

# Incentives

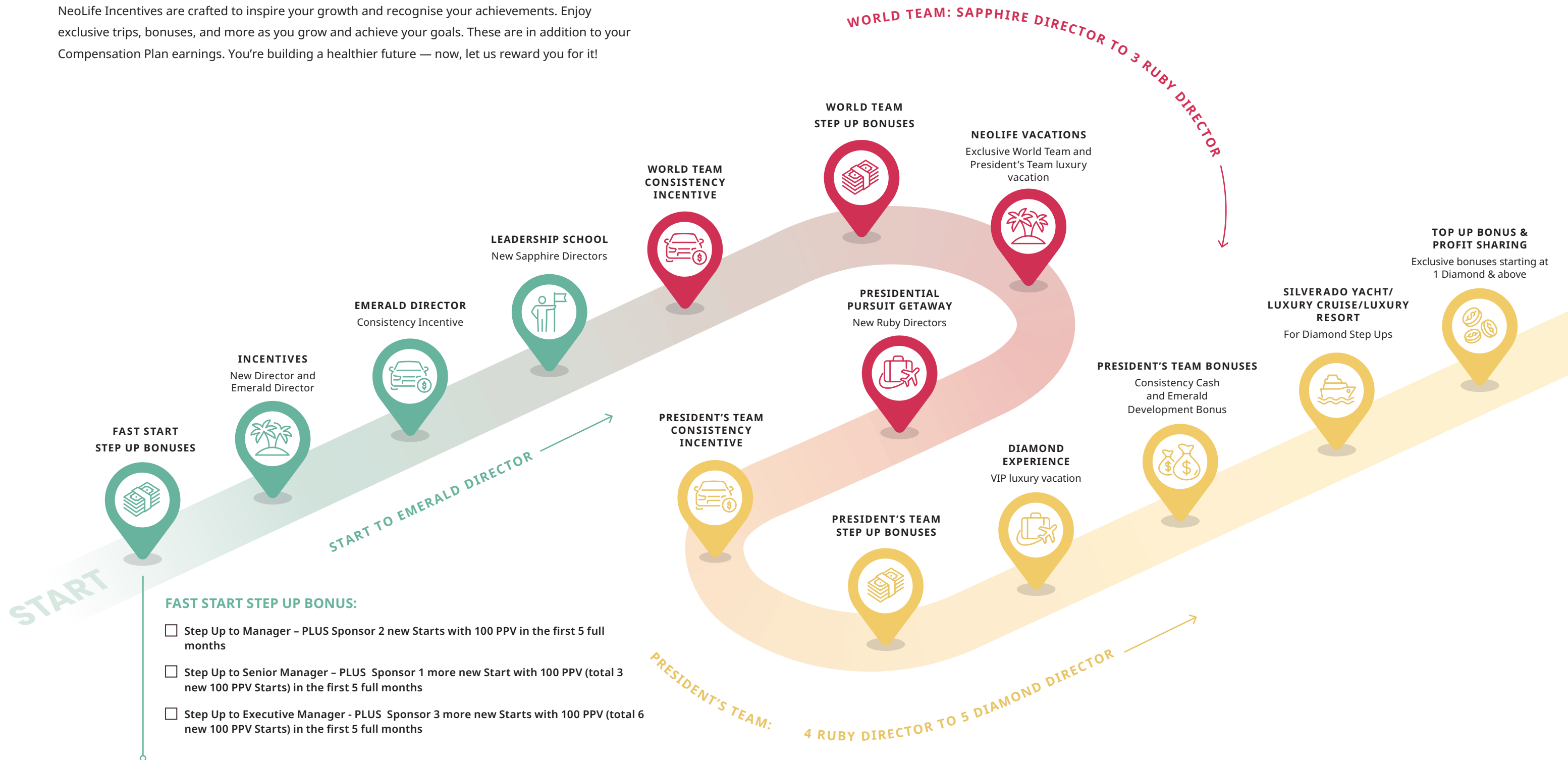
Incentive Period: January 2025 – December 2025



2025 | East Africa

# Success has its perks

NeoLife Incentives are crafted to inspire your growth and recognise your achievements. Enjoy exclusive trips, bonuses, and more as you grow and achieve your goals. These are in addition to your Compensation Plan earnings. You're building a healthier future — now, let us reward you for it!



