



courage. integrity. impact.

BRAVENLY GLOBAL[®] COMPENSATION PLAN

HOW THIS PLAN WORKS FOR YOU

The Bravenly Global® Compensation Plan combines the best of successful social marketing concepts and blends relationship building with innovative ideas, creating a new hybrid approach to your home-based business.

let's get started

Our success formula leverages social media and the latest in digital empowered business tools. Combined with the best elements of customer referral marketing, direct-selling and social marketing. Providing you with easy-to-use tools to build a customer base while growing your Brand Partner team.

COMPENSATION PLAN

phases of success

Our leveraged business system allows you to customize your money-making efforts around your personal lifestyle and your available time. There are four “phases” to building your Bravenly business, providing multiple ways to earn.



FOUNDATION PHASE

As you're just getting started, focus on the basics of building a business. By enrolling customers, retaining them and starting to enroll Brand Partners.



GROWTH PHASE

As you start moving through the ranks, you can unlock additional ways to earn. Start to receive bonuses on sales from your “Personal Team” and your downline “Team Generations” as you grow a bigger organization.



LEADERSHIP PHASE

As you grow your leadership and rise through the ranks, you'll unlock additional ways to earn with another generational bonus and even have the potential to earn shares in a bonus pool.



ELITE PHASE

Once you reach the top rank of our company, there are Elite bonuses available for you.

GET ACTIVE

ENROLLMENT OPTIONS

The Product Packs will automatically make you active to receive commissions. If you just purchase the Bravenly Business Kit for \$49.99, you will need to acquire 100 Personal Rank Volume (PRV) to get active and receive commissions. Every month after your enrollment month, you will need to acquire **100 PRV** to remain active.

*To view Pack options, check with your Enroller. Pack promotions, products, prices, and all details are subject to change.

ACTIVE STATUS

You must be **ACTIVE** to receive any commissions or bonuses. You will become **ACTIVE** once you have achieved 100 Personal Rank Volume. Your PRV comes from your own personal orders, Retail Customer orders, or VIP Customer Orders. So, any combination of 100 PRV will make you active.

IN GOOD STANDING

You must be **In Good Standing** Status with Bravenly to receive commissions and access your Bravenly business. In order to keep your business In Good Standing, you will need to pay your \$39.99 Renewal Fee each year. You can buy this anytime leading up to your renewal date in your back office. After 400 days without paying your renewal fee, you will **NOT** be In Good standing and will lose your ability to receive commissions and run your business.

BRAVENLY PAY PERIODS

We have **2** different types of Pay Periods: **Weekly** (Mon-Sun) & **Monthly**. To be Active in the Monthly Pay Period and qualified to receive bonuses, you need to have 100 PRV in that given month. To make sure you never miss a First Order Bonus, make sure in the current week + previous 4 weeks you have been active with 100 PRV. Weekly pays out 1 week in arrears & Monthly pays out on the 15th of the next month.

example

You enroll a Brand Partner with a First Order of \$100 on Tuesday. You will want to earn your weekly bonus of 25% on that (\$25). You will need to be active that week or the 4 weeks prior to receive that bonus. **EACH** week, make sure you are Active from that week or the previous 4 (rolling 5 week total) in order to receive bonuses.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	JAN 1 Weekly pay day for the week of DEC 18th - 24th					
	PAY WEEK 1					
Accumulated 100 Rank Volume by End of Pay week & now also active for monthly pay period	JAN 8 Weekly pay day for the week of DEC 25th - 31st					
	PAY WEEK 2					
	JAN 15 Weekly pay day or the week of JAN 1st - 7th & Monthly Pay Day for DECEMBER					
	PAY WEEK 3					
	JAN 22 Weekly pay day for the week of JAN 8th - 14th					
	PAY WEEK 4					
	JAN 29 Weekly pay day for the week of JAN 15th - 21st		JAN 31 Need to accumulate 100 Rank Volume by End of Month & now active for monthly pay period.			
	PAY WEEK 5					
	FEB 5 Weekly pay day for the week of JAN 22nd - 28th	Must acquire 100 Rank Volume again in the month of February for MONTHLY pay & for WEEKLY pay				

FOUNDATION PHASE



1 retail customer sales

20% COMMISSION ON RETAIL
CUSTOMER SALES

For every purchase that your Retail Customers make, you will earn a 20% commission based on the **Suggested Retail Price (SRP)** of their order.

This commission is paid weekly.

example—

Your friend Jane purchased \$100 **SRP** worth of product from you.

You will receive \$20.

FOUNDATION PHASE

2 *vip customer sales*

**10% COMMISSION ON VIP
CUSTOMER SALES**

For every purchase that your VIP Customers make, you will earn a 10% commission based on the **Suggested Retail Price (SRP)** of their orders.

This commission is paid weekly.

example —

Your friend John purchased \$100 **SRP** worth of product from you, as a VIP Customer.

You will receive \$10.



FOUNDATION PHASE

3

first order bonus

10% or 25% FIRST PRODUCT ORDER BONUS ON E1 & E2

Every time you personally enroll a new Brand Partner who purchases the BBK and purchases product **within 2 days after enrollment**, you will receive a First Order Bonus.

That Personally Enrolled Brand Partner becomes your Direct Enrollee (E1). YOU, as the Brand Partner, will receive a **25% bonus** on your E1's first product order. When your E1 enrolls a Brand Partner, that person becomes your Indirect Enrollee (E2). YOU will receive a **10% bonus** on your E2's first product order. **These bonuses are paid weekly.**

25% of the Brand Partner's Pay Volume (PV), is assigned from every first order and goes into the unilevel to benefit you and the upline. You will receive full Rank Volume (RV) though, on that first order to help you rank up.

example

You Personally Enroll Brittany, who places a first order of \$200. 50 Pay Volume goes into the unilevel. You will receive a **FIRST ORDER BONUS** of \$50 on this E1.

Then, Brittany enrolls Julie, who also places a first order of \$100. 25 Pay Volume goes into the unilevel. You will receive a **FIRST ORDER BONUS** of \$10 on this E2.

WHO YOU EARN ON

E1

Direct Enrollees

E2

Indirect Enrollees

BONUS % EARNED

Earn 25% bonus on first product order

Earn 10% bonus on first product order

CALENDAR

Mikki enrolls for \$49.99 on a Friday.

She has until Sunday at 11:59pm EST to place an order for YOU to receive the 25% First Order Bonus on her (E1) order.

Mikki enrolls Sarah for \$49.99 on a Monday.

Sarah has until Wednesday at 11:59pm EST to place an order for YOU to receive the 10% on her (E2) order.

First orders can be placed on Join Date + 2 days to qualify as a first order.

FOUNDATION PHASE

4 club cash

EARN UP TO 15% COMMISSION

On top of your weekly Retail & VIP Customer commissions, you can earn an additional 6-15% monthly on your total Club Points. You earn Club Points on all your personal orders, Retail Customer orders and VIP Customer orders. You can also earn Club Cash, as you grow your Team Pay Volume (TPV*), by the end of the month, you can unlock higher commission rates. ***This commission is paid monthly.***

TOTAL CLUB POINTS OR GROUP VOLUME IN A MONTH

CLUB CASH % EARNED

up to 399 Club Points

NO Club Cash Earned

400 to 699 Club Points

Earn 6% of Club Points

700 to 1,199 Club Points

Earn 9% of Club Points

1,200 to 1,999 Club Points
or 7,500 Team Pay Volume

Earn 12% of Club Points

2,000+ Club Points
or 15,000 Team Pay Volume

Earn 15% of Club Points



GROWTH PHASE

5 level bonus

4% LEVEL BONUSES UP TO 4 LEVELS

example

Amy has 3 people on Level 1, each at 400 Pay Volume.
Amy will make \$16 on each person for a total of \$48.

Amy has 6 people on Level 2, each at 400 Pay Volume.
Amy will make \$16 on each person for a total of \$96.

