

PICTURE THE POSSIBILITIES

COMPENSATION PLAN

USA

5 WAYS TO CREATE INCOME

- TITLE REWARDS
- BENEFITS/INCENTIVES
- BONUSES
- COMMISSIONS
- SALES PROFIT

| | | | | | | | | | |
|---|---------------|----------------|----------------|----------------|----------------|---|--|---|---|
| <div>5 WAYS TO CREATE INCOME</div> <ul style="list-style-type: none">• TITLE REWARDS• BENEFITS/INCENTIVES• BONUSES• COMMISSIONS• SALES PROFIT | | | | | | | | | PRESIDENTIAL MARKETING DIRECTOR+ \$20,000 |
| | | | | | | | | | PRESIDENTIAL MARKETING DIRECTOR \$17,500 |
| | | | | | | | | | EXECUTIVE MARKETING DIRECTOR \$15,000 |
| | | | | | | | | | INTERNATIONAL MARKETING DIRECTOR \$12,500 |
| | | | | | | | | | Benefits Package |
| | | | | | | SENIOR SALES COORDINATOR \$2,000 | QUALIFYING NATIONAL MARKETING DIRECTOR \$4,000 | NATIONAL MARKETING DIRECTOR \$7,500 | |
| | | | | | | Holiday Check | Benefits Package | Benefits Package | Benefits Package |
| | | | | | | Boot Camp Voucher | Holiday Check | Holiday Check | Holiday Check |
| | | | | | | | Leadership School | Leads | Leads |
| | | | | | | Business Partner Program & Leads | Business Partner Program & Leads | Business Partner Program & Leads | NMD Support |
| | | | | | | Business Investment Bonus Up to \$500/mo. | Business Investment Bonus Up to \$750/mo. | Business Investment Bonus Up to \$1,000/mo. | Business Investment Bonus Up to \$3,000/mo. |
| | | | | | | 3% Promote Out Bonus | 3% Promote Out Bonus | 3% Promote Out Bonus | 3% Promote Out Bonus |
| | | | | | | 3% Performance Bonus | 3% Performance Bonus | 3% Performance Bonus | 3% Performance Bonus |
| PARTNER | 5% Commission | 10% Commission | 15% Commission | 15% Commission | 15% Commission | 15% Commission | 15% Commission | 15% Commission | 15% Commission |
| Sales Profit | Sales Profit | Sales Profit | Sales Profit | Sales Profit | Sales Profit | Sales Profit | Sales Profit | Sales Profit | Sales Profit |

EXPLORE THE POSSIBILITIES

Fast track to the highest commission level in 6 months or less!

PARTNER (P)

Join the Juice Plus+ mission

- Submit an application and fee
- Log into your JuicePlusVirtualOffice.com
- Set up Virtual Banking
- Set up your JuicePlus.com personal website
- Utilize your sponsor's support as you start sharing

If you are an existing customer and become a Partner, your own orders transfer to you. The Promotional Product Volume generated from your orders that reship during your Partner+ 30 day window will count toward your 900 Promotional Product Volume requirement.

ELIGIBLE EARNINGS:

- Sales Profit on you and your customers' orders

STEP 1 Partner+

STEP 1 PARTNER+ (P+)

Who do you know?

- Generate 900 in Promotional Product Volume from at least 2 customers within any 30 days.
 - > A customer is a person's name.
 - > Your personal credit card can only be used for your own household orders.

What happens when you sponsor team members? (They are your Level 1)

- If you sponsor a team member (Level 1 Partner) during your P+ 30 day window, their personal orders count toward your promotional product volume.
- If a customer becomes a Partner within your P+ 30 day window, they will still be counted as your customer and their personal orders will count toward your promotional product volume.
- Once you have completed your P+ requirements, all customers of your Level 1 team members will count toward your next 2 promotions: QSC and SC.

Title Reward

- Accomplish the above in your first 10 days (from your 1st order ship date) and earn \$100.
- Accomplish in any 30 days and earn a \$50 Fast Track Reward.

