates in depth may only be counted by the next qualified upline Diamond or above.

The Diamond Pool is paid every 13 weeks based on each week you qualify for the pool. Requirements and levels are as follows:

Rank	Minimum Gold Legs	Personally Sponsored Gold PGV Levels
Diamond	2	PGV6
Double Diamond	3	PGV7
Triple Diamond	4	PGV8
Ambassador Diamond	5	PGV9
Ambassador Double Diamond	6	PGV10
Ambassador Triple Diamond	7	PGV11
Presidential Diamond	8	PGV12
Presidential Double Diamond	9	PGV13
Presidential Triple Diamond	10	PGV14

Once you earn a lifetime rank of Double Diamond or above, you may qualify for this bonus at one rank below lifetime for a period of six months from the first qualification date at a new lifetime rank. Otherwise, you must qualify at your current lifetime rank.



# ASEA RANK AND QUALIFICATIONS

RANK	QUALIFICATION
<b>Associate</b>	Enroll   Maintain 100 PV monthly
<b>Director</b>	Team Commissions qualified   100 PV monthly
<b>Director 300</b>	300 GV weekly in lesser leg volume   100 PV monthly
<b>Director 700</b>	700 GV weekly in lesser leg volume   100 PV monthly
<b>Bronze Executive</b>	Two sponsorship legs with a Director 300 in each   2,000 GV weekly in lesser leg volume   200 PV monthly
<b>Silver Executive</b>	Three sponsorship legs with a Director 300 in each   3,000 GV weekly in lesser leg volume   200 PV monthly
<b>Gold Executive</b>	Four sponsorship legs, with a Director 300 in each   5,000 GV weekly in lesser leg volume   200 PV monthly
<b>Platinum Executive</b>	Five sponsorship legs, with a Director 300 in each   10,000 GV weekly in lesser leg volume   200 PV monthly
<b>Diamond Executive</b>	15,000 PGV weekly and 15,000 GV weekly in lesser leg   Must average both volume requirements for 2 weeks and have 6 sponsorship legs with a Director 300 in each   200 PV monthly
<b>Double Diamond Executive</b>	20,000 PGV weekly and 20,000 GV weekly in lesser leg   Must average both volume requirements for 3 weeks and have 7 sponsorship legs with a Director 300 in each   200 PV monthly
<b>Triple Diamond Executive</b>	25,000 PGV weekly and 25,000 GV weekly in lesser leg   Must average both volume requirements for 3 weeks and have 7 sponsorship legs with a Director 300 in each   200 PV monthly
<b>Ambassador Diamond Executive</b>	Meet Triple Diamond Executive requirements and 60,000 PGV for 4 consecutive weeks with no more than 20,000 PGV coming from any single sponsor tree leg
<b>Ambassador Double Diamond Executive</b>	Meet Triple Diamond Executive requirements and 100,000 PGV for 4 consecutive weeks with no more than 35,000 PGV coming from any single sponsor tree leg
<b>Ambassador Triple Diamond Executive</b>	Meet Triple Diamond Executive requirements and 150,000 PGV for 4 consecutive weeks with no more than 50,000 PGV coming from any single sponsor tree leg
<b>Presidential Diamond Executive</b>	Meet Triple Diamond Executive requirements and 250,000 PGV for 4 consecutive weeks with no more than 50,000 PGV coming from any single sponsor tree leg
<b>Presidential Double Diamond Executive</b>	Meet Triple Diamond Executive requirements and 400,000 PGV for 4 consecutive weeks with no more than 80,000 PGV coming from any single sponsor tree leg
<b>Presidential Triple Diamond Executive</b>	Meet Triple Diamond Executive requirements and 600,000 PGV for 4 consecutive weeks with no more than 120,000 PGV coming from any single sponsor tree leg

*\*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.*

EARLY				EXECUTIVE				DIAMOND			AMBASSADOR			PRESIDENTIAL		
Associate	Director	Director 300	Director 700	Bronze	Silver	Gold	Platinum	Diamond	Double Diamond	Triple Diamond	Diamond	Double Diamond	Triple Diamond	Diamond	Double Diamond	Triple Diamond
RETAIL SALES																
PREFERRED CUSTOMER BONUS																
FAST START BONUS																
DIRECTOR BONUS																
TEAM COMMISSIONS																
EXECUTIVE MOMENTUM POOL																
CHECK MATCH																
DIAMOND POOL																

■ Qualifies ■ Does Not Qualify



## GLOSSARY

### Active

Associates are required to remain active in order to be eligible to earn commissions. In order to become and remain active, each Associate must generate at least 100 Personal Volume (PV) each month with no more than four Commission Periods between orders.