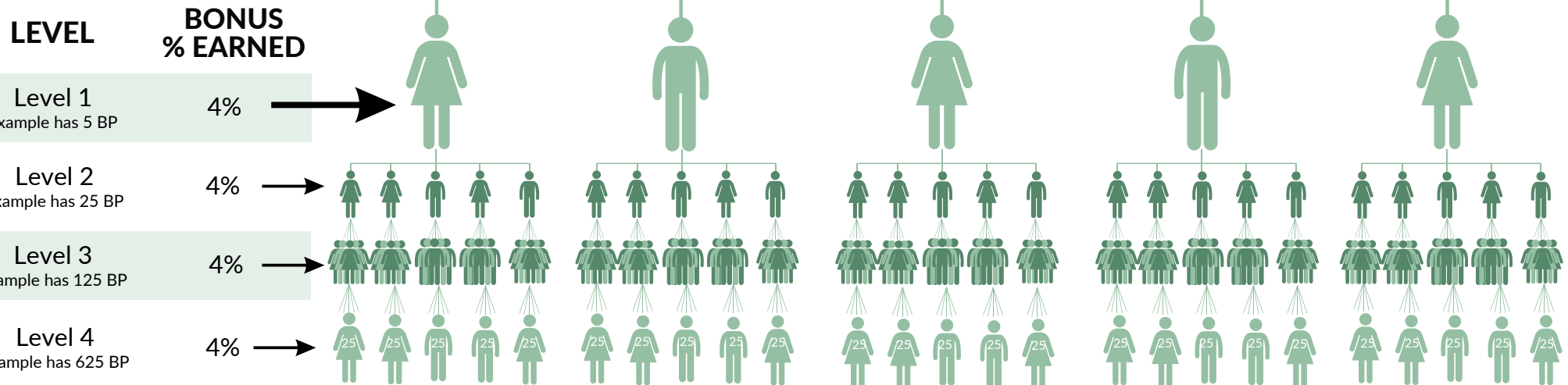
This pattern continues to pay you 4% on, up to 4 levels based on your rank.

As you rank up, you can begin earning Level Bonuses of 4% Pay Volume on up to 4 levels deep of Active Brand Partners & Affiliates.

Brand Partners placed direct to you are considered your Level 1. Your Level 2 is anyone directly under your Level 1. Your Level 3 is anyone directly under your Level 2. Your Level 4 is anyone directly under your Level 3, and so on.

Level Bonuses are paid monthly.

example organization



GROWTH PHASE

6 enroller bonus

6% BONUS ON E1 & E2

example

You enroll Dani, who is your E1, no matter what level she is placed on.
She has 600 Pay Volume. **You make \$36.**

Dani enrolls Jessica, who is your E2. She has 50 Pay Volume. **You make \$30.**

When you personally enroll a new Brand Partner or Affiliate (your “E1’s”), you begin receiving 6% Enroller Bonuses on their Pay Volume. When your E1’s personally enroll others (your “E2’s”), and you’ve reached the rank of Director or higher, you’ll earn 6% Pay Volume Enroller Bonuses on your E2 Brand Partners & Affiliates.
Enroller Bonuses are paid monthly.

example organization



WHO YOU
EARN ON

E1

Direct Enrollees

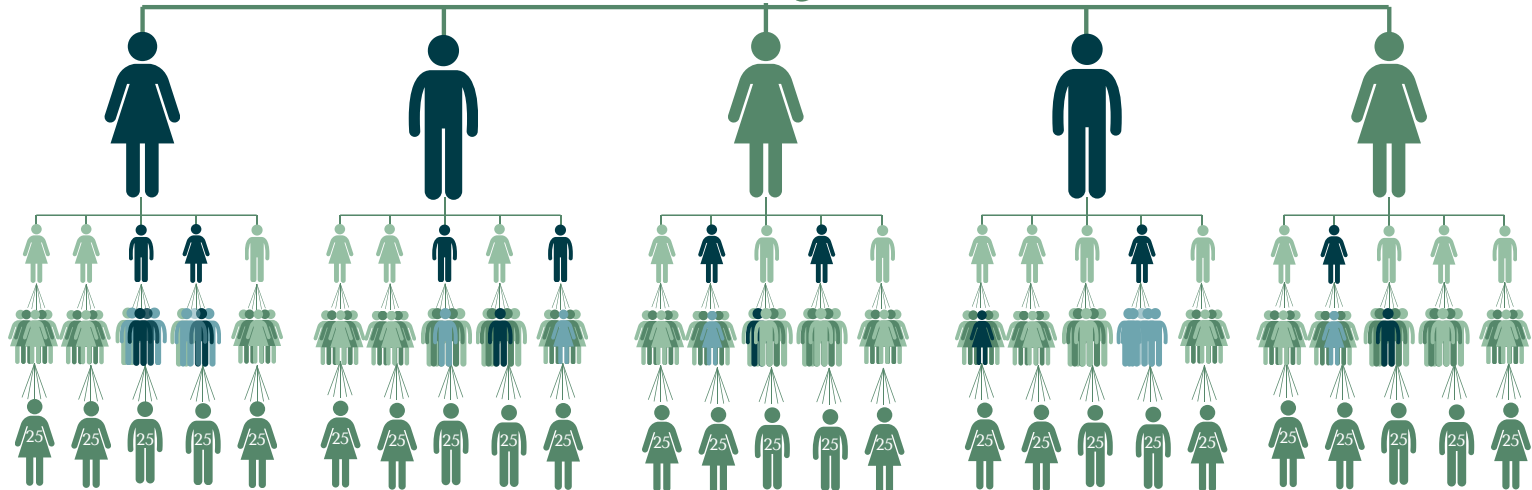
E2

Indirect Enrollees

BONUS %
EARNED

Earn 6% bonus

Earn 6% bonus



GROWTH PHASE

7

rank bonuses

BONUSES AS YOU RANK

rank advancement bonus

As you rank advance in the designated time frame, you'll earn these bonuses. You can achieve the rank **BEFORE** your time frame and earn the bonus sooner, but if you earn the rank **AFTER** the time frame, you do not earn the bonus. These bonuses do stack on top of each other, if you rank advance past 1 rank.

example

You enroll in Feb & hit EBP in your first 3 full calendar months & earn the \$25 rank bonus.

Your first month is your join month then you get 3 FULL calendar months after your join month.

FEB	MARCH	APRIL	MAY
JOIN MONTH	MONTH 1	MONTH 2	MONTH 3

rank maintenance bonus

Once you have hit each rank in the timeline, you can earn 3 **MORE** bonuses when you maintain that paid-as rank in 3 of the next 4 calendar months.

Get rewarded with these 2 types of Rank Bonuses as you **achieve & maintain** ranks shown within the designated time frame.

RANK	TIME FRAME	RANK ADVANCEMENT BONUS	RANK MAINTENANCE BONUS - 1	RANK MAINTENANCE BONUS - 2	RANK MAINTENANCE BONUS - 3
EXECUTIVE BRAND PARTNER	3 full calendar months	\$25	\$25	\$25	\$25
DIRECTOR	4 full calendar months	\$200	\$100	\$100	\$100
SENIOR DIRECTOR	6 full calendar months	\$400	\$200	\$200	\$200
EXECUTIVE DIRECTOR	12 full calendar months	\$600	\$350	\$350	\$350
SENIOR EXECUTIVE DIRECTOR	15 full calendar months	\$800	\$450	\$450	\$450
VICE PRESIDENT	18 full calendar months	\$1,600	\$800	\$800	\$800
SENIOR VICE PRESIDENT	24 full calendar months	\$4,000	\$2,000	\$2,000	\$2,000
EXECUTIVE VICE PRESIDENT	36 full calendar months	\$10,000	\$5,000	\$5,000	\$5,000

example

You achieve the Rank of Senior Director (SD) within the first 6 calendar months and earn the \$400 Rank Advancement Bonus. You then maintain the Paid-As rank of Senior Director in 3 of the next 4 following months and earn 3 of the \$200 Rank Maintenance Bonuses.

HIT SD EARN RANK ADVANCEMENT BONUS	DON'T MAINTAIN SENIOR DIRECTOR	MAINTAIN SD & EARN RANK MAINTENANCE BONUS - 1	MAINTAIN SD & EARN RANK MAINTENANCE BONUS - 2	MAINTAIN SD & EARN RANK MAINTENANCE BONUS - 3
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LEADERSHIP PHASE

8 *director bonuses*

2% BONUS ON PERSONAL TEAM
1-3% BONUS ON DIRECTOR TEAMS

Once you hit the Rank of Director, you earn a 2% Generational Bonus on your Personal Team. Your Personal Team is anyone in your downline who has NOT reached the rank of Director.

