



# Compensation Plan

Africa

# Congratulations!

## Welcome to the NeoLife Family

There has never been a better time to launch your ultimate low-risk business startup and be a part of our mission to give everyone the power to live healthier and happier lives.

As a Distributor, you are now able to tap into the earning potential of NeoLife's highly rewarding Compensation Plan. It is a highly rewarding plan, and in no time at all, you'll be well versed in how it works. Read on to learn everything you'll need to know about how to build a successful startup with us.

As you grow with us you'll learn that we treat you like family. If you have questions, feel free to draw on the expertise of your up-line sponsor or any member of the NeoLife Field Support Team. We're always here for you.

For more information, contact your local Field Support Team

# The Distributor Startup Opportunity

## Instant Entrepreneurship



Exclusive  
Products



Compensation  
Plan



Company  
Infrastructure

With the NeoLife Distributor opportunity, we offer what you need to grow a successful startup business. There are low barriers to entry because NeoLife provides the infrastructure that any successful business needs, as well as superior quality, effective products, and generous compensation plan. So instead of having to raise hundreds of thousands of dollars to get started with a traditional startup, NeoLife makes entrepreneurship accessible to everyone. It's your business on your terms, that can also be passed down as an asset to future generations.

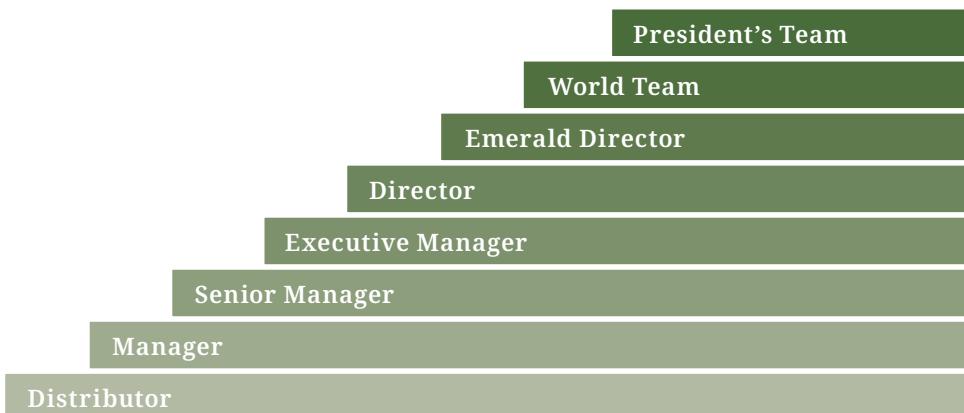
Unlike traditional business startups, building a NeoLife business does not require a significant investment in inventory, sales tools, or other materials. NeoLife Distributors are strongly discouraged from purchasing more than they can reasonably use or sell in any given month, and they are protected by NeoLife's 100% money-back consumer guarantee as well as repurchase policy for those who decide to leave the business.

### We Believe in People!

Other companies gain legitimacy and brand awareness with ads on TV and splash marketing campaigns. We do it through people. Because we believe in people. So we don't spend on advertising, we pay our Distributors instead... purely and simply based on performance.

# Definitions & Terminology

## The Path to the Top



### Some Important Terms:

#### **PV – Point Value**

PV is a Point Value assigned to each product and is used to qualify for bonuses, recognition and achievements. PV doesn't change when prices are adjusted. So no matter what the price of an item, the amount of PV which must be sold to attain particular bonus qualifications does not vary from year to year.

#### **PPV – Personal Point Value**

Personal PV is the PV on your Distributor Account from the purchases you have made during the month plus the PV on the accounts of the Members you have sponsored.

To participate in NeoLife's Compensation Plan and Distributor Incentives, you need 100 Personal PV, which is the minimum monthly activity required to participate.

#### **QPV – Qualified Point Value**

QPV is a combined PV figure: your Personal PV for the month plus the PV of all the Distributors you've sponsored, and that they have sponsored, extending to the next Qualified Director in your downline. Your QPV determines the percentage of Sales Volume Bonus that you qualify to earn each month.

#### **Qualified Director**

Qualified Director is a Distributor who has the Director Title and accumulates at least 4,000 QPV. Qualified Directors earn the 25% "Top of the Chart" Sales Volume Bonus.

#### **Group PV – Group Point Value**

Is your QPV, plus the QPV of all Qualified Directors, in your first three levels.

#### **BV – Bonus Volume**

BV is a currency value assigned to each product on which your bonuses are calculated. BV values for each product can be found in the Confidential Distributor Price List. BV changes along with prices and is therefore an inflation-fighting feature. As cost of living and product prices go up over time, so does your income!

**Note:** BV does not have a fixed relationship to PV for each product. The average ratio for products sold in Africa is approximately \$0.60 BV per PV.

