U.S.A.

NEW BRAND PARTNER

COMPENSATION QUICK START GUIDE

Table of Contents

New Brand Partner - Compensation Quick Start Guide

Welcome to LifeWave, we're excited to have you with us! LifeWave is more than just a company—it's a community dedicated to helping individuals achieve their fullest potential. This guide is a tool for you to develop a greater understanding of LifeWave Compensation and how to maximize your earning potential as a new Brand Partner.

The Success Pathway – Manager Ranks

The LifeWave Success Pathway is a step-by-step roadmap designed to support you at every stage of building your business. In this section, we'll focus on the Manager Ranks, which serve as the essential foundation for creating your long-term, legacy business. Below, you'll find a chart outlining the qualifications for becoming an Active Brand Partner, along with the criteria for each of the Manager Ranks.

Rank/Title	Personal Volume (PV)	Qualified Downline Volume (QDV)	Volume Legs
Brand Partner			
Active Brand Partner	55		
1-Star Manager	110	750	
2-Star Manager	110	1,500	
3-Star Manager	110	2,500	1 @ 1,000

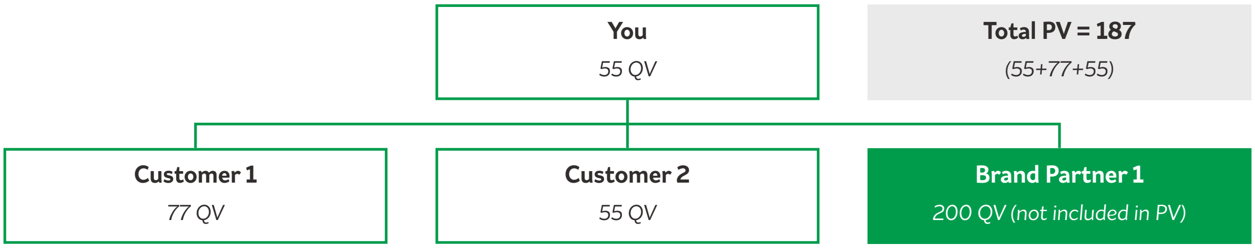
First, it is important to always keep your business at a minimum in an Active Brand Partner status.

This means ensuring that you have a minimum of 55 Personal Volume (PV) associated with your account at any given time.

What is Personal Volume?

Personal Volume (PV) is the combined Qualifying Volume (QV) from both your own purchases and the sales made to your Customers during a rolling 31-day period.

- Qualifying Volume (QV) is a set value assigned to each product. It is used to determine Paid Rank. This volume amount is currency neutral and is the same for a product regardless of whether the sale is made to a Customer or the product is purchased by a Brand Partner
- The rolling 31-day period considers the final day of the commission week (Sunday 11:59:59 PM CT globally) plus the prior 30-days.



As you work to advance from an Active Brand Partner (with 55 PV) to a 1-Star Manager, you may do either of the following options to meet your 110 PV requirement:

1. Personally purchase 55 more QV, or
2. Obtain 55 more QV through sales made to your personally enrolled Customers

In addition to meeting this increased PV requirement, you'll also need to achieve a specific amount of Qualified Downline Volume (QDV) to qualify for the Manager Ranks.

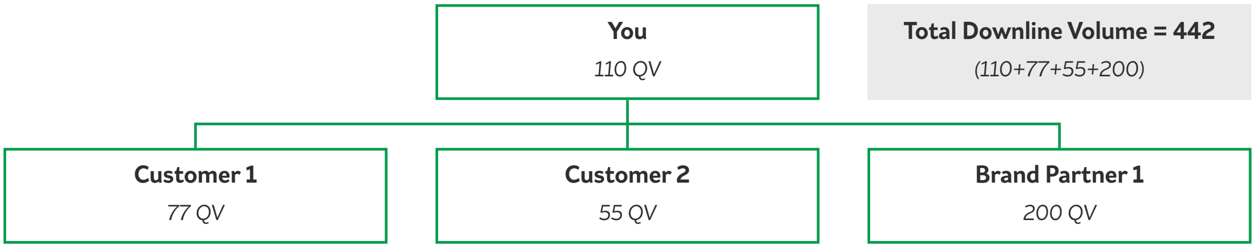
What is Qualified Downline Volume (QDV) and Total Downline Volume (TDV)?