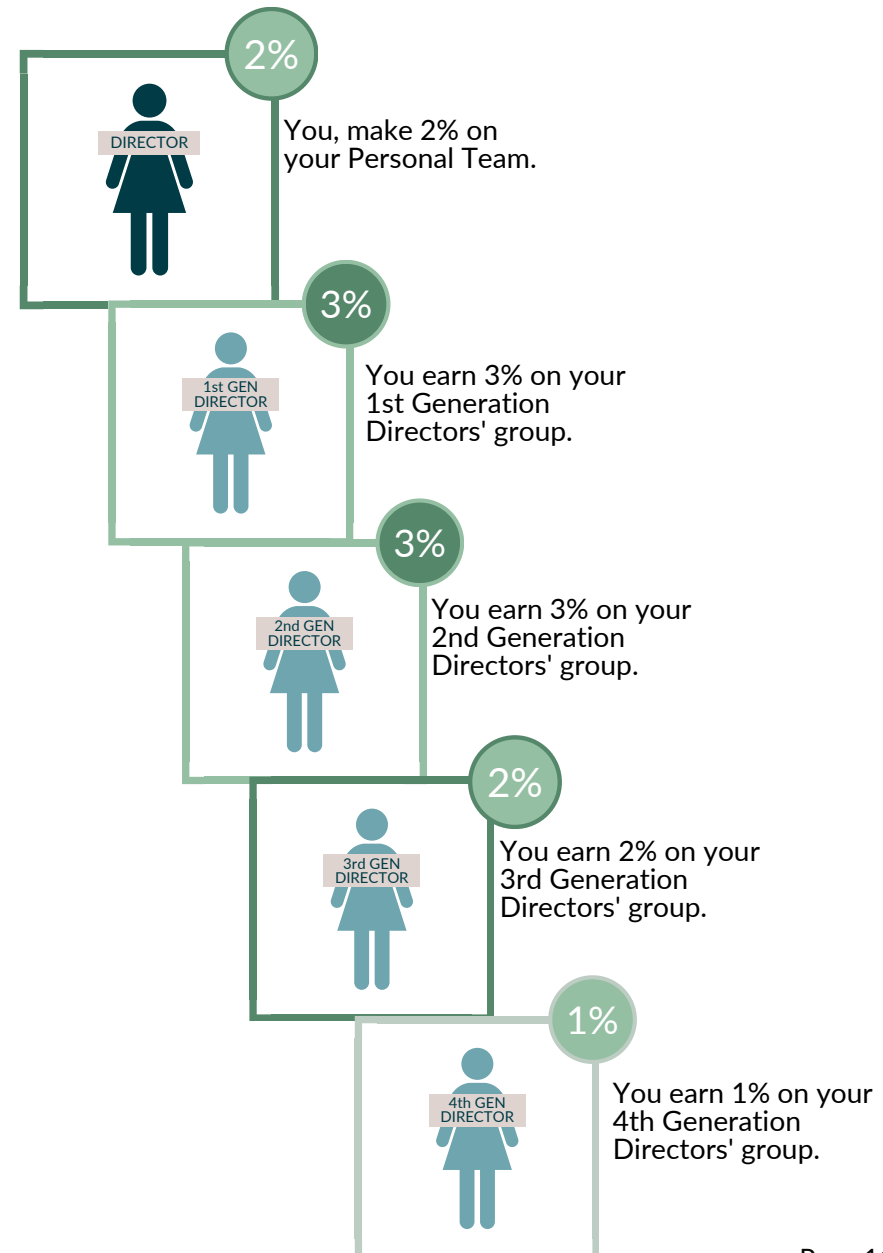
Also at Director, you can now earn a 3% Generational Bonus on the Enrollment Tree Groups of those Brand Partners in your downline who have also achieved Director or higher ranks. As you climb the ranks past Director, you will start to unlock more Generations of Directors under you.

Director Bonuses are paid monthly.

example

You hit the Rank of Director and at the end of the month your Personal Team did 3,200 in Pay Volume. **You earn a 2% bonus on that and make \$64.**

The next month you are paid-as Director with 4,700 in Pay Volume. Your Personally Enrolled Sarah also promotes to Director, with 2,500 Pay Volume. **You make a 3% Bonus on her 2,500 - which is \$75.** Then the remaining volume of your Personal Team is $(4,700 - 2,500 = 2,200)$. **So you make a 2% Bonus on your 2,200 from your Personal Team - which is \$44.**



9

vice president bonuses

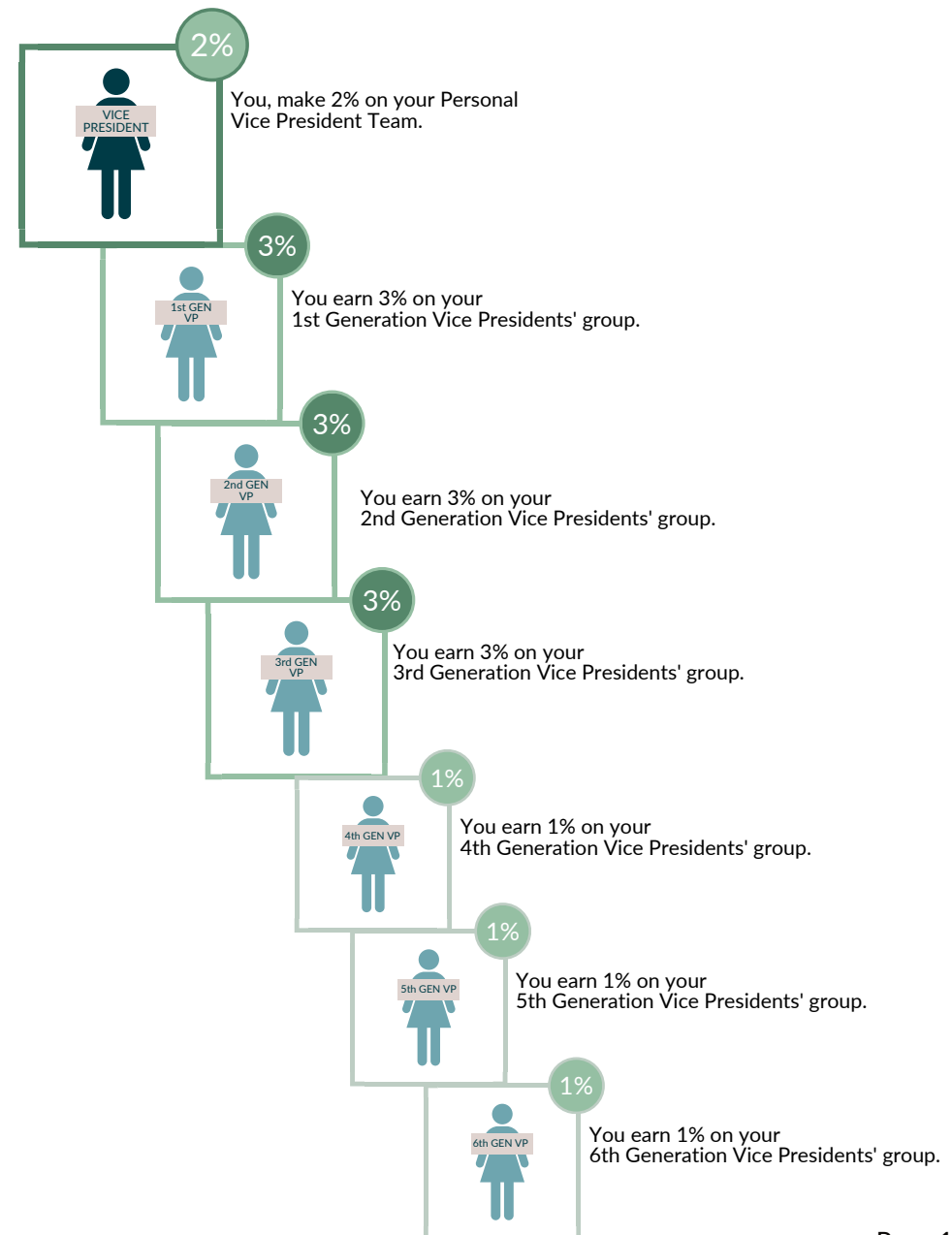
2% BONUS ON PERSONAL TEAM
1-3% BONUS ON VP TEAMS

Once you hit the Rank of Vice President, you earn a 2% Generational Bonus on your Personal Team. Your Personal Team is anyone in your downline who has NOT reached the rank of Vice President.