ELIGIBLE EARNINGS:

- Promotion to Partner+
- \$50/\$100 Title Reward
- \$50/\$100 Active Sponsor Reward
- Sales Profit
- 5% Commission (effective the following month)

STEP 2 Qualifying Sales Coordinator

STEP 2 QUALIFYING SALES COORDINATOR (QSC)

Achieve with your customers, or invite others to join your team

- Generate 3,600 in Promotional Product Volume from you, your customers and your Level 1 team members' customers within any 60 days
 - > Maintain a minimum of 600 in Promotional Product Volume from you and your Customer Volume.
 - > A maximum of 1,300 from your own household orders will count.
- Add at least 5 new Customers from you and your Level 1 Team Members (for a total of 7).
All Promotional Product Volume generated from your promotion to the Partner+ title within your 60 day window will count toward your QSC promotion.

Title Reward

- Accomplish the above in your first 30 days (from your 1st order ship date) and earn \$400.
- Accomplish in any 60 days and earn a \$300 Fast Track Reward.

ELIGIBLE EARNINGS:

- Promotion to Qualifying Sales Coordinator
- \$300/\$400 Title Reward
- \$300/\$400 Active Sponsor Reward
- Sales Profit
- 10% Commission (effective the following month)
- 3% Performance Bonus (PB)
- \$100 PB Qualified Reward (first 2 consecutive months - >1,800 PBQ)
- \$100 Active Sponsor PB Qualified Reward (must be PB Qualified)
- Leads (must be PB qualified)

STEP 3 Sales Coordinator

STEP 3 SALES COORDINATOR (SC)

Expand your team or your customer base

Team Focused Track

- Add at least 13 new Customers from you, your P, P+, and QSC Team Members (for a total of 20)
- Generate 10,800 in Promotional Product Volume from you, your customers and your TEAM (Ps, P+s and QSCs) within any 6 months or less:
 - > Create structure of at least 1 P+ and 2 QSCs in 3 separate lines **OR**

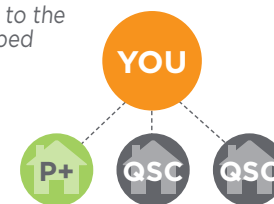
Customer Focused Track

- Must have a minimum of 20 personal customers
- Generate 10,800 in Promotional Product Volume from you, your CUSTOMERS and your team (Ps, P+ and QSCs), within any 6 months or less:
 - > No team structure requirement.
 - > Minimum of 6,500 in volume comes from your CUSTOMERS
 - > A maximum of 2,700 from your own household orders will count
 - > The remainder can come from your customers or your team (Ps, P+ and QSCs)

All Promotional Product Volume generated from your promotion to the QSC title within your 6 month window, including new and reshipped orders, will count toward your Fast Track to SC promotion.

Title Reward

- Accomplish the above in your first 90 days (from your 1st order ship date) and earn \$700.
- Accomplish in 6 months and earn a \$600 Fast Track Reward.



ELIGIBLE EARNINGS:

- Promotion to Sales Coordinator
- \$600/\$700 Title Reward
- \$600/\$700 Active Sponsor Reward
- Leads from the Company
- Sales Profit
- 15% Commission (effective the following month)
- 3% Performance Bonus (PB)
- 3% Promote Out Bonus (POB)