# Step Up Bonuses

	RANK	STEP UP BONUS KENYA	STEP UP BONUS TANZANIA	STEP UP BONUS UGANDA	HOW TO EARN
FAST START STEP UP BONUS	Manager	1,300	25,000	37,000	<ul style="list-style-type: none"><li>• Step Up to Manager – PLUS Sponsor 2 new Starts with 100 PPV in the first 5 full months</li><li>• Step Up to Senior Manager – PLUS Sponsor 1 more new Start with 100 PPV (total 3 new 100 PPV Starts) in the first 5 full months</li><li>• Step Up to Executive Manager - PLUS Sponsor 3 more new Starts with 100 PPV (total 6 new 100 PPV Starts) in the first 5 full months</li><li>* Maximise your Fast Start Step-up Bonus by taking your Manager, Senior Manager &amp; Executive Manager PLUS sponsoring a total of 6 new 100 PPV Starts in your first 5 months.</li></ul>
	Senior Manager	2,600	50,000	77,000	
	Executive Manager	4,400	90,000	132,000	
DIRECTORS	Director	8,500	170,000	250,000	<ul style="list-style-type: none"><li>• Step Up to Director for the first time.</li><li>• Do 100 PPV and 4,000 QPV the month after stepping up to Director.</li><li>• PLUS personally sponsor 1 new Start in the same month with 100 PPV.</li><li>• You may only qualify to receive this Bonus once.</li></ul>
	Emerald Director	8,500	170,000	250,000	
WORLD TEAM	Sapphire Director	58,000	1,300,000	2,100,000	<ul style="list-style-type: none"><li>• Earn an extra bonus when you Step Up in the World Team and remain qualified for 3 consecutive months.</li><li>• Your Step Up month can be counted as the first month of the 3 consecutive month requirement.</li><li>• The Step Up Bonus incentives can only be earned one time per Directorship for each step taken starting January 2019.</li><li>• For Step Ups in 2025 the 3 consecutive months must be achieved prior to June 2026.</li></ul>
	1 Ruby Director	113,000	2,570,000	4,200,000	
	2 Ruby Director	218,000	4,600,000	7,800,000	
	3 Ruby Director	330,000	6,800,000	11,400,000	
PRESIDENT’S TEAM	4 Ruby Director	430,000	9,000,000	15,000,000	<ul style="list-style-type: none"><li>• Earn an extra bonus when you Step Up in the President’s Team and remain qualified for 3 consecutive months.</li><li>• Your Step Up month can be counted as the first month of the 3 consecutive month requirement.</li><li>• The Step Up Bonus incentives can only be earned one time per Directorship for each step taken starting January 2019.</li><li>• For Step Ups in 2025 the 3 consecutive months must be achieved prior to June 2026.</li></ul>
	5 Ruby Director	655,000	13,500,000	22,500,000	
	1 Diamond Director	1,130,000	22,500,000	38,000,000	
	2 Diamond Director	1,630,000	33,500,000	56,000,000	
	3 Diamond Director	2,130,000	44,500,000	75,000,000	
	4 Diamond Director	2,740,000	56,000,000	91,000,000	
	5 Diamond Director	3,350,000	67,000,000	112,000,000	

**Details:**  
• Incentive available to first time Step Ups.

**\*\*All Personal Distributor starts must “Activate” with 100 Personal PV to count towards this incentive.**  
You must be an Active Distributor with a minimum of 100 Personal PV to earn bonuses.



# 3 IN 30 Amplify Your Impact & Income

	And You Earn	Simply Do This Monthly
3 IN 30 INCENTIVE	<ul style="list-style-type: none"><li>• Use your Free PV Credits to buy products from a pre- selected range</li><li>• Product credit for every 3 IN 30 = 15PV which can be redeemed in the Back Office.</li></ul> <p>There is no limit on the amount of Free Product Credits you can earn each month. Every time you achieve a 3 in 30 you will earn the Free Product Credit rewards!</p>	<p>Personally sponsor 3 new Distributors in a sales month.</p> <p>All 3 New Distributors must have a minimum of 100 Personal PV in their starting month.</p> <p>You must also have a minimum of 100 Personal PV in the same month.</p> <p><b>Note: 3 IN 30 Incentive applies to all Levels</b></p>

# Be Consistent and Earn

	Country	And You Earn	Simply Do This Monthly
EMERALD DIRECTOR CONSISTENCY INCENTIVE	Kenya Tanzania Uganda	Ksh 8,500 Tsh 170,000 Ush 250,000	<p>Be an Emerald Director.</p> <p>Qualify 2 consecutive months as an Emerald Director with a minimum of 100 PPV / 4,000 QPV per month.</p> <p>Do 100 PPV / 5,000 QPV or more in the 3rd month and personally sponsor 1 new Distributor with 100 PPV in the same month.</p> <ul style="list-style-type: none"><li>• You can continue to earn this bonus every month by simply doing the above! (100 PPV / 5,000 QPV and personally sponsor 1 new Distributor with 100 PPV)</li></ul> <p>If you drop below 4,000 QPV in a month, you will need to do 4,000 QPV for 2 consecutive months to re-qualify for the Consistency Incentive.</p>