Also, as a Vice President, you can earn a 3% Generational Bonus on the Enrollment Tree Groups of those Brand Partners in your downline who have also achieved Vice President or higher ranks. As you climb the ranks past Vice President, you will start to unlock more Generations of Vice Presidents under you.

example

You are paid-as VP and your Pay Volume is 47,000. You helped Ricky promote to VP, and his Pay Volume is 32,000. You make a 3% Bonus on his 32,000, so you make **\$960**. The remaining volume is your Personal Team ($47,000 - 32,000 = 15,000$). You make a 2% Bonus on your 15,000 from your Personal Team – which is **\$300**.



ELITE PHASE

10 *national bonus pool*

1% OF BRAVENLY'S PAY VOLUME
SHARED AMONG EVPS

executive vice president

You are Paid-As an Executive Vice President (EVP). Earn **ONE*** share for hitting EVP.

silver executive vice president

You are Paid-As a Silver EVP.
Earn **TWO*** shares for hitting Silver EVP.

gold executive vice president

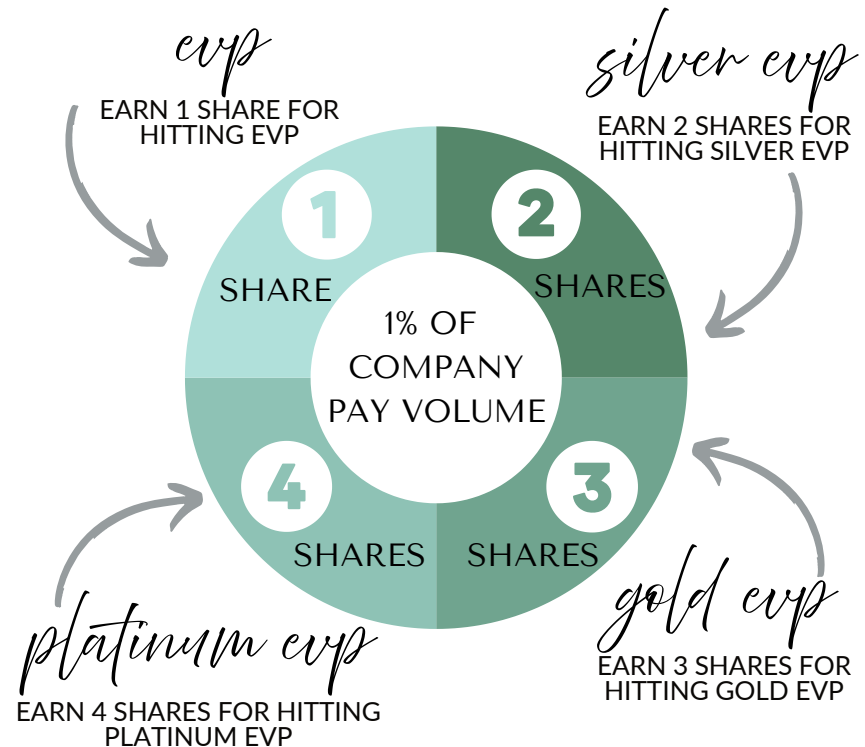
You are Paid-As a Gold EVP.
Earn **THREE*** shares for hitting Gold EVP.

platinum executive vice president

You are Paid-As a Platinum EVP.
Earn **FOUR*** shares for hitting Platinum EVP.

Once you are an Executive Vice President, you unlock this additional way to earn. We have reserved our top Ranks of Bravenly to earn shares in our National Bonus Pool.

Once you have achieved any of these ranks, you are eligible to share in the company total Pay Volume. Each month, at least 1% of the company Pay Volume is put into the National Bonus Pool. The bonus pools are paid annually based on the shares you have earned.



COMPENSATION PLAN *chart at a glance*

<i>qualifications</i>	INDEPENDENT BRAND PARTNER	SENIOR BRAND PARTNER	EXECUTIVE BRAND PARTNER	DIRECTOR	SENIOR DIRECTOR	EXECUTIVE DIRECTOR	SENIOR EXECUTIVE DIRECTOR	VICE PRESIDENT	SENIOR VICE PRESIDENT	EXECUTIVE VICE PRESIDENT	<i>silver</i> EXECUTIVE VICE PRESIDENT	<i>gold</i> EXECUTIVE VICE PRESIDENT	<i>platinum</i> EXECUTIVE VICE PRESIDENT
RANK QUALIFICATIONS*	PURCHASE BBK + ACTIVE	ACTIVE + 2 PERSONALLY ENROLLED QUALIFIED CUSTOMERS											
TEAM RANK VOLUME	—	400	1,000	2,500	5,000	10,000	20,000	40,000	75,000	150,000	300,000	600,000	1,000,000
RANK BALANCE %	—	—	—	50% RULE	50% RULE	50% RULE	50% RULE	40% RULE	40% RULE	40% RULE	40% RULE	40% RULE	40% RULE
MAINTENANCE VOLUME	—	400	800	2,000	4,000	8,000	16,000	32,000	60,000	120,000	240,000	480,000	800,000
MAINTENANCE BALANCE %	—	—	—	50% RULE	50% RULE	50% RULE	50% RULE	40% RULE	40% RULE	40% RULE	40% RULE	40% RULE	40% RULE
<i>bonuses</i>													
RETAIL & VIP CUSTOMER COMMISSIONS	EARN 10% ON VIP CUSTOMERS & 20% ON RETAIL CUSTOMERS OF THE SRP - UP TO AN ADDITIONAL 15% OF THE BV (see CLUB CASH on pg.7)												
UNILEVEL BONUS:													
LEVEL 1 BONUS	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
LEVEL 2 BONUS	—	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
LEVEL 3 BONUS	—	—	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
LEVEL 4 BONUS	—	—	—	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
ENROLLER BONUS:													
E1-DIRECT ENROLLEE	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
E2-INDIRECT ENROLLEE	—	—	—	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
RANK BONUSES:**													
ADVANCEMENT BONUS	—	—	\$25	\$200	\$400	\$600	\$800	\$1,600	\$4,000	\$10,000	See National Bonus Pool on page 13 to learn about additional bonuses at these ranks.		
MAINTENANCE BONUS 1	—	—	\$25	\$100	\$200	\$350	\$450	\$800	\$2,000	\$5,000			
MAINTENANCE BONUS 2	—	—	\$25	\$100	\$200	\$350	\$450	\$800	\$2,000	\$5,000			
MAINTENANCE BONUS 3	—	—	\$25	\$100	\$200	\$350	\$450	\$800	\$2,000	\$5,000			
DIRECTOR GENERATIONAL BONUSES	PERSONAL TEAM			2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	1ST GENERATION DIRECTOR			3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
	2ND GENERATION DIRECTOR				3%	3%	3%	3%	3%	3%	3%	3%	3%
	3RD GENERATION DIRECTOR					2%	2%	2%	2%	2%	2%	2%	2%
	4TH GENERATION DIRECTOR						1%	1%	1%	1%	1%	1%	1%
VICE PRESIDENT GENERATIONAL BONUSES	PERSONAL TEAM							2%	2%	2%	2%	2%	2%
	1ST GENERATION VICE PRESIDENT							3%	3%	3%	3%	3%	3%
	2ND GENERATION VICE PRESIDENT								3%	3%	3%	3%	3%
	3RD GENERATION VICE PRESIDENT									3%	3%	3%	3%
	4TH GENERATION VICE PRESIDENT										1%	1%	1%
	5TH GENERATION VICE PRESIDENT											1%	1%
	6TH GENERATION VICE PRESIDENT												1%

*When Achieving any new lifetime rank, for the first time, the maintenance qualifications for the previous ranks must be hit as well. For more info, see "Lifetime Rank Qualifications" in the glossary.

**See page 12 for further clarification on the time frame to earn these bonuses.

BRAVENLY GLOSSARY

Terms you should know

ACTIVE: Personally acquire 100 Personal Rank Volume each pay period.

AFFILIATE: A person who is participating in our Affiliate Program, earning in the first 3 ways of our comp plan, but not building a business as a Brand Partner.