### Autoship

An automated program that ships products to an Associate or Preferred Customer on a predetermined date each month.

### Binary Tree

One of ASEA's two organizations utilized to calculate commissions. The Binary Tree is built chronologically, and allows for only two legs—a left leg and a right leg—for each Associate. This means that those in your downline may have been placed by another Associate; this is called spillover. Your Group Volume (GV) is the sum total of the Personal Volume (PV) of all of the Associates below you in the Binary Tree.

### Binary Qualified

A term commonly used interchangeably with Team Commission Qualified. In order to be qualified to earn Team Commissions, you must be active and have at least one personally sponsored, active Associate on both your left and your right legs.

### Carryover

Volume that is not converted into commissions in any Commission Period that rolls into the next Commission Period.

### Commissionable Volume (CV)

The amount of Qualifying Volume (QV) that is eligible to be converted into commissions. Volume is the unit by which products sold are measured for commissions, and Commissionable Volume is one way we distinguish how the volume is used.

### Commission Period

The period in which 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.

### Downline

A commonly used term for those placed below you in the Binary Tree.

### Enrollment Order

The order placed at the time of enrollment. Although not required, an Enrollment Order is the only order that triggers the Fast Start Bonus.

### Greater-volume leg

The leg in the Binary Tree—either your right leg or your left leg—with more Group Volume (GV).

### Group Volume (GV)

The sum total of the Personal Volume (PV) of all of the Associates below you in the Binary Tree. Volume is the unit by which products sold are measured for commissions, and Group Volume is one way we distinguish who generated the volume.

### Leg

A branch of an Associate's Binary Tree (with a maximum of two legs) or Sponsorship Tree (with as many legs as there are personally sponsored Associates).

### Lesser-volume Leg

The leg in the Binary Tree—either your right leg or your left leg—with less Group Volume (GV).

### Lifetime Rank

The highest rank achieved during the lifetime of an Associate account, typically used for recognition purposes.

### Paid-As Rank

The rank achieved in any Commission Period, typically used to determine commissions and bonuses.

### Personal Volume (PV)

Volume generated on your own account, either from your own purchases, or from the purchases of any Retail Customers or Preferred Customers whom you have sponsored. Volume is the unit by which products sold are measured for commissions, and Personal Volume is one way we distinguish who generated the volume.

### Personal Group Volume (PGV)

The sum total of the Personal Volume (PV) of all of the Associates in a given group.

### Personal Group Volume 3 (PGV3)

Personal Group Volume through three (3) levels of your Sponsorship Tree.

### Preferred Customer (PC)

A customer account that is not designed for redistribution or resale, but rather for personal consumption. A Preferred Customer differs from a Retail Customer because it has an active Autoship profile. Due to the Autoship, Preferred Customers are eligible for Wholesale Pricing.

### Qualifying Volume (QV)

The total volume that counts towards personal requirements, such as becoming active or achieving a certain rank. Volume is the unit by which products sold are measured for commissions, and Qualifying Volume is one way we distinguish how the volume is used.

### Retail Customer

A customer account that is not designed for redistribution or resale, but rather personal consumption. A Retail Customer differs from a Preferred Customer because it does not have an active Autoship profile. Retail Customers pay the Retail Price.

### Retail Price

Pricing table for products available to Retail Customers which is slightly more than the Wholesale Price. This allows for a profit when sold directly.

### Spillover

When your sponsor, or any Associate above you in the Binary Tree, places an Associate below you in your downline.

### Sponsorship Tree

One of ASEA's two organizations utilized to calculate commissions. The Sponsorship Tree is built genealogically, where the first level below you are the Associates whom you have sponsored, and the second level is comprised of the Associates whom they have sponsored, and so on. Because there is no limit to the amount of Associates you can sponsor, there is no limit to the number of legs possible in your Sponsorship Tree.

### Team Commission Qualified

A term commonly used interchangeably with Binary Qualified. In order to be qualified to earn Team Commissions, you must be active and have at least one personally sponsored, active Associate on both your left and your right legs.

### Wholesale Price

Pricing table for products available for Associates and Preferred Customers that is less than the Retail Price.