UNDERSTAND THE POSSIBILITIES

Price and Earnings Guide

February, 2023

| | PRODUCT | PRICE | MTHLY INSTALL PRICE | PRODUCT VOLUME | SALES PROFIT 10% | COMMISSIONS | | |
|-------------------------|--|----------|---------------------------|-------------------|------------------------|-------------|---------|---------|
| | | | | | | 5% | 10% | 15% |
| JUICE PLUS+ CAPSULES | Fruit + Vegetable + Berry | \$320.00 | \$80.00 | 300.00 | \$30.00 | \$15.00 | \$30.00 | \$45.00 |
| | Fruit + Vegetable | \$216.00 | \$54.00 | 200.00 | \$20.00 | \$10.00 | \$20.00 | \$30.00 |
| | Berry | \$108.00 | \$27.00 | 100.00 | \$10.00 | \$5.00 | \$10.00 | \$15.00 |
| | Omega | \$130.00 | \$32.50 | 120.00 | \$12.00 | \$6.00 | \$12.00 | \$18.00 |
| | Fruit + Vegetable Blend NSF for Sport | \$221.00 | \$55.25 | 205.00 | \$20.50 | \$10.25 | \$20.50 | \$30.75 |
| | Berry Blend NSF for Sport | \$113.00 | \$28.25 | 105.00 | \$10.50 | \$5.25 | \$10.50 | \$15.75 |
| JUICE PLUS+ CHEWABLES | Fruit + Vegetable + Berry | \$330.00 | \$82.50 | 306.00 | \$30.60 | \$15.30 | \$30.60 | \$45.90 |
| | Fruit + Vegetable | \$224.00 | \$56.00 | 204.00 | \$20.40 | \$10.20 | \$20.40 | \$30.60 |
| | Fruit + Vegetable (child) | \$116.00 | \$29.00 | 102.00 | \$10.20 | \$5.10 | \$10.20 | \$15.30 |
| | Berry | \$112.00 | \$28.00 | 102.00 | \$10.20 | \$5.10 | \$10.20 | \$15.30 |
| | Berry (child) | \$58.00 | \$14.50 | 51.00 | \$5.10 | \$2.55 | \$5.10 | \$7.65 |
| | Fruit + Vegetable Pocket Packs (child) | \$160.00 | \$40.00 | 120.00 | \$16.00 | \$8.00 | \$16.00 | \$24.00 |
| | Berry Pocket Packs (child) | \$95.00 | \$23.75 | 70.00 | \$9.50 | \$4.75 | \$9.50 | \$14.25 |
| | | | | | | | | |
| JUICE PLUS+ PERFORM | Perform 30 Serving Pouch | \$120.00 | \$30.00 | 110.00 | \$11.00 | \$5.50 | \$11.00 | \$16.50 |
| | Perform 60 Serving Pouch | \$220.00 | \$55.00 | 200.00 | \$20.00 | \$10.00 | \$20.00 | \$30.00 |
| COMPLETE BY JUICE PLUS+ | Shakes - Four 15-Serving Pouches | \$152.00 | \$38.00 | 140.00 | \$14.00 | \$7.00 | \$14.00 | \$21.00 |
| | Shakes - 60 Single Serve Sachets | \$168.00 | \$42.00 | 140.00 | \$14.00 | \$7.00 | \$14.00 | \$21.00 |
| | Shakes - Combo Pack | \$168.00 | \$42.00 | 140.00 | \$14.00 | \$7.00 | \$14.00 | \$21.00 |
| | Bars - 60 Count | \$150.00 | \$37.50 | 140.00 | \$14.00 | \$7.00 | \$14.00 | \$21.00 |

Sales profit and commissions are earned from Product Volume.
Prices do not include state and local tax. For a full list of products, see your JuicePlus.com personal website.

| | PRODUCT | PRICE | MTHLY INSTALL PRICE | PRODUCT VOLUME | SALES PROFIT 50% | COMMISSIONS | | |
|--------------|--------------------------------|------------|---------------------------|-------------------|------------------------|-------------|----------|----------|
| | | | | | | 5% | 10% | 15% |
| TOWER GARDEN | FLEX | \$670.00 | \$55.83 | 310.00 | \$155.00 | \$15.50 | \$31.00 | \$46.50 |
| | HOME w/Lights | \$1,020.00 | \$85.00 | 485.00 | \$167.50* | \$24.25 | \$48.50 | \$72.75 |
| | HOME No Lights | \$725.00 | \$60.42 | 335.00 | \$167.50 | \$16.75 | \$33.50 | \$50.25 |
| | Family Garden | \$2,160.00 | \$180.00 | 1,000.00 | \$500.00 | \$50.00 | \$100.00 | \$150.00 |
| | Community Garden | \$6,750.00 | \$562.50 | 3,120.00 | \$1,560.00 | \$156.00 | \$312.00 | \$468.00 |
| | LED Grow Lights | \$325.00 | NA | 150.00 | NA | \$7.50 | \$15.00 | \$22.50 |
| | Mineral Blend | \$65.00 | NA | 30.00 | NA | \$1.50 | \$3.00 | \$4.50 |
| | Support Cage | \$95.00 | NA | 42.50 | NA | \$2.13 | \$4.25 | \$6.38 |
| | Extension Kit | \$95.00 | NA | 44.50 | NA | \$2.23 | \$4.45 | \$6.68 |
| | Baby Greens Ext. Kit | \$115.00 | NA | 54.00 | NA | \$2.70 | \$5.40 | \$8.10 |
| | Combo Ext. Kit | \$105.00 | NA | 49.50 | NA | \$2.48 | \$4.95 | \$7.43 |
| | HOME Support Cage | \$90.00 | NA | 40.00 | NA | \$2.00 | \$4.00 | \$6.00 |
| | Green Bronx Machine Bundle | \$1,385.00 | NA | 577.00 | \$155.00 | \$28.85 | \$57.70 | \$86.55 |
| | Green Bronx Machine Curriculum | \$1,349.00 | NA | NA | \$150.00 | NA | NA | NA |
| | | | | | | | | |

Sales profit and commissions are earned from Product Volume.