BRAND PARTNER: The name of an independent contractor who has enrolled with the \$49.99 Bravenly Business Kit.

BRAVENLY BUSINESS KIT: The basic kit with tools, brochures, workbooks, etc. that a Brand Partner receives when they enroll and start their business.

CLUB POINTS: The Personal Pay Volume of a Brand Partner that calculates their Club Cash.

DIRECTOR PERSONAL TEAM: As a Director, the Brand Partners in your downline, to unlimited depth in every leg, until another Enrollment Tree Director or higher is found in that leg, are in your Director Personal Team.

DOWNLINE: Those people directly sponsored by a Brand Partner, plus all the people whose line of sponsorship resulted from and came through that enrolled Brand Partner, including those that were placed in their downline.

E1 - DIRECT ENROLLEE: A personally Enrolled Brand Partner. This is someone who went to your website and enrolled Directly with you as their sponsor.

E2 - INDIRECT ENROLLEE: A personally Enrolled Brand Partner enrolled by your E1.

ENROLLER: The Bravenly Brand Partner who introduces an Enrollee to the opportunity and whom that Enrollee signs with through their website.

ENROLLER & SPONSOR RELATIONSHIPS: Bravenly tracks two different types of relationships among its Brand Partners—the “Enroller relationship” and the “Placement Sponsor relationship.” The Enroller is the person who enrolled the new Brand Partner. The Sponsor of a new Brand Partner is the person whom the enrollee is directly placed under. This can be the same person if the enrollee keeps their new Brand Partner Front line.

ENROLLMENT & PLACEMENT TREES: Enrollment Tree is any Brand Partner directly enrolled with you or that they have enrolled. Placement Tree is any Brand Partner enrolled by an upline that is placed on your team and then anyone that enrolls with them and so on.

FRONT LINE: Refers to all Brand Partners that are personally enrolled (in the Enrollment tree) or sponsored (in the Placement Sponsor tree) by a Brand Partner and put in Level 1.

GENERATION: Each new Director or VP that promotes in your downline starts a new generation in that leg, and the generation is made up of that Director or VP’s Team Pay Volume.

IN GOOD STANDING: You must be In Good Standing Status with Bravenly to receive commissions and access your Bravenly business. In order to keep your business In Good Standing, you will need to pay your \$39.99 Renewal Fee each year. You can buy this up to 30 days up to your renewal date in your back office. After 400 days without paying your renewal fee, you will NOT be In Good standing and will lose your ability to receive commissions and run your business.

JOIN MONTH: The calendar month that a Brand Partner joins Bravenly.

BRAVENLY GLOSSARY CONT.



LEG: Each Independent Brand Partner on your first level represents a separate “Leg” in your team. A Brand Partner’s Legs grow as your first-level Brand Partners begin to build their own organization.

LEVEL: The Brand Partners you personally sponsor (whether you directly enrolled them, or they were strategically placed under you by an upline Brand Partner) are your “Level 1” or “L1.” Their L1’s are your L2’s, and so on. Levels generally define and refer to the Placement Sponsor tree.

LIFETIME RANK: Your Lifetime Rank is your highest rank achieved when hitting a new rank for the first time. There are different qualifications for maintaining your rank each month. The qualifications for hitting ANY rank for the first time are that the Brand Partner MUST be Active, have 2 Personally Enrolled Qualified Customers, and achieve the maintenance qualifications for the previous ranks.

MAINTENANCE: The standard of performance required for a Brand Partner to continue being “Paid-as” a rank after meeting the initial qualification requirements for that rank.

PAID-AS RANK: You will retain your highest earned rank title indefinitely. However, if you don’t meet the specified maintenance requirements for that rank in a pay period, you will be “Paid-as” the rank for which you did qualify.

PAY VOLUME (PV): The value assigned to each product for the purpose of paying bonuses.

PERSONAL PAY VOLUME (PPV): The sum of the Pay Volume for your personal orders, your Retail Customers, and your VIP Customers.

PERSONAL RANK VOLUME (PRV): The sum of the Rank Volume for your personal orders, your Retail Customers, and your VIP Customers.

PRODUCT CREDIT: Credit earned or given to a Brand Partner or Customer that can be redeemed later on a future purchase. When used, the SRP, Pay Volume and Rank Volume of an order are proportionally deducted.

QUALIFIED CUSTOMER: A Retail or VIP Customer who has placed a 25 PV Pay Volume order in the current month.

RANK VOLUME (RV): The value assigned to each product for meeting rank promotion and maintenance qualification.

RETAIL CUSTOMER: A customer who is paying the Suggested Retail Price for a product and not receiving any perks of the Ambassador Program.

SPONSOR: The Brand Partner under whom a new Enrollee is placed in the Placement Sponsor tree. The Enroller and Sponsor of a Brand Partner may be the same person, but are not necessarily so.

SUGGESTED RETAIL PRICE (SRP): This is the dollar value recommended by the Company for each of its products when sold to a retail customer. Retail Customer & Ambassador commissions are paid off of SRP.

TEAM PAY VOLUME (TPV): This is the total Personal Pay Volume (PPV) created by you and all your Brand Partners in your downline calculated to infinite depth, sometimes subject to the 50% / 40% Rule.

TEAM RANK VOLUME (TRV): This is the total Personal Rank Volume (PRV) created by you and all your Brand Partners in your downline calculated to infinite depth, sometimes subject to the 50% / 40% Rule.

UPLINE: Every Brand Partner above a Brand Partner in a genealogy structure.

VIP CUSTOMER: A customer who has paid the \$9.99 fee and is receiving a 10% discount on the SRP and is eligible to earn other perks of the program.

VICE PRESIDENT PERSONAL TEAM: As a Vice President (VP), all the Brand Partners in your downline, to unlimited depth in every leg, until another Enrollment Tree VP or higher rank is found in that leg, are in your Personal Leadership Team.

2023 MONTHLY INCOME BY RANK (ACTIVE BRAND PARTNERS)

BRAND PARTNER PAID RANK	% OF ACTIVE BRAND PARTNERS	BRAND PARTNER MONTHLY HIGH	BRAND PARTNER MONTHLY LOW	BRAND PARTNER MONTHLY AVERAGE	MONTHLY VOLUME NEEDED TO ACHIEVE RANK
Independent Brand Partner	33.92%	\$1,515.15	\$.93	\$69.06	N/A
Senior Brand Partner	18.60%	\$1,921.24	\$2.77	\$93.49	400 TRV
Executive Brand Partner	21.51%	\$2,086.68	\$49.04	\$131.56	1,000 TRV
Director	11.21%	\$3,916.63	\$238.13	\$598.14	2,500 TRV
Senior Director	6.38%	\$4,797.65	\$346.66	\$1,241.31	5,000 TRV
Executive Director	5.83%	\$11,249.36	\$740.94	\$2,258.83	10,000 TRV
Vice President	1.46%	\$16,451.29	\$2,713.77	\$7,775.32	30,000 TRV
Senior Vice President	.82%	\$22,744.97	\$7,407.15	\$16,071.59	75,000 TRV
Executive Vice President	.27%	\$53,680.51	\$16,571.05	\$35,316.40	150,000 TRV

The average and median monthly income for Bravenly U.S. Brand Partners is represented by U.S. and all U.S. Territories that Brand Partners reside in. Income is defined as commissions received from Bravenly and does not include income received from the resale of Bravenly products by Brand Partners. The average monthly income for ALL U.S. Brand Partners at all ranks (which includes Active and Inactive Brand Partners) year to date for 2023 was **\$898.03**, and the median monthly income for ALL U.S. Brand Partners was **\$131.67**. In 2023, **59.11%** of U.S. Brand Partners were not Active and therefore did not earn any commissions. An "Active" Brand Partner is defined as a Brand Partner who earned at least one commission in 2023.

The income information in the above table includes only those Brand Partners who were active in 2023.

Note, these figures do not represent a Brand Partner's profit, as they do not consider expenses incurred by a Brand Partner in operation or promotion of his/her business. These figures above refer to gross income (total income before any expenses are deducted). The expenses a Brand Partner incurs in the operation of his/her business vary widely. Expenses for Brand Partners can be several hundred or thousands of dollars annually. The earnings of the Brand Partners in this chart are not necessarily representative of the income, if any, that a Bravenly Brand Partner can or will earn through his/her participation in the Bravenly Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits.

