



## COMPENSATION PLAN

At ASEA we recognize that our greatest assets are the Associates who partner with us to improve the health and lifestyle of people around the world and we generously compensate them in 7 different ways.



In order to earn commissions (Retail, Preferred Customer, Fast Start, Team Commissions & Director's Bonus) you must be active by generating a minimum of 100PV (personal volume) monthly, this can be done through personal purchases or through retail and preferred customer sales. To earn additional commissions (Check Match & Leadership Pool) you must generate a minimum of 200PV monthly, which can also be achieved through personal purchases or through retail and preferred customer sales. All commissions are paid weekly.

## RETAIL SALES

As an Associate, you can purchase ASEA products at the wholesale price and then sell them at the retail price, or send someone to your replicated website where they can purchase ASEA products at the retail price and we will pay you the difference of \$30 between the retail (\$150) and wholesale price (\$120). The volume generated from retail sales (100PV per case) will count towards personal volume requirements and will be added to your lesser volume leg, where you can earn Team Commissions on this volume.

## PREFERRED CUSTOMER BONUS

To reward Associates for recruiting preferred customers you can receive a bonus of \$25 every time one of your preferred customers purchase a case of product at the wholesale price (\$120) through ASEA's Preferred Customer Autoship Program. If they purchase two cases of product you will then receive \$50 and so on. To receive this bonus you must be active (generating 100PV in a month). Not only will you receive the \$25 commission for every case sold but you will also receive 50PV, this volume will count towards personal volume requirements and will be added to your lesser volume leg, where you can earn Team Commissions on this volume.

## FAST START BONUS\*

When someone you personally sponsor purchases an ASEA Product Pack during the enrollment process you and five uplines (all must be active with 100PV) will receive a one-time fast start bonus. (see figure 1)

*Figure 1 – Product Packs*

| Product Pack                   | Builder Express (\$110 Savings)             | Basic Plus         | Basic             |
|--------------------------------|---|--------------------|-------------------|
| <b>Price</b>                   | \$400.00 (4 Cases, a <b>\$110 Savings</b> ) | \$240.00 (2 Cases) | \$120.00 (1 Case) |
| <b>Volume</b>                  | 100PV                                       | 50PV               | 25PV              |
| <b>Fast Start Bonus Payout</b> |   |                    |                   |
| 1st Level – You the Sponsor    | \$65.00                                     | \$35.00            | \$17.00           |
| 2nd Level – Your Sponsor       | \$35.00                                     | \$15.00            | \$9.00            |
| 3rd Level Upline               | \$20.00                                     | \$10.00            | \$5.00            |
| 4th Level Upline               | \$15.00                                     | \$7.00             | \$3.00            |
| 5th Level Upline               | \$10.00                                     | \$5.00             | \$2.00            |
| 6th Level Upline               | \$5.00                                      | \$3.00             | \$1.50            |

\*If any Associate in the 6 levels of Fast Start is not active (generating 100PV) the commission they would have received will compress up to the next level, guaranteeing a 100% payout of the Fast Start Bonus.

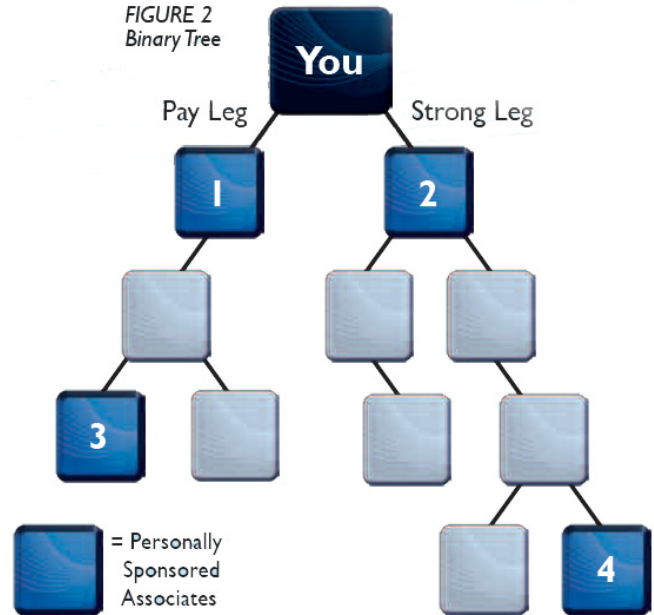
## TEAM COMMISSIONS

Team commissions involve the organization of other Associates that have been placed under you. This organization, also known as the binary, is comprised of two legs, your left leg and your right leg (the leg that you are paid on has the lesser amount of volume). See figure 2. Those under you do not necessarily have to be those you personally sponsored. You, your sponsor, or anyone else above you in the binary may place Associates in your organization in either one of your legs (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.