*Sales profit calculated on HOME unit only. There is no sales profit on lights.

Example of Fruit + Vegetable + Berry Capsule Earnings:

Price: \$320

Sales Profit: 10% x 300 Product Volume = \$30

Commissions: 5%, 10% or 15%

| | SALES PROFIT + COMMISSIONS = TOTAL |
|------------------------------------|------------------------------------|
| Partner (0%) | \$30 + \$0 = \$30 |
| Partner+ (5%) | \$30 + \$15 = \$45 |
| Qualifying Sales Coordinator (10%) | \$30 + \$30 = \$60 |
| Sales Coordinator (15%) | \$30 + \$45 = \$75 |



REALIZE THE POSSIBILITIES

Income Potential

| SALES PROFIT | | 10%, 50% |
|------------------------------|----------------------------------|---|
| | | Percentage of the product volume from your own and your customers' orders. See Price & Earnings Guide. |
| COMMISSIONS | | 5%, 10%, 15% |
| | | <ul style="list-style-type: none"> Commissions are paid on your Customer Volume, plus the difference between your commission level and your team members' commission levels. (See chart to the right). To receive your commission each month you must be Commission Qualified (which mean you have a minimum of 175 in Commission Volume). All commission levels are permanent. A Qualifying Month is the month that you achieve the volume and structure for a new title. The Effective Month is the month following when you get paid at your new commission level. |
| BONUSES | PERFORMANCE (PB) | 3% |
| | PROMOTE OUT (POB) | 3% |
| | BUSINESS INVESTMENT (BIB) | 5% - 20% |
| TITLE REWARDS (TR) | | \$50 - \$20,000 |
| | | Payment for promotion to a new title. A total of \$80,700 Express Track can be achieved when you complete all levels of the compensation plan. |
| BENEFITS / INCENTIVES | | |
| | | Family Benefits Package: medical, dental, vision, life, health advocate, telemedicine, disability, long term care, tuition reimbursement, holiday checks, leadership school and more. These benefits/incentives are explained further in Phase 2. |

Example of Commissions and Bonuses Paid on Team

A Sales Coordinator at the 15% commission level who is eligible for Performance (PB) and Promote Out Bonuses (POB) earns the following percentages on the team:

| | |
|---|---|
| Partner (0%) | 15% - 0% = 15% |
| Partner+ (5%) | 15% - 5% = 10% + PB 3% = 13% |
| Qualifying Sales Coordinator (10%) | 15% - 10% = 5% + PB 3% = 8% |
| Sales Coordinator (15%) | 15% - 15% = 0% + PB 3% + POB 3% = 6% |

Understanding Volume

- Product Volume** - the value assigned to each product.
- Promotional Product Volume** - Product Volume that is used to calculate promotions through the Sales Coordinator title. For the purpose of promotions, the company gives you the full value of the products that were shipped even when the customer pays on installments.
- Paid Product Volume** - the money collected by the company from the customers' payments in a business month.
 - Customer Volume** - the Paid Product Volume that comes from you and your Customer's orders.
 - Commission Volume** - the Paid Product Volume that comes from you, your customers, and your team members at the Partner title. A minimum of 175 in Commission Volume needed for Commissions.
 - Performance Bonus Volume** - the Paid Product Volume that comes from you, your customers, your Partners, and Partner+s.
 - Promote Out Bonus Volume** - the Paid Product Volume that comes from you, your customers, your Partners, Partner+s, and QSCs who are not under a Sales Coordinator.
 - Payline Volume** - the Paid Product Volume that comes from your Volume and your team down through 3-5 generations.

CHOOSE THE POSSIBILITIES

RESTART FAST TRACK:

Our Company cares about you and your success! Should you miss completing the “Promotional Product Volume”, “Customer” or “Team Structure” requirements for any of the Fast Track Titles for P+, QSC, or SC, you still have an opportunity to restart this journey at any time and earn the associated Title Rewards.