Bravenly Global makes no representations or warranties that a Brand Partner will earn any income through the Bravenly Global opportunity. You may not make any income as a Brand Partner. Any promise or representation of earnings, whether made by Bravenly Global or a Brand Partner, would be misleading. Success with Bravenly Global results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities.





BRAVENLY GLOBAL COMPENSATION PLAN

you are made for more!

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As stated in Bravenly Global's Policies & Procedures, because laws and the business environment periodically change, Bravenly Global reserves the right to amend the compensation plan at its sole and absolute discretion. By signing the Brand Partner's Agreement, a Brand Partner agrees to abide by all amendments or modifications that Bravenly Global elects to make. The continuation of a Brand Partner's Bravenly Global business or a Brand Partner's acceptance of bonuses or commissions constitutes acceptance of any and all amendments. Please see the full Bravenly Policies and Procedures document at bravenlyglobal.com for more details.

BALANCING VOLUME TO RANK UP AT BRAVENLY

The purpose of these balance rules is to encourage each Brand Partner to build multiple strong legs and a healthy organization built on a solid foundation that keeps growing.

50% RULE

When qualifying or maintaining ranks of Director, Senior Director, Executive Director or Senior Executive Director, a 50% Volume Rule will apply. That means no more than 50% of your Team Rank Volume (TRV) can be counted from any one leg in your organization.

Any amount greater than 50% of the rank required Team Rank Volume (TRV) that comes from one leg of a Brand Partner's downline will not be counted toward the total required volume for that rank.

40% RULE

When qualifying or maintaining ranks of Vice President and above, a 40% Volume Rule will apply. That means no more than 40% of your Team Rank Volume (TRV) can be counted from any one leg in your organization.

However, the Brand Partner will be paid bonuses on all the volume, from whatever source, that the Brand Partner is entitled to be paid upon for the "Paid-as" rank for which that Brand Partner is qualified, AFTER application of the 40% Rule, regardless of whether the Team Rank Volume corresponding with that volume was used to determine the "Paid-as" rank.

rank advancing MAXIMUM PER LEG

SENIOR BRAND PARTNER NO MAX CAP	50% rule EXECUTIVE DIRECTOR 5,000 TRV	40% rule EXECUTIVE VICE PRESIDENT 60,000 TRV
EXECUTIVE BRAND PARTNER NO MAX CAP	50% rule SENIOR EXECUTIVE DIRECTOR 10,000 TRV	40% rule SILVER EXECUTIVE VICE PRESIDENT 120,000 TRV
50% rule DIRECTOR 1,250 TRV	40% rule VICE PRESIDENT 16,000 TRV	40% rule GOLD EXECUTIVE VICE PRESIDENT 240,000 TRV
50% rule SENIOR DIRECTOR 2,500 TRV	40% rule SENIOR VICE PRESIDENT 30,000 TRV	40% rule PLATINUM EXECUTIVE VICE PRESIDENT 400,000 TRV

rank maintenance MAXIMUM PER LEG

SENIOR BRAND PARTNER NO MAX CAP	50% rule EXECUTIVE DIRECTOR 4,000 TRV	40% rule EXECUTIVE VICE PRESIDENT 48,000 TRV
EXECUTIVE BRAND PARTNER NO MAX CAP	50% rule SENIOR EXECUTIVE DIRECTOR 8,000 TRV	40% rule SILVER EXECUTIVE VICE PRESIDENT 96,000 TRV
50% rule DIRECTOR 1,000 TRV	40% rule VICE PRESIDENT 12,800 TRV	40% rule GOLD EXECUTIVE VICE PRESIDENT 192,000 TRV
50% rule SENIOR DIRECTOR 2,000 TRV	40% rule SENIOR VICE PRESIDENT 24,000 TRV	40% rule PLATINUM EXECUTIVE VICE PRESIDENT 320,000 TRV

RANKS OF BRAVENLY

INDEPENDENT
BRAND
PARTNER



SENIOR
BRAND
PARTNER



EXECUTIVE
BRAND
PARTNER



DIRECTOR



SENIOR
DIRECTOR



EXECUTIVE
DIRECTOR



SENIOR
EXECUTIVE
DIRECTOR



400
Team Rank
Volume

1,000
Team Rank
Volume

2,500
Team Rank
Volume

5,000
Team Rank
Volume

10,000
Team Rank
Volume

20,000
Team Rank
Volume

VICE
PRESIDENT



SENIOR
VICE PRESIDENT



EXECUTIVE
VICE PRESIDENT



silver
EXECUTIVE
VICE PRESIDENT



gold
EXECUTIVE
VICE PRESIDENT



platinum
EXECUTIVE
VICE PRESIDENT



40,000
Team Rank
Volume

75,000
Team Rank
Volume

150,000
Team Rank
Volume

300,000
Team Rank
Volume

600,000
Team Rank
Volume

1,000,000
Team Rank
Volume



Once you hit the Rank of Executive Vice President, you have the ability to build a 2.0 spot that is direct to your original spot.



BRAVENLY GLOBAL®

BRAND PARTNER GUIDE TO AFFILIATES
IN YOUR BRAVENLY BUSINESS

HOW THE AFFILIATE PROGRAM FITS INTO YOUR BRAVENLY BUSINESS

Bravenly has 2 customer types: Retail Customers who pay full price and our VIP Customers who receive perks.

If someone wants a discount and the ability to share products and make bonuses, the Bravenly Affiliate Program is perfect for them. They get a link, website, and tools to support them so they can share and earn.

This guide will help you as a Brand Partner know how the Affiliate program fits into your business.

THE PERKS AFFILIATES EARN IN THE PROGRAM



JOIN AS A BRAVENLY AFFILIATE

When an Affiliate enrolls for \$29.99 with a yearly Membership in the program, they receive a website, referral link & digital marketing tools.



RECEIVE A DISCOUNT

Affiliates receive a 20-30% discount on all Bravenly product purchases.



SHARE YOUR REFERRAL LINK & EARN MONEY

- Enroll a Retail Customer with your link, and earn 20% commission.
- Enroll a VIP Customer with your link, and earn 10% commission.
- Enroll an Affiliate with your link, and earn 10% commission.



EARN AN AFFILIATE CASH BONUS

Every product that Affiliates buy or sell has AFFILIATE Points.

When they grow their points to 400+ they earn a 6-15% Affiliate Cash Bonus.

With this bonus + Commission, they can earn up to 35% on products sold through their link.

AFFILIATES IN YOUR ORGANIZATION

think of affiliates as mini brand partners in your team

Affiliates will be placed on your Level 1 in your organization.

They will show up in reports in your Back Office where Brand Partners are listed. You will see them listed as Affiliates (AFF).

There is NO placement of Affiliates, they stay placed on your Level 1.

Affiliates do not Rank Advance.

Affiliate volume does **not** count towards your Active status or Club Points. Their volume **does** count toward your Team Rank Volume that you can count to rank up.

Affiliates can enroll Retail & VIP Customers through their referral link. They can also enroll other Affiliates. However, they can NOT enroll Brand Partners.



EARN ON YOUR AFFILIATES

what brand partners earn on their affiliates

level
BONUS

4% on Level 1 Affiliates
Personal Pay Volume

enroller
BONUS

6% On E1 & E2 Affiliates
Personal Pay Volume

GENERATION
BONUS

Affiliate's Personal Pay Volume will count towards your Director & Vice President Generation Bonuses.

VOLUME

Affiliate's Personal Rank Volume will count towards your Team Rank Volume.



WHAT AFFILIATES EARN

Affiliates can earn in the first 3 ways of our Bravenly Compensation Plan, with Retail Commissions, VIP Commissions & Club Cash. They also earn Affiliate Commissions.



20% on Retail Customer SRP sales through your link.

*paid weekly



10% on VIP Customer SRP sales through your link.