#### **SRP – Suggested Retail Price**

Suggested Retail Price is the price NeoLife recommends that you use to sell to Retail Customers. Suggested Retail Price List is available from NeoLife.

#### **DP – Distributor Price**

Distributor Price is the wholesale price of NeoLife products to the Distributor. All registered Distributors can purchase products directly from NeoLife at Distributor Price.

# We Make it Easy to Earn

As you grow your business, the more access you have to profits, bonuses and exclusive incentives:

## 1. Retail & Member Profit:

When customers order from your shopneolife website at Retail or Member Price, you receive the difference between their price and DP in your monthly bonus. Additionally, you earn profit when you buy at Wholesale Price (DP) and sell at Suggested Retail Price (+20%) or Member Price (5-15%).

## 2. Sales Volume Bonus:

Become a Manager, have 100 Personal PV and you're eligible to earn a Sales Volume Bonus.

## 3. Leadership Development Bonus (LDB):

When you achieve the Director title you also earn Leadership Development Bonuses on other qualified Directors developed in your downline organisation three levels deep.

## 4. Network Development Bonus (NDB):

When you achieve President's Team you qualify for a Network Development Bonus on your entire network.

## 5. Incentives:

In addition to Compensation Plan benefits, NeoLife Distributors are eligible to earn regular Incentives, Personal Recognition, Gifts and Travel Rewards based on your performance.

# Distributor Benefits

Maintain your status as an active Distributor and enjoy the Benefits.

- **Own a nutrition startup business**
- Shop & share NeoLife's **exclusive products** ( $\pm 20\%$  off Suggested Retail)
- **Earn a part-time or full-time income** sharing good health
- Participate in all the benefits of the NeoLife **Compensation Plan**
- Participate in **exciting incentives** like cash, luxury travel and gifts
- Receive **recognition** for your achievements
- Access premier **personal development** and **leadership training** resources and events
- Take advantage of **nutrition and product training** resources and events
- Receive company publications and communications including **Lifestyle Magazine** and email newsletters
- Receive a **complimentary personal website** to share with other prospective NeoLife users (ShopNeoLife.com/YourName)
- Receive a **complimentary Back Office website** to help you grow and manage a successful Distributor business and network online (Login from myoffice.neolife.com)
- **Belong to a community of world-changers!**

NB Remember to renew your Distributorship every 12 months, from the month you started with NeoLife.

The illustrations that are included within this Compensation Plan guide are intended to demonstrate how bonuses are computed as hypothetical networks of participants develop. The network illustrations and earnings calculations are not a guarantee or projection of actual income that a NeoLife Distributor will earn through his or her participation in the Compensation Plan. Any guarantee of earnings would be misleading. Success with the NeoLife Compensation Plan results from successful sales efforts and business development on the part of the Distributor.

Income applicable to any individuals or examples depicted are not average.

# Sales Volume Bonus

Grow your sales and watch your bonuses grow.

The more products you and your Distributors sell, the more income you can make through Sales Volume Bonuses (SVB), starting at 250 QPV. Your Sales Volume Bonus is calculated each month using the percentages shown in the chart. A minimum of 100 Personal PV (PPV) is required to earn a Sales Volume Bonus.

## Sales Volume Bonus Chart

DISTRIBUTOR RANK	TOTAL MONTHLY QPV	SALES VOLUME BONUS
Directors	4,000	25%
	3,000	20%
Executive Managers	2,000	15%
Senior Managers	1,000	10%
Managers	500	5%
Distributors	250	3%

### QPV – Qualified Point Value

QPV is a combined PV figure: your Personal PV for the month plus the PV of all the Distributors you've sponsored, and that they have sponsored, extending to the next Qualified Director in your downline. Your QPV determines the percentage of Sales Volume Bonus that you qualify to earn each month.

### Sales Volume Bonus

Sales Volume Bonuses are paid monthly. Your SVB level is determined by your QPV. SVB is calculated using the BV (Bonus Volume) you accrue in a sales month.

### BV – Bonus Volume

BV is a currency value assigned to each product on which your bonuses are calculated. BV values for each product can be found in the Confidential Distributor Price List. BV changes along with prices and is therefore an inflation-fighting feature. As cost of living and product prices go up over time, so does your income!

# Advance Your Distributor Title

As your monthly sales volume increases, you'll step up to higher Distributor titles.

## Manager 500 QPV & 5% SVB



### Qualifications

Accumulate volume from your orders plus the orders of Customers and Distributors you sponsored for a total of 500 QPV (Qualified Point Value) in one month, with at least 100 Personal PV.

This PV can be accumulated from multiple orders.