You are eligible to receive team commissions once you are active with 100PV and qualified (personally sponsored someone on your left and right legs in the binary and they have each generated at least 100PV).

Team Commissions are paid by calculating and paying out 10% of the volume in the lesser volume leg. For example, if you had 5000GV on your lesser leg and 7000GV on your larger leg, you would receive a commission of \$500 (10% of the 5000GV lesser leg). Then 5000 would be subtracted from both legs, leaving 0 on your lesser leg and 2000 on the larger leg for the next week. Any leftover volume on your larger leg will carry over to the next week provided you remain active with at least 100PV.

FIGURE 2  
Binary Tree



If you do not remain active during a qualification period with at least 100PV, the volume on both the left and right legs will be reset to zero. You may earn up to \$10,000 per week in Team Commissions.

## DIRECTOR'S BONUS

If you are qualified with 100PV, you will receive a \$50 bonus each time one of your personally sponsored Associates achieves the rank of Director for the first time (please see ASEA Ranks section). This means that every time you help your personally sponsored associates sponsor someone on their left and right legs and they each generate 100PV, your personally sponsored Associates then become qualified to receive team commissions and you will receive the Director's Bonus of \$50.

## CHECK MATCH

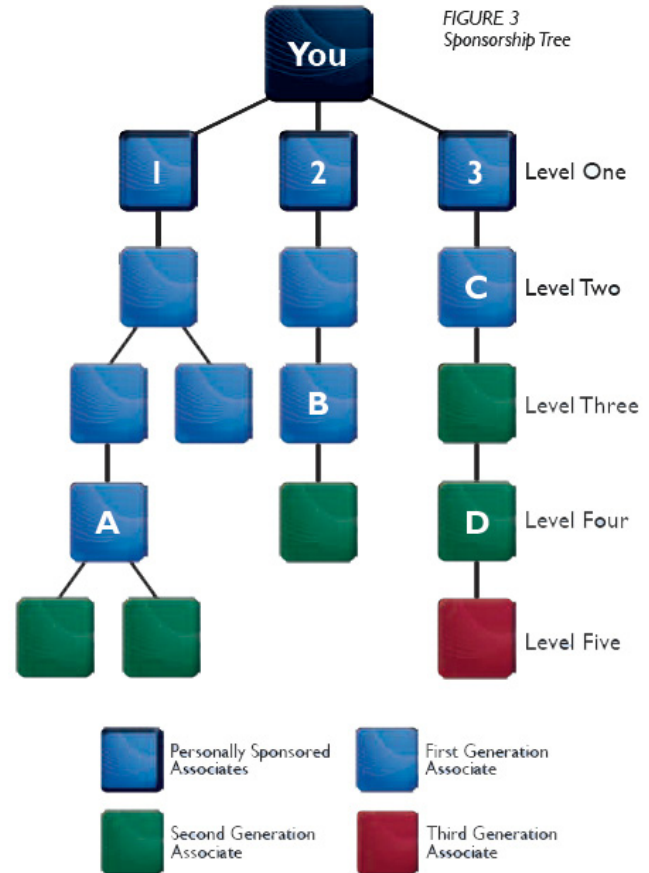
We also track those Associates who you have personally sponsored and the Associates that they have personally sponsored, and so on. This is your Personal Sponsorship Tree, figure 3. You can earn a Check Match (CM) on the team commissions paid to Associates in your personal sponsorship tree; up to seven generations depending on the rank you achieve. In each personal sponsorship tree leg (each personally sponsored associate begins a new leg) 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 example on the right in figure 2 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 200PV and are qualified as a Silver Executive, this means that you will earn the check match through **two** generations on each of your three 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 and 3 are your personally sponsored Associates and are blue (first generation); in legs 1, 2 and 3 there are additional Associates underneath them that are also blue or first generation. In this example A, B and C, 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 10 Associates in your first generation.