*paid weekly



10% on Affiliate Personal Volume

*paid weekly



6-15% of your Affiliate Club Points, if you achieve 400+ Points

*paid monthly



TOTAL CLUB POINTS IN A MONTH

CLUB CASH % EARNED

up to 399 Club Points

NO Club Cash Earned

400 - 699 Club Points

Earn 6% of Club Points

700 - 1,199 Club Points

Earn 9% of Club Points

1,200 - 1,999 Club Points

Earn 12% of Club Points

2,000+ Club Points

Earn 15% of Club Points



BRAVENLY GLOBAL AFFILIATE PROGRAM

strive for more in 2024

Bravenly Global makes no representations or warranties that an Affiliate will earn any income through the Bravenly Global opportunity. You may not make any income as an Affiliate. Any promise or representation of earnings, whether made by Bravenly Global or an Affiliate, would be misleading. Success with Bravenly Global results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities. Because Bravenly Global has only recently launched, it has not yet determined the average or median annual or monthly earnings of Bravenly Global Affiliates. When that information is determined, it will be published on our website.

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Bravenly Affiliates can earn commissions and bonuses in 4 different ways. Earn weekly commissions on Retail sales, VIP sales, and Affiliate sales. If you grow your points to 400+ in a month, earn Club Cash.



20% on Retail Customer SRP sales through your link.

*paid weekly



10% on VIP Customer SRP sales through your link.

*paid weekly



6-15% of your Affiliate Club Points, if you achieve 400+ Points

*paid monthly



10% on Affiliate Personal Volume

*paid weekly

TOTAL CLUB POINTS IN A MONTH

CLUB CASH % EARNED

up to 399 Club Points

NO Club Cash Earned

400 - 699 Club Points

Earn 6% of Club Points

700 - 1,199 Club Points

Earn 9% of Club Points

1,200 - 1,999 Club Points

Earn 12% of Club Points

2,000+ Club Points

Earn 15% of Club Points

Key Terms:

SUGGESTED RETAIL PRICE (SRP): This is the dollar value recommended by the Company for each of its products when sold to a retail customer. Retail & VIP Customer commissions are paid off of SRP.

CLUB POINTS: Each product has a point value determined by the Company. An Affiliates Club Points calculates their Club Cash.

You must have made \$20 or more in commissions to get paid, to trigger a paycheck. Once you have made at least \$20 or more, you'll receive an email from **iPAYOUT** with instructions to set up your account and a **UNIQUE ACCESS CODE** will be given to you.

VIP CUSTOMER PERKS



JOIN AS A VIP CUSTOMER

Pay a \$19.99 LIFETIME Membership fee, or spend \$150 when enrolling to waive the fee.



RECEIVE A DISCOUNT & EARN CREDIT ON EVERY PURCHASE

Receive a 10-20% Discount on all Bravenly Products.

Earn 10 % back in Product Credit on all orders based on the SRP of products purchased.



SHARE YOUR REFERRAL LINK & EARN CREDIT

Receive 10% Product Credit when you share your link and someone buys through it.



EASY-SHIP REWARDS PROGRAM

Earn FREE Mystery items on 3,6,9 & 12 month Easy Ship Orders.



SPECIAL BONUSES

Birthday specials, double credit days, and more!

VIP CUSTOMER PERKS



JOIN AS A VIP CUSTOMER

Receive a LIFETIME Membership



RECEIVE A DISCOUNT & EARN CREDIT ON PURCHASES

Receive a Discount on all Bravenly Products.

Earn Product Credit on all orders based on the SRP of products purchased.



SHARE YOUR REFERRAL LINK & EARN CREDIT

Receive Product Credit when you share your link and someone buys through it.



EASY-SHIP REWARDS PROGRAM

Earn rewards if on Easy-Ship.

GROWTH PHASE

8

rank bonuses

BONUSES AS YOU RANK

rank advancement bonus

As you rank advance in the designated time frame, you'll earn these bonuses. You can achieve the rank **BEFORE** your time frame and earn the bonus sooner, but if you earn the rank **AFTER** the time frame, you do not earn the bonus. These bonuses do stack on top of each other, if you rank advance past 1 rank.

example

You enroll in Feb & hit EBP in your first 3 full calendar months & earn the \$25 rank bonus.

Your first month is your join month then you get 3 FULL calendar months after your join month.



rank maintenance bonus

Once you have hit each rank in the timeline, you can earn 3 **MORE** bonuses when you maintain that paid-as rank in 3 of the next 4 calendar months.

Get rewarded with these 2 types of Rank Bonuses as you **achieve & maintain** ranks shown within the designated time frame.

RANK	TIME FRAME	RANK ADVANCEMENT BONUS	RANK MAINTENANCE BONUS - 1	RANK MAINTENANCE BONUS - 2	RANK MAINTENANCE BONUS - 3
EXECUTIVE BRAND PARTNER	3 full calendar months	\$25	\$25	\$25	\$25
DIRECTOR	4 full calendar months	\$200	\$100	\$100	\$100
SENIOR DIRECTOR	6 full calendar months	\$400	\$200	\$200	\$200
EXECUTIVE DIRECTOR	12 full calendar months	\$600	\$350	\$350	\$350
SENIOR EXECUTIVE DIRECTOR	15 full calendar months	\$800	\$450	\$450	\$450
VICE PRESIDENT	18 full calendar months	\$1,600	\$800	\$800	\$800
SENIOR VICE PRESIDENT	24 full calendar months	\$4,000	\$2,000	\$2,000	\$2,000
EXECUTIVE VICE PRESIDENT	36 full calendar months	\$10,000	\$5,000	\$5,000	\$5,000

example

You achieve the Rank of Senior Director (SD) within the first 6 calendar months and earn the \$400 Rank Advancement Bonus. You then maintain the Paid-As rank of Senior Director in 3 of the next 4 following months and earn 3 of the \$200 Rank Maintenance Bonuses.



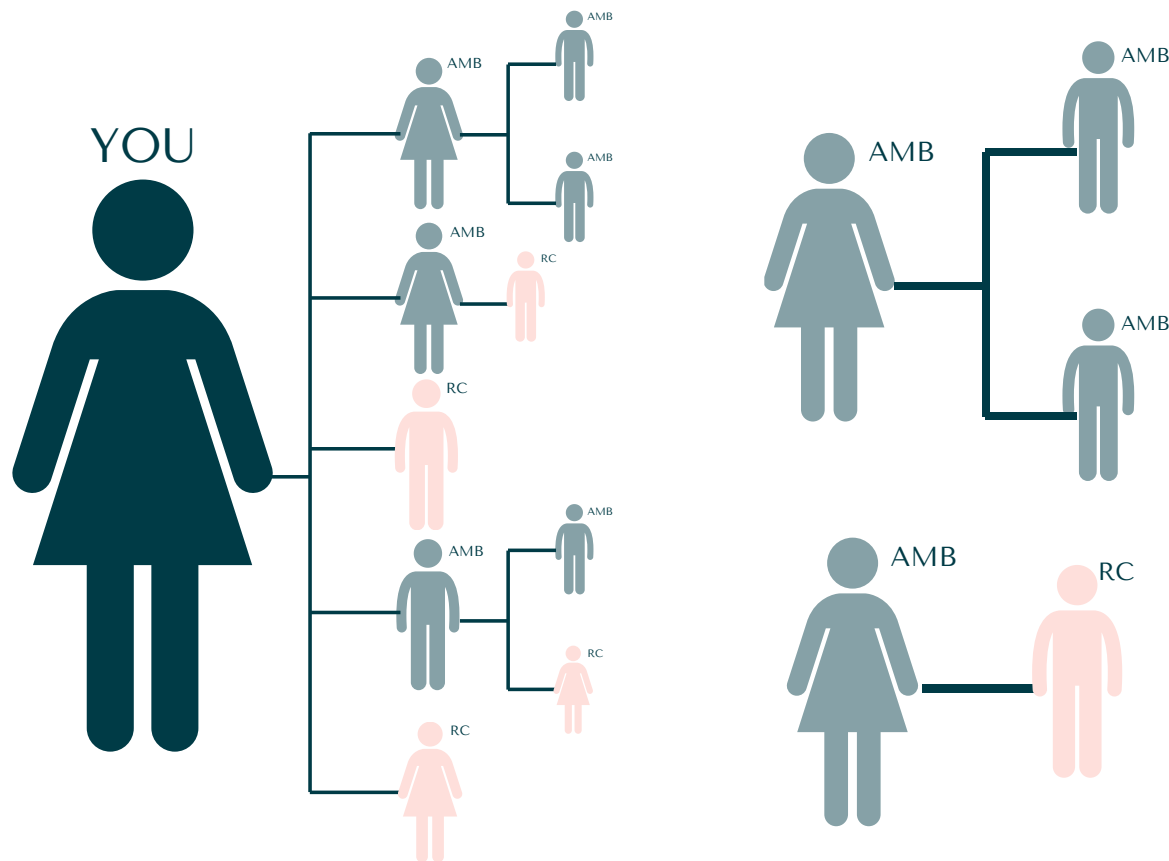
FOUNDATION PHASE

3

ambassador

For every purchase that your Ambassadors make, you will earn a 10% commission based on the **Suggested Retail Price (SRP)** of their orders. This commission is paid weekly.