When restarting for either P+, QSC, or SC, you can do so in any 30 day, 60 day or 6 month window respectively. Best of all, any of the required Promotional Product Volume that reships within your 30 day, 60 day or 6 month window will count toward the volume requirements of your new Title Rewards. Find complete details for structure and volume requirements on Page 2.

Note: If you are restarting your Fast Track to SC any Promotional Product Volume generated under a Sales Coordinator line will not count toward your promotion.

Express Track is not an option for restarts.

CUMULATIVE REQUIREMENTS:

A cumulative track is available without Fast Track Title Rewards.

Partner Plus+ - generate 4,000 in Promotional Product Volume over any period of time.

Qualifying Sales Coordinator - generate 12,000 in Promotional Product Volume over any period of time.

Sales Coordinator - generate 22,000 in Promotional Product Volume and meet one of the following requirements:

Team Focused Track

- Create structure of at least 3 Partner Plus+s

OR

Customer Focused Track

- Have a minimum of 14,000 in volume coming from your customers
In month of promotion must have minimum of 20 active personal customers

| | | QUALIFYING SALES COORDINATOR \$300 Leads | SALES COORDINATOR \$600 Leads 3% Promote Out Bonus |
|--------------|-----------------------------|---|--|
| | PARTNER+ \$50 | 3% Performance Bonus | 3% Performance Bonus |
| PARTNER | 5% Commission | 10% Commission | 15% Commission |
| Sales Profit | Sales Profit | Sales Profit | Sales Profit |

————— FAST TRACK —————

CHOOSE THE POSSIBILITIES

CUSTOMER FOCUSED TRACK:

Interested in continuing to grow your business with customers? Here are four opportunities to earn a bonus!

| | LEVEL 1 | LEVEL 2 | LEVEL 3 | LEVEL 4 |
|-----------------------------|--|--|--|--|
| Who Can Participate? | SC to PMD+ | SC to PMD+ | SC to PMD+ | SC to PMD+ |
| Your Qualifications | <ul style="list-style-type: none"> • 2500 personal customer paid volume • 30 different customers (your own personal orders do not count) | <ul style="list-style-type: none"> • 5000 personal customer paid volume • 60 different customers (your own personal orders do not count) | <ul style="list-style-type: none"> • 10000 personal customer paid volume • 120 different customers (your own personal orders do not count) | <ul style="list-style-type: none"> • 20000 personal customer paid volume • 240 different customers (your own personal orders do not count) |
| Bonus Requirements | Meet Volume of 2500 with 30 different customers, maintain for 2 consecutive months, and earn a bonus of \$500. | Meet Volume of 5000 with 60 different customers, maintain for 2 consecutive months, and earn a bonus of \$1000. | Meet Volume of 10000 with 120 different customers and maintain for 2 consecutive months and earn a bonus of \$2000. | Meet Volume of 20000 with 240 different customers and maintain for 2 consecutive months and earn a bonus of \$3750 |
| Reward Amount | \$500 | \$1000 | \$2000 | \$3750 |
| Customer Volume Requirement | 2500 | 5000 | 10000 | 20000 |
| Customer Count Requirement | 30 | 60 | 120 | 240 |

Note: Existing Partners that signed up prior to June 1st, 2022, are eligible for a prorated bonus based on their average volume of April and May business.



Business Partner Program Requirements

The Business Partner Program is designed to help Juice Plus+ SCs and above who have demonstrated a commitment to growing their business and reaching the next promotion level.

Who is Eligible?

All Juice Plus+ Partners who Express or Fast Track to SC are enrolled in the Juice Plus+ Business Partner Program.

Benefits

Sales Coordinator:

- Access to a Business Development Specialist
- Eligible to receive leads from the Juice Plus+ Company *

QSSC thru NMD:

- Monthly coaching calls with a Juice Plus+ Business Development Specialist
- Eligible to receive leads from the Juice Plus+ Company *
- Invitation to Juice Plus+ Leadership calls

Guidelines

To remain in the Business Partner Program, the Partner should maintain title requirements and consistently demonstrate the growth towards their next title level.

Who's eligible to receive Leads?

- QSC thru PMD+ Partners
- Must be PB qualified the previous month