### Benefits

#### All the Distributor benefits plus...

- Earn a Sales Volume Bonus of up to 5%\*
- Receive a "Manager" pin recognising your achievement
- Attend NeoLife sales meetings, team training, and special events

## Senior Manager 1,000 QPV & 10% SVB



### Qualifications

Accumulate 1,000 QPV in one month with 100 PPV.

**Special Note:** You can achieve both your Manager and Senior Manager qualifications in the same month.

**Qualified Senior Manager:** Once you reach Senior Manager, maintain "Qualified Status" by achieving 1,000 QPV in a month, and lock in a 10% or more Sales Volume Bonus for that month.

### Benefits

#### All the Manager benefits plus...

- Earn a Sales Volume Bonus of up to 10%\*\*
- Receive a "Senior Manager" pin recognising your achievement
- Attend Senior Manager training and other leadership events

## Executive Manager 2,000 QPV or more & 15% to 20% SVB



### Qualifications

Accumulate 2,000 QPV in one month with 100 PPV.

**Special Note:** You can achieve your Manager, Senior Manager and Executive Manager qualifications in the same month.

**Qualified Executive Manager:** Once you reach Executive Manager, maintain "Qualified Status" by achieving 2,000 QPV in a month, and lock in a 15% or more Sales Volume Bonus for that month.

### Benefits

#### All the Senior Manager benefits plus...

- Earn a Sales Volume Bonus between 15% - 20%\*\*\*
- Receive an "Executive Manager" pin recognising your achievement
- Attend Executive Manager training and other leadership events
- As a Qualified Executive Manager, you will advance to Director and earn a 25% Sales Volume Bonus when you accumulate 4,000 QPV in a month

\* A Qualified Manager (500 QPV) will earn a 5% SVB. If not Qualified in a month, you earn according to the SVB chart. (eg. 250 QPV+ earns 3%).

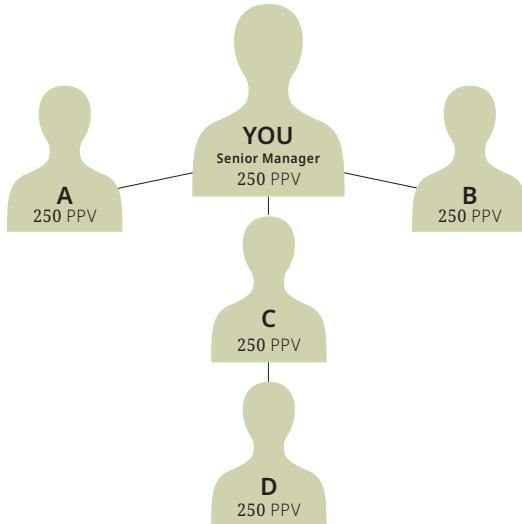
\*\* A Qualified Senior Manager with 1,000 QPV+ earns 10%. If you accumulate 3,000 QPV+ in a month, your earnings increase to 20%. If not Qualified in a month, you earn according to the SVB chart.

\*\*\* A Qualified Executive Manager with 2,000 QPV earns 15%. If you accumulate 3,000 QPV in a month, your earnings increase to 20%. If not Qualified in a month, you earn according to the SVB chart.

# Senior Manager Profit Illustration

**NeoLife's Sales Volume Bonus (SVB) rewards you not just for your orders, but also for the orders placed by all the Distributors in your team!**

In the example below, you ordered 250 PV of product and so did each of the 4 Distributors that you've sponsored into your team:



## Monthly QPV Determines Your Bonus %

QUALIFIED PV (QPV)	
Example Distributor	PPV
You	250
+A	250
+B	250
+C	250
+D	250
<b>Total</b>	<b>1,250 QPV</b>

**SVB BONUS % FOR YOU IS 10%**

QUALIFIED PV (QPV)		
Your Team Earns SVB According To Their Own QPV	You Earn On The Volume Of Their Orders	
A has 250 QPV and earns 3% SVB	7% (Your 10% rate less 3% earned by A)	$7\% \times 250 = \$17.50$
C has 500 QPV and earns 5% SVB	5% (Your 10% rate less 5% earned by C)	$5\% \times 500 = \$25.00$
B has 250 QPV and earns 3% SVB	7% (Your 10% rate less 3% earned by B)	$7\% \times 250 = \$17.50$
Plus 10% on your own orders		$10\% \times 250 = \$25.00$
<b>Your Total Sales Volume Bonus</b>		<b>\$85.00</b>

\*For simplicity the income illustrations on this page assume that BV is equal to PV. Actual Sales Volume Bonuses would be significantly larger when paid on true BV.

## The Power Of Networking

Notice that by introducing others to NeoLife, you as a Qualified Senior Manager increase your QPV to 1,250 and your bonus to \$85.00. Without the network of Distributors, you would have had only 250 PV and a bonus of 3% Sales Volume Bonus.