Your Ambassadors receive their own online Wellness Store and when their friends and family order through their site, you as the Brand Partner receives 10% **SRP** on their Retail or Ambassador orders as well. All Ambassador and Retail sales from your Personally Enrolled Ambassadors count towards your PBV.



You, as the Brand Partner, make 10% **SRP** on all Personally Enrolled Ambassadors.

You, as the BP, will also make 10% **SRP** on any Ambassadors under your PE Ambassadors to infinite levels.

You, as the Brand Partner make 10% **SRP** on all your indirect Retail Customers. (Indirect RC purchase from your Ambassadors).

OPTION 2 RANK ADVANCEMENT

Uncap your personal volume

You can rise through the ranks of Director & above at Bravenly using Option 2, which allows you to use an unlimited amount of personal qualification volume. What this means for you, is that you have 2 options to Rank advance or maintain your rank. You can use Option 1, which are the Team Qualifications with capped PQV, or Option 2 which uncaps your PQV. Must be Active to hit or maintain any rank.

Example

You want to hit Director and use more than 50% of your PQV that Option 1 caps you at, no problem. As long as you have at least 5 RC or AMB and 70% of your PQV (875 PQV) is coming from RC's or AMB's, you can count all of it and rank up to Director.

must have:

	<i>hit</i> DIRECTOR	<i>hit</i> SENIOR DIRECTOR	<i>hit</i> EXECUTIVE DIRECTOR	<i>hit</i> VICE PRESIDENT	<i>hit</i> SENIOR VICE PRESIDENT	<i>hit</i> EXECUTIVE VICE PRESIDENT
TGQV (TOTAL GROUP QUALIFICATION VOLUME)	2,500	5,000	10,000	30,000	75,000	150,000
PQV (PERSONAL QUALIFICATION VOLUME)	1,250	2,500	5,000	12,000	30,000	60,000
QL's (QUALIFIED LEGS)	3	4	5	5	5	5
% RULE OF YOUR PQV THAT MUST COME FROM RETAIL CUSTOMERS OR AMBASSADORS	70% at least 875 PQV	70% at least 1,750 PQV	70% at least 3,500 PQV	75% at least 9,000 PQV	80% at least 24,000 PQV	85% at least 51,000 PQV
NUMBER OF CUSTOMERS	5 RC OR AMB	8 RC OR AMB	10 RC OR AMB	25 RC OR AMB	50 RC OR AMB	100 RC OR AMB

must have:

	<i>maintain</i> DIRECTOR	<i>maintain</i> SENIOR DIRECTOR	<i>maintain</i> EXECUTIVE DIRECTOR	<i>maintain</i> VICE PRESIDENT	<i>maintain</i> SENIOR VICE PRESIDENT	<i>maintain</i> EXECUTIVE VICE PRESIDENT
TGQV (TOTAL GROUP QUALIFICATION VOLUME)	2,000	4,000	7,500	24,000	60,000	120,000
PQV (PERSONAL QUALIFICATION VOLUME)	1,000	2,000	3,750	9,600	24,000	40,000
% RULE OF YOUR PQV THAT MUST COME FROM RETAIL CUSTOMERS OR AMBASSADORS	70% at least 700 PQV	70% at least 1,400 PQV	70% at least 2,625 PQV	75% at least 7,200 PQV	80% at least 19,200 PQV	85% at least 34,000 PQV
NUMBER OF CUSTOMERS	5 RC OR AMB	8 RC OR AMB	10 RC OR AMB	25 RC OR AMB	50 RC OR AMB	100 RC OR AMB

EXECUTIVE PHASE

10 *National Bonus Pool*

1% OF BRAVENLY'S BV SHARED
AMONG TOP 3 RANKS

Once you are an Executive Vice President, your goal is to unlock this additional way to earn. This is done by promoting Executive Vice Presidents in your team. We have reserved the TOP 3 Ranks of Bravenly to earn shares in our National Bonus Pool.

Once you have achieved any of these ranks, you are eligible to share in the company total BV. Each month, 1% of the company BV is put into the National Bonus Pool. The bonus pools are paid annually based on the shares you have earned.

Silver Executive Vice President

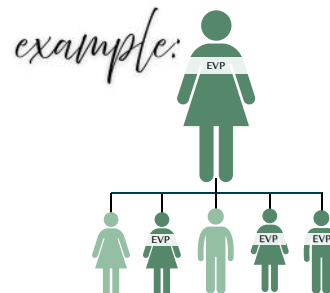
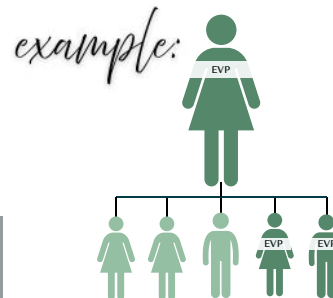
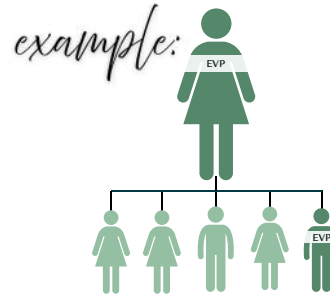
You are Paid-As an EVP and have promoted at least 1 Leg to EVP as well. Earn **ONE*** share for hitting Silver EVP. Then you can earn an **additional ONE** share per 25,000 TGQV (each leg capped at 50,000 TGQV)

Gold Executive Vice President

You are Paid-As an EVP and have promoted at least 2 Legs to EVP as well. Earn **TWO*** shares for hitting Gold EVP. Then you can earn an **additional TWO** shares per 25,000 TGQV (each leg capped at 50,000 TGQV)

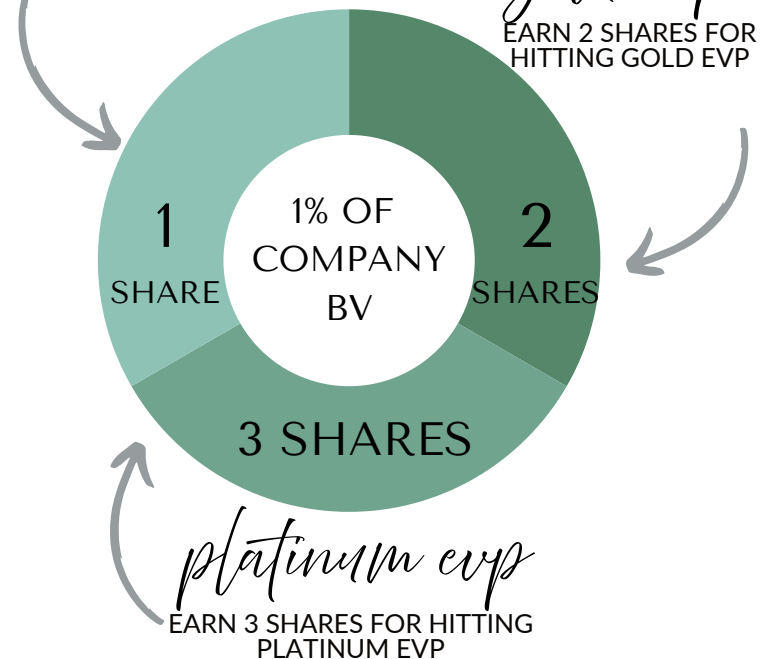
Platinum Executive Vice President

You are Paid-As an EVP and have promoted at least 3 Legs to EVP as well. Earn **THREE*** shares for hitting Platinum EVP. Then you can earn an **additional THREE** shares per 25,000 TGQV (each leg capped at 50,000 TGQV)



silver evp
EARN 1 SHARE FOR
HITTING SILVER EVP

gold evp
EARN 2 SHARES FOR
HITTING GOLD EVP



*No single BP may earn more than 40% of the total National Bonus pool payout. Any BP earning more than 40% will be capped.