As a Silver Executive you can earn two generations of check match, so you will also earn the match on the 5 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 red as D 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, additional generations will be considered in your check match commission. The breakdown of generations included in your CM is as follows: Bronze (1 generation), Silver (2 generations), Gold (3 generations), Platinum (4 generations), Diamond (5 generations), Double Diamond (6 generations), and Triple Diamond (7 generations).

ASEA will calculate the CM as a floating percentage of company-wide commissionable volume. ASEA will guarantee a payout of up to 50% of commissionable volume every commission period, once the Team Commissions and Leadership Pool Commissions are taken into account; the remaining percentage is applied to the CM. CM is then paid weekly along with the other commissions. Bronze Executives and above must be active with at least 200PV to earn CM, and weekly commissions from CM cannot exceed the volume from your pay leg.

## LEADERSHIP POOL

ASEA reserves 2% of the total company GV for our elite group of Associates Double Diamond and above. As one of these elite Associates, you may earn shares in the Leadership Pool based on your “paid as” rank as well as the volume generated through your Personal Sponsorship Tree Legs. As you advance in rank you will receive additional shares that qualify you for a larger part of the pool. This bonus is paid weekly.

## ASEA RANKS AND QUALIFICATIONS

| <b>Rank</b>               | <b>Qualification</b>  |
|---------------------------|---|
| <b>Associate</b>          | Enroll in ASEA and generate at least 100PV monthly.   |
| <b>Director</b>           | Team commission qualified and generate at least 100PV monthly.  |
| <b>Director 300</b>       | Achieve 300GV weekly in lesser volume leg and generate at least 100PV monthly.  |
| <b>Director 700</b>       | Achieve 700GV weekly in lesser volume leg and generate at least 100PV monthly.  |
| <b>Bronze Executive</b>   | 2 Sponsorship legs with a Director 300 in each, 2000GV weekly in lesser volume leg, generate 200 PV monthly.  |
| <b>Silver Executive</b>   | 3 Sponsorship legs with a Director 300 in each, 3000GV weekly in lesser volume leg, generate 200 PV monthly.  |
| <b>Gold Executive</b>     | 4 Sponsorship legs with a Director 300 in each, 5000GV weekly in lesser volume leg, generate 200 PV monthly.  |
| <b>Platinum Executive</b> | 10,000 weekly sponsorship tree volume PGV*, must average 10k for two consecutive weeks and have 5 sponsorship legs with at least a Director 300 in each, generate 200 PV monthly.   |
| <b>Diamond</b>            | 15,000 weekly sponsorship tree volume PGV*, must average 15k for two consecutive weeks and have 6 sponsorship legs with at least a Director 300 in each, generate 200 PV monthly.   |
| <b>Double Diamond</b>     | 20,000 weekly sponsorship tree volume PGV*, must average 20k for three consecutive weeks and have 7 sponsorship legs with at least a Director 300 in each, generate 200 PV monthly. |
| <b>Triple Diamond</b>     | 25,000 weekly sponsorship tree volume PGV*, must average 25k for three consecutive weeks and have 7 sponsorship legs with at least 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.



## ASEA GLOSSARY OF TERMS

**ACTIVE** You remain an active associate by generating a minimum of 100PV 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 commission pay structure.

**COMMISSION PERIOD** The period, which the volume is calculated from product sales to produce commissions and bonuses, the weekly commission period runs from Sunday at 12:00:00 AM to Saturday at 11:59:59 PM.

**GV** Group Volume, is the sum total of the PV of all Associates in all or a portion of team commission organization.

**PGV** Personal Group Volume, is the sum total of the PV of all the associates in your personal sponsorship tree.

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

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

**PV** Personal Volume, the volume from product purchases attributed to your business center which qualifies an Associate to receive commissions.

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

**QUALIFIED** You become qualified to earn team commissions by personally sponsoring an associate who is active on your left leg and your right leg.

**SPONSORSHIP TREE** The sponsorship tree is the associate structure that determines Check Match Bonuses. All personally enrolled Associates are first level in an associate's sponsorship tree, no matter in which leg they are placed. Their personally-enrolled Associates are the second level in the sponsorship tree, and so on.