**By sponsoring others into NeoLife, you accumulate 1,000 PV as a Qualified Senior Manager and qualify to earn up to 10% Sales Volume Bonus.**

## Reach For Higher Bonus Levels On The Chart!

In this example, your Bonus was based on your 1,250 QPV and you qualified for 10%. By reaching 2,000 QPV your Bonus rate would have been 15% and you would earn an additional 5% on all the orders in your network of Distributors!

# Achieving Director is Your Key to Success

As Director, you're in position to maximise your earning potential by earning the highest Sales Volume Bonus of 25%!

## Director 4,000 QPV & up to 25% SVB



### Qualifications

#### OPTION 1

##### Two simple steps:

1. Be a Qualified Executive Manager or higher (at least 2,000 QPV) and Active Distributor.\*
2. Accumulate 4,000 QPV in a sales month.

\*You must have 100 Personal PV and 2,000 QPV or higher in the sales month prior to achieving Director. Active Distributors maintain at least 100 Personal PV each month.

#### OPTION 2

##### Two simple steps:

1. Be a NeoLife Qualified Senior Manager and Active Distributor.
2. Accumulate 10,000 QPV in a 6 month period with at least 100 Personal PV each month & 4,000 QPV in your last month of qualifying.

### Benefits

#### All the Executive Manager benefits plus...

- Earn the maximum Sales Volume Bonus (25%)
- Receive a prestigious "Director" pin
- Earn Leadership Development Bonuses
- Be recognised in publications and at events
- Participate in specialised Director training
- Earn special Director incentives including travel to exclusive NeoLife events

This NeoLife business would earn **more than \$10,000** per year!

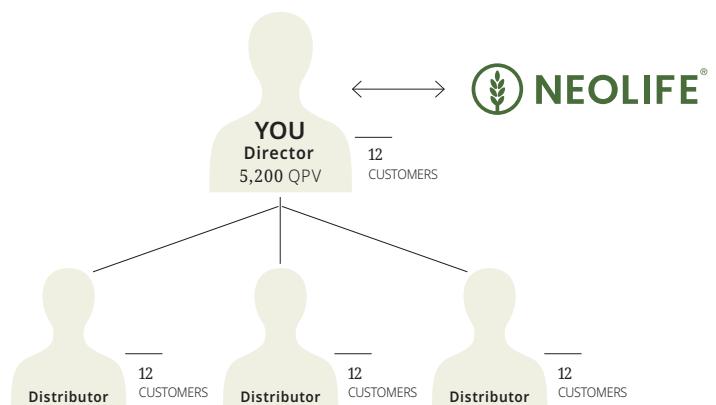
### Build Your Basic 3:

- You have 12 Customers
- You have started 3 other people as Distributors and they also have 12 Customers each

In our illustration, we assume each Customer is using 100 PV worth of product. New customers may start with less than this, but regular customers often use much more.

A Director-size business built in this way would earn approximately \$10,000 per year including incentives! This is excellent income for part-time work.

The illustration above is designed to simplify the explanation of how a NeoLife business is built.