Qualified Downline Volume (QDV) is the combined Qualifying Volume (QV) from:

- A Brand Partner's own purchases
- Sales made to the Brand Partner's personally enrolled Customers
- Purchases made by all Brand Partners and their sales to their Customers within the Lines of Sponsorship (i.e., the entire Enrollment Tree Downline).

This volume is calculated over a rolling 31-day period, which includes the final day of the commission week (Sunday) and the prior 30 calendar days. QDV does factor in the Maximum Volume Rule (MVR), meaning no more than 50% of the required QDV can come from any one Line of Sponsorship. Total Downline Volume (TDV), however, does not consider the Maximum Volume Rule (MVR).

- For Manager Ranks there is no Maximum Volume Rule (MVR) application, therefore we will refer in this guide to Qualified Downline Volume (QDV) and Total Downline Volume (TDV), but keep in mind that both are the same for Manager Ranks as there is no MVR to apply for qualification so QDV will always equal TDV.



Brand Partners meet the QDV requirements through a variety of methods including:

1. Personally purchase the required QDV amount
2. Sell to your personally enrolled Customers the required QDV amount
3. Personally enroll Brand Partners that purchase the required QDV amount
4. Personally enroll Brand Partners that sell the required QDV amount to their personally enrolled Customers/Brand Partners
5. Any combination of methods 1–4 above that total the required QDV amount

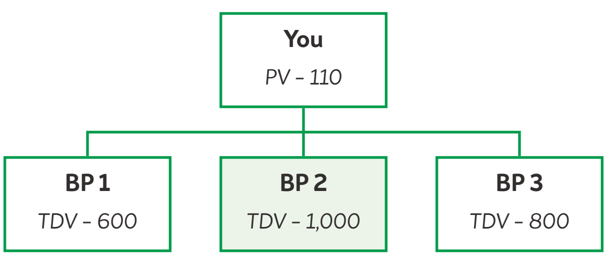
The choice is yours—whether you focus on personal selling, team building, or a combination of both, each approach will help you meet your Manager QDV requirements and support your continued growth. There is one final qualification requirement as you reach the highest level of the Manager Ranks. The 3-Star Manager requires you to have at least one Volume Leg at 1,000 Total Downline Volume.

What is a Volume Leg?

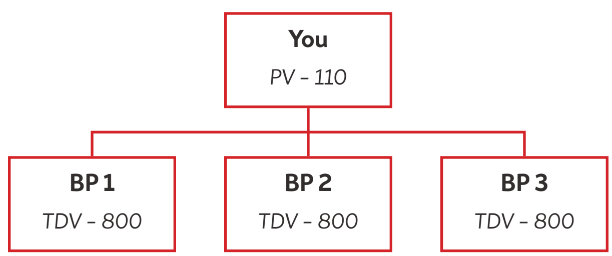
The count of Enrollment Tree Legs that meet or exceed the required Total Downline Volume amount.

- A Brand Partner has as many legs as they have personally enrolled Brand Partners. However, for a leg to count as a Volume Leg toward rank qualifications, it must meet the required Total Downline Volume (TDV) threshold.
- This means that to qualify as a 3-Star Manager you must have at least one personally enrolled Brand Partner who has a minimum of 1,000 Total Downline Volume.

Meets the Volume Leg with BP #2



Does Not Meet the Volume Leg Requirement



Understanding Paid Ranks and Rolling Qualifications

It's important to understand that your Paid Rank is calculated weekly, based on the qualifications you meet during that specific commission week.*

However, as mentioned above, key rank qualification elements — including Personal Volume (PV), Qualified Downline Volume (QDV), and Total Downline Volume (TDV) — are all calculated using a rolling 31-day period. This period includes the final day of the commission week (Sunday) and the prior 30 calendar days.