	Rank	And You Earn	Simply Do This Monthly
WORLD TEAM & PRESIDENT'S TEAM CONSISTENCY INCENTIVE	Sapphire Director	Ksh 13,000 Tsh 250,000 Ush 370,000	<p>Consistently qualify at title for at least 2 months prior.</p> <p>Qualify at title with 100 PPV / 5,000 QPV or more in the 3<sup>rd</sup> month and personally sponsor 1 new Distributor with 100 PPV.</p>
	1 to 3 Ruby Director	Ksh 15,000 Tsh 270,000 Ush 400,000	<p>If you drop below 4,000 QPV or current title in a month, you will need to do 4,000 QPV and qualify at title for 2 consecutive month to re-qualify for the Consistency Incentive.</p>
	President's Team	Ksh 17,000 Tsh 300,000 Ush 420,000	

# Leadership School

## NEW SAPPHIRE DIRECTORS

**Qualifications:** New Sapphire Directors who remain qualified for 3 consecutive months

**SPECIAL INVITATION** to Emerald Directors who....

1. Consecutively qualify at title for 6 months
2. Do 25,000 QPV
3. Sponsor 25 new Distributors in your Director Team, of which 3 new Distributors must be personally sponsored

**About the Event:** Receive world-class business training, product expertise and team-building to elevate your business. A once in a lifetime. All meals and accommodation paid for (travel arrangements at own cost).

Only available if not previously attended a Leadership School or Business Building Retreat. School dates to be advised.



# Vacations

## SAPPHIRE DIRECTORS & ABOVE

**Cape Town**

**Qualifications:** All World Team and President's Team Members

**About the Event:** The perfect mix of lifestyle and leadership in luxury vacation hotspots! Qualify by maintaining your title or stepping up during the incentive period to earn discounts on air travel and accommodations.

**Dates:** 22 - 25 May 2025

# Presidential Pursuit

## NEW RUBY DIRECTORS

**Qualifications:** First time Ruby Director Step Ups who remain qualified for 3 consecutive months

**About the Event:** All your travel and accommodation is arranged and paid for! A VIP trip to South Africa for a fun-filled event of networking and leisure.

**Dates:** March & August 2025

Only available if not previously attended.



PRESIDENT’S TEAM

# Consistency Cash

Earn cash based on consistency in the President’s Team

TITLE	6 OUT OF 12 MONTHS CONSISTENCY			9 OUT OF 12 MONTHS CONSISTENCY		
	KENYA	TANZANIA	UGANDA	KENYA	TANZANIA	UGANDA
5 Diamond Director	1,103,000	23,625,000	37,800,000	2,205,000	47,250,000	75,600,000
4 Diamond Director	945,000	19,950,000	32,550,000	1,890,000	39,900,000	65,100,000
3 Diamond Director	788,000	16,275,000	26,250,000	1,575,000	32,550,000	52,500,000
2 Diamond Director	672,000	13,912,500	23,100,000	1,344,000	27,825,000	46,200,000
1 Diamond Director	441,000	9,240,000	15,225,000	882,000	18,480,000	30,450,000
5 Ruby Director	336,000	6,930,000	11,550,000	672,000	13,860,000	23,100,000
4 Ruby Director	220,500	4,620,000	7,560,000	441,000	9,240,000	15,120,000

DETAILS:

- Develop 6 or more New Emerald Directors within your President’s Team Developing Group (PTDG). Your PTDG includes your entire organisation down to the next President’s Team.
- Based upon consistency at your President’s Team title held at the start of January 2025.

PRESIDENT’S TEAM

# Emerald Director Development Bonus

Earned by President’s Team members who develop 8 or more New Emerald Directors

TITLE		8-13 EMERALD DIRECTORS	14-19 EMERALD DIRECTORS	20-29 EMERALD DIRECTORS	30+ EMERALD DIRECTORS
5 Diamond Directors	Kenya	1,061,000	1,532,000	2,945,000	7,069,000
	Tanzania	23,129,000	33,409,000	64,247,000	154,193,000
	Uganda	37,422,000	54,054,000	103,950,000	249,480,000
3 & 4 Diamond Directors	Kenya	765,000	1,178,000	2,356,000	4,712,000
	Tanzania	16,704,000	25,699,000	51,398,000	102,795,000
	Uganda	27,027,000	41,580,000	83,160,000	166,320,000
1 & 2 Diamond Directors	Kenya	471,000	707,000	1,061,000	2,121,000
	Tanzania	10,280,000	15,419,000	23,129,000	46,258,000
	Uganda	15,120,000	22,680,000	34,020,000	68,040,000
4 & 5 Ruby Directors	Kenya	295,000	471,000	707,000	1,178,000
	Tanzania	6,425,000	10,280,000	15,419,000	25,699,000
	Uganda	10,395,000	16,632,000	24,948,000	41,580,000