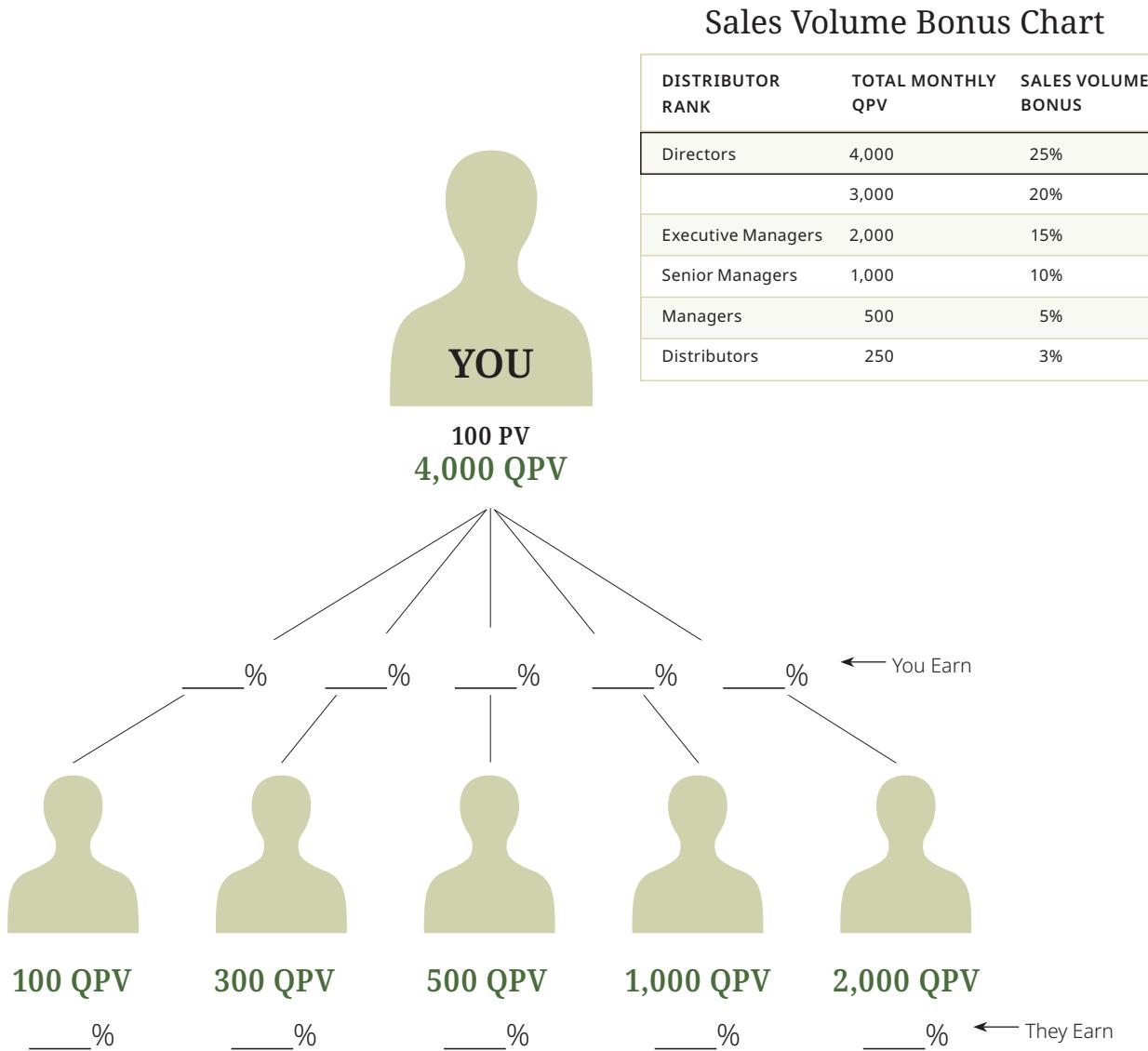
The Director Model accumulating 5,200 QPV is illustrated throughout these income examples. The minimum qualification for Qualified Director is 4,000 QPV; however the average QPV among Qualifying Directors is significantly higher. In NeoLife this Director Model example is commonly used.

Example illustration only. These sales network illustrations and earnings calculations are not a guarantee or projection of actual income that a NeoLife Distributor will earn through his or her participation in the Compensation Plan. Any guarantee of earnings would be misleading. Success with the NeoLife Compensation Plan results from successful sales efforts and business development on the part of the Distributor.

Income applicable to the individuals (or examples) depicted are not average.

# Understanding How SVB is Calculated

Complete this fill-in-the-blank exercise with your upline sponsor and see how earnings are calculated.



When you develop a downline Director (4,000 QPV) your earnings on their volume shifts to the **Leadership Development Bonus** (LDB)!  
See page 13.

Answer key: (Left to Right) You Earn: 25%, 22%, 20%, 15%, 10% They Earn: 0%, 3%, 5%, 10%, 15%

# Your Next Step: Achieve Emerald Director

Becoming an Emerald Director reflects consistency in your growing Director business.

## Emerald Director



### Qualifications

#### Two simple steps:

1. Be a NeoLife Director.
2. Achieve 3 consecutive months as a Qualified Director with at least 100 PPV and 4,000 QPV.

#### Maintaining Emerald Director:

Once you become an Emerald Director, maintain your qualification by achieving Qualified Director status with 4,000 QPV a minimum of 1 in every 3 months and at least 100 PPV each month.

### Benefits

#### All the Director benefits plus...

- Receive a prestigious Emerald Director Pin
- Earn Leadership Development Bonuses
- Be recognised in publications and at events
- Qualify to attend Leadership Summit
- You're one step closer to achieving World Team and all its benefits including exciting Travel Incentives!

## Exciting Incentives Available to Emeralds!\*

### Get an Exclusive Invite to Leadership Summit

**Emerald Directors who remain qualified at title for 6 consecutive months. Do 25,000 QPV, sponsor 25 new Distributors in your Director Team, of which 3 new Distributors must be personally sponsored.\***



\*See International Incentives book for more details. Available in your NeoLife Back Office.  
Login to your back office at [ShopNeoLife.com](http://ShopNeoLife.com) > Go to 'Resource' > click on 'Resource Library' > scroll down to your regional 'International Incentives Book'.

Incentives are subject to change at the discretion of the company.

# NeoLife World Team

Developing Qualified Directors is your springboard to success!

## World Team Qualifications

1. Achieve the specified number of First Level Director Legs\* and Total Group PV as listed in the chart for a given title.
2. Maintain that level for a total of 3 months within a six-month period, and you earn your World Team/President's Team title.

### PRO-TIP:

**Keep it up!** Achieve 3 consecutive months at your new World Team title, and earn a Step-Up Bonus of \$400 - \$26,000!\*\*

## World Team Benefits

- Receive a World Team Pin
- Qualify for special incentives like step-up consistency cash
- Attend World Team Vacation and travel to International luxurious vacation destinations
- Be recognised in publications and on-stage at events
- Attend special meetings, trainings, and invitation-only events

## President's Team Benefits

All the World Team benefits plus...

- Receive a President's Team Pin, made of real gold and precious gemstones
- Attend Diamond Director Lifestyle events at the most highly sought after destinations around the world
- Qualify for exclusive incentives including President's Team Consistency Cash of up to \$20,000, President's Team Emerald Director Development Bonus of up to \$50,000, and much, much more! Refer to the Incentive Book for specific bonus amounts.

## World Team Qualification Chart

PRESIDENT'S TEAM	QUALIFICATIONS		
		First Level Director Legs	Total Group PV
5 Diamond Director	18	500,000	
4 Diamond Director	16	400,000	
3 Diamond Director	14	300,000	
2 Diamond Director	12	250,000	
1 Diamond Director	10	200,000	
5 Ruby Director	8	150,000	
4 Ruby Director	6	100,000	
3 Ruby Director	5	50,000	
2 Ruby Director	4	30,000	
1 Ruby Director	3	20,000	
Sapphire Director	1	10,000	

**TIP:** Group PV is your QPV plus the QPV of three levels of Qualified Directors in your group.

Maintain your World Team or President's Team title by qualifying a minimum of 3 out of 12 months (January - December) in the current calendar year.

Your step-up month can be counted as the first month of the 3 consecutive month requirement.

\*\*"First Level Director Legs" refers to Qualified Directors or higher in your Qualifying Team.

\*\*See International Incentives book for more details. Available at [ShopNeoLife.com](http://ShopNeoLife.com). Login to your back office at [ShopNeoLife.com](http://ShopNeoLife.com) > Go to 'Resource' > click on 'Resource Library' > scroll down to your regional 'International Incentives Book'.

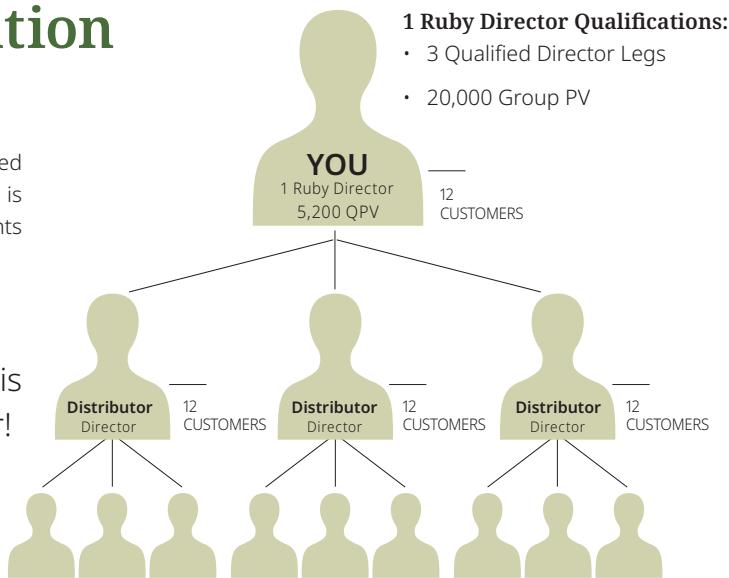
Incentives are subject to change at the discretion of the company.

# The Power of Duplication

## Your Business: Building Through Duplication

Each of the Directors in the illustration below has developed a network of Customers and Distributors, meaning each is maintaining a business averaging approximately 5,200 Points per month.

A NeoLife business structured like this would earn **more than \$20,000** per year!



## Leadership Development Bonus

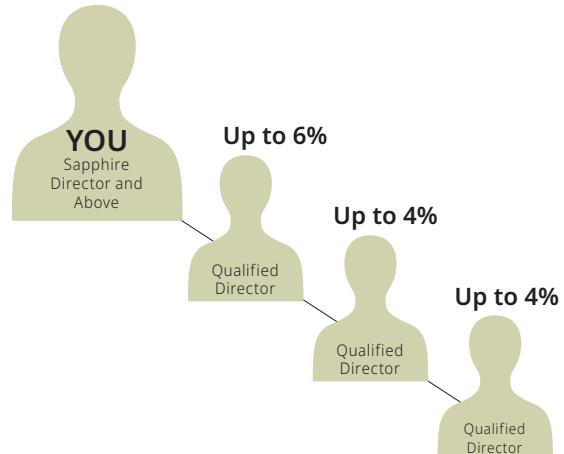
### Here's How It Works:

When you help others to grow their own Director-size NeoLife business, they begin earning top-of-the-chart Sales Volume Bonus—and your earnings on their volume shifts to Leadership Development Bonus.