DETAILS:

- Paid on New Emeralds developed in your President’s Team Developing Group during the incentive period. Your bonus will be paid according to the President’s Team title that you hold at the end of the incentive period (December 2025).
- New Emeralds are those achieving Emerald Director title for the first time in NeoLife.
- President’s Team Developing Group includes your entire organisation down to the next President’s Team.
  - When a new President’s Team Member Steps Up in your organisation during the incentive period, you can count the New Emeralds developed within that President’s Team Member’s Developing Group up to and including the month in which they achieve New 4 Ruby title.
  - New President’s Team members can count all New Emeralds developed in their Developing Group from the beginning of the incentive period (January 2025).

PV Transfers for volume requirements, legs and to maintain title will not count towards incentive earnings.



## GLOBAL Diamond Experience

Lisbon, Portugal

Incentive Period: January 2025 – August 2025

Qualifications: President’s Team Members from around the World

About the Event: Enjoy a luxurious vacation in the city, exploring, dining at fine restaurants, networking with leaders, and creating unforgettable memories.

When: September 2025

PRESIDENT’S TEAM	EARN FREE AIR TRAVEL AND ACCOMMODATION		
	Free Air Travel & Accommodation when:		Free Accommodation when:
PRESIDENT’S TEAM	5 Diamond Director	All New & Existing 3, 4, & 5 Diamond Directors, simply maintain your title	
	4 Diamond Director		
	3 Diamond Director		
	2 Diamond Director	New 5 Ruby to 2 Diamond Director Step Up who achieves one additional month at New Title Existing President’s Team who achieves Qualified Pay Status at title for 6 out of the 8 months	Existing 4 Ruby through 2 Diamond Director who achieves Qualified Pay Status at title for 4 out of the 8 months PLUS New 4 Ruby Step Ups
	1 Diamond Director		
	5 Ruby Director		
	4 Ruby Director		

Terms & Conditions

- Base title: Your starting title for the Diamond Experience incentive is your January 2025 title.
- Step Ups must have a minimum of 6 out of 8 months at starting President’s Team title to remain eligible.
- 4 Ruby Step Ups earn accommodations and air travel by achieving 4 out of 8 months at new 4 Ruby title



## DIAMOND STEP UPS

# Set Sail on the Silverado Yacht

Five-Star Destinations on the Founder's Yacht For Diamond Step Ups

### What's Included:



ROUND TRIP FLIGHTS FOR YOU & YOUR PARTNER



FIVE-STAR ACCOMMODATION FOR FOUR NIGHTS



PRIVATE GROUND TRANSPORTATION AT THE DESTINATION



PRIVATE CHEF AND STAFF TO PAMPER YOU



NEOLIFE-HOSTED ADVENTURES & EXCURSIONS

1 week on  
the Silverado =  
**\$100K**  
Value



SILVERADO ANCHORED OFF THE SHORES OF MEXICO



### Qualifications:

#### Exclusive Trip on the Silverado!\*

**Step Up to 5 Diamond Director**  
+ maintain for 3 consecutive months.  
+ Only immediate family invited.  
NeoLife only pays for the Qualified Distributorship.

#### Trip on the Silverado OR a Luxury Cruise With Other Step Ups!\*

**Step Up to 3 or 4 Diamond Director**  
+ maintain for 3 consecutive months.  
NeoLife only pays for the Qualified Distributorship.

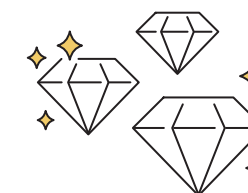
#### Trip to a Luxury Resort With Other Step Ups!\*

**Step Up to 1 or 2 Diamond Director**  
+ maintain for 3 consecutive months.  
NeoLife only pays for the Qualified Distributorship.

\*Only available if not previously attended.

## DIAMOND DIRECTORS

# Diamond Director Top UP Bonus



An exclusive bonus pool shared among Qualified Diamond Directors.  
The bigger the business, the bigger the bonus!

### Qualifications:

Maintain **1 DIAMOND OR HIGHER** status every month  
OR  
**NEW DIAMONDS** who earn a Step Up Bonus & maintain  
Diamond status for all months remaining in the year.



Have 6 or more **QUALIFIED SAPPHIRE DIRECTOR LEGS** for at least 6 out of 12 months during the incentive year.

## 3 DIAMOND DIRECTORS & ABOVE

# Founder's Profit Sharing Pool

3 Diamond Directors and above share in a generous profit-based bonus pool, a personal gift from Founder Jerry Brassfield. This bonus rewards those who go above and beyond in developing leaders and investing in their business and organisation.