**Leadership Development Bonus** is how NeoLife rewards your leadership role in developing your network of Director-size businesses.

You earn Leadership Development Bonus on 3 levels of Qualified Directors: As you advance up the World Team to 3 Ruby Director, your Bonus percentages grow to 6% on your First-Level Directors, 4% on your Second-Level Directors, and 4% on your Third-Level Directors.

### Example:



## Leadership Development Bonus Chart

QUALIFIED	TITLE			QUALIFICATIONS		
	1st Level		2nd Level	3rd Level		
	4 Ruby and above	6%	4%	4%		
	3 Ruby Director	6%	4%	4%		
	2 Ruby Director	6%	4%	3%		
	1 Ruby Director	6%	3%	2%		
	Sapphire Director	6%	2%	1%		
	Director	5%	2%	1%		

For qualification requirements, see page 12.

This illustration also shows you continuing to service your 12 customers, but it's important to note that Directors at this level have quite often built a much larger personal customer base—and are therefore earning much more residual income than that indicated by this basic illustration.

This is a simplified illustration of a 1 Ruby Director-size NeoLife business.

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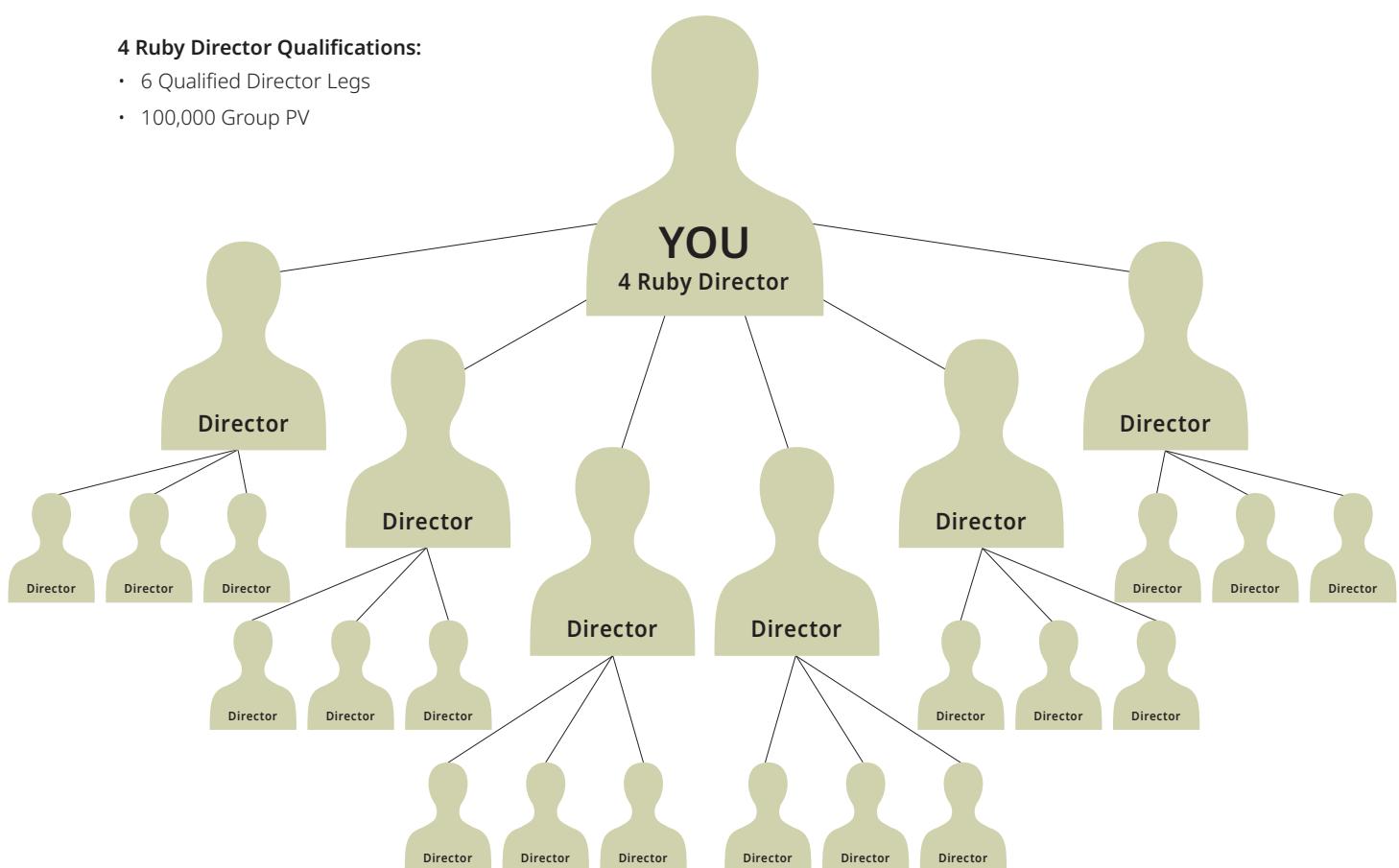
# The Ultimate Reward: Joining the President's Team

Using the Power of Duplication, in this illustration you have now helped a total of 6 Directors and they have each helped 3 others to achieve a Director-size business.

A NeoLife business structured like this would earn **approximately \$60,000** per year!

## 4 Ruby Director Qualifications:

- 6 Qualified Director Legs
- 100,000 Group PV



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# Network Development Bonus

## What is a Network Development Bonus?

As you continue to take advantage of the Power of Duplication, adding new Directors and helping your group develop Directors in their networks, you will achieve 4 Ruby Director title which makes you a member of the elite President's Team — and you begin earning your Network Development Bonus (NDB).

4 Ruby Directors and above earn their Network Development Bonus on their entire network's organisations, through unlimited levels, down to and including the next Director of the same pay status.

As a Diamond Director you earn 0.5% bonus on all the Directors in your network, up to and including the first Diamond Director below you. This is regardless of the status of that Diamond Director, and continues down through all levels until another Diamond Director is reached.

**These Network Development Bonuses are paid in addition to the Leadership Development Bonuses you earn!**

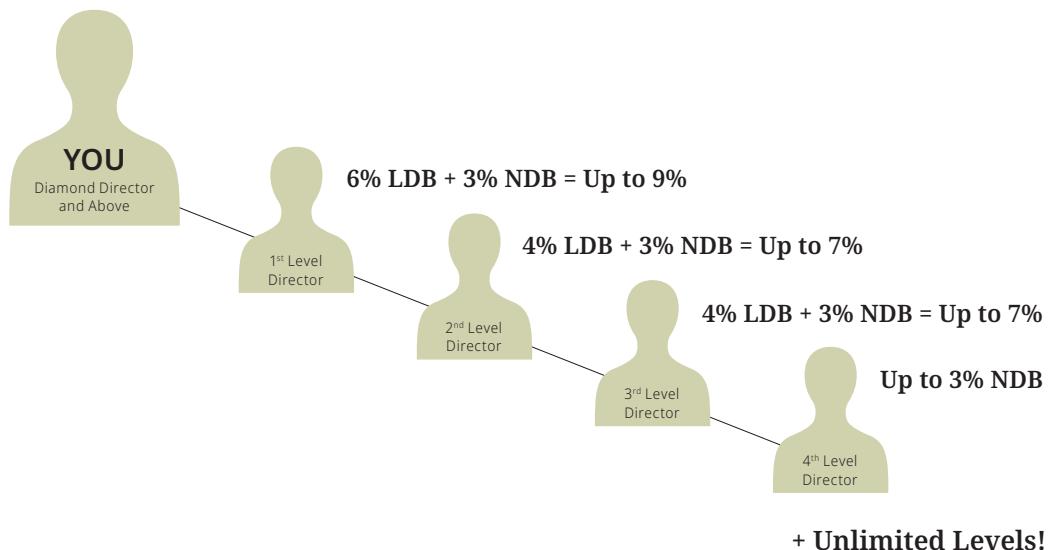
## President's Team - Network Development Bonus Chart

Payment on First Level Diamond Director						
	Legs / Group	Own Team	4 Ruby	5 Ruby	1 Diamond	2-5 Diamond
<b>5 DIAMOND DIRECTOR</b>	18 / 500,000	3%	2.5%	2%	1%	0.5%
<b>4 DIAMOND DIRECTOR</b>	16 / 400,000	3%	2.5%	2%	1%	0.5%
<b>3 DIAMOND DIRECTOR</b>	14 / 300,000	3%	2.5%	2%	1%	0.5%
<b>2 DIAMOND DIRECTOR</b>	12 / 250,000	3%	2.5%	2%	1%	0.5%
<b>1 DIAMOND DIRECTOR</b>	10 / 200,000	2%	1.5%	1%	0.5%	0.5%
<b>5 RUBY DIRECTOR</b>	8 / 150,000	1%	0.5%	0.5%*		
<b>4 RUBY DIRECTOR</b>	6 / 100,000	0.5%	0.5%*			

\*Paid on downline Qualified Directors under Ruby Directors of the same status.

## With NeoLife, There Is No Limit On Your Income!

You help yourself by helping others—the bigger you build, the more you earn!





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