**The weekly commission cycle runs globally from Monday 12:00:00 AM US Central Time (CT) to Sunday 11:59:59 PM CT, ensuring consistent timing across all markets.*

Earning Opportunities for Manager Ranks

All earning opportunities mentioned in this guide are earned and paid on a weekly basis.

Business Launch Bonus

This bonus is an exclusive earning opportunity for new Brand Partners like you! During your first nine weeks in business, which includes the week you join plus the following eight full weeks, you can earn up to $450 in Business Launch Bonuses alone.

- Each week you qualify as a 1-Star Manager, you'll earn $25.
- Each week you qualify as a 2-Star Manager or higher, you'll earn $50.

And there's more—as you begin to personally enroll Brand Partners, you can also earn a 50% Enroller Matching Bonus for each new Brand Partner during their first nine weeks. To qualify for the 50% match, you must have the same bonus level (1 or 2-Star Manager) Paid Rank or higher as your new Brand Partner in the commission week.

Example:

If your new recruit earns the $50 bonus as a 2-Star Manager, you must also be a 2-Star Manager or higher that week to earn your $25 matching bonus.

Business Launch Bonus	Paid Rank 1-Star Manager	Paid Rank 2-Star Manager (or higher Paid Rank)
New Brand Partner Bonus	$25	$50
Enrolling Brand Partner Matching Bonus	$12.50	$25

Customer Earnings

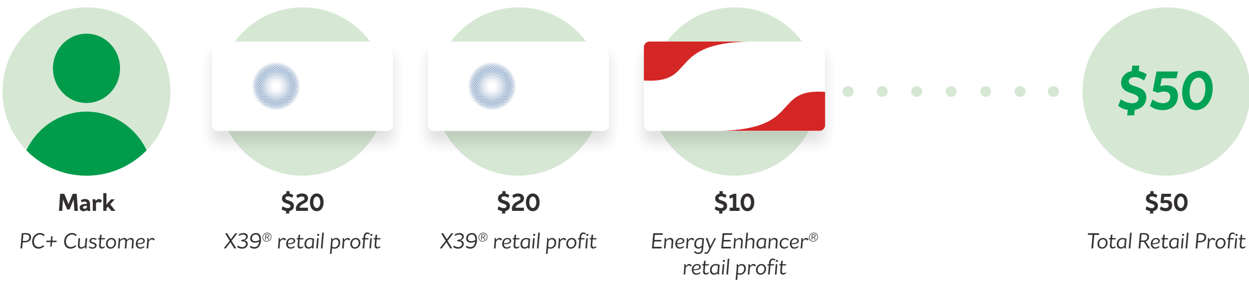
Customer acquisition is at the heart of the LifeWave business. To recognize and reward these efforts, the LifeWave Compensation Plan provides two key earning opportunities for sales generated by your personally enrolled Customers: Retail Profit and Customer Premiums.

Retail Profit

You can earn Retail Profit on every product sale made to your personally enrolled Customers. The profit amount varies based on the type of Customer order (i.e., Retail or Preferred/PC+) and the specific product(s) sold. See the LifeWave Product Pricing List for specific details on Retail Profit amounts.

Example:

I sell to Mark, my personally enrolled PC+ customer, two packs of LifeWave X39® and one pack of Energy Enhancer®, I would earn $20 for each of the LifeWave X39® packs and $10 for the Energy Enhancer®, for a total of $50 Retail Profit earned on Mark's order.



Customer Premiums

LifeWave doesn't stop at Retail Profits when rewarding you for sharing our innovative products with others. By achieving a minimum Customer Qualifying Volume (QV) within the rolling 31-day period, you become eligible for an additional percentage on the total Qualifying Volume of personally enrolled Customer orders placed during the current week.

The chart below outlines the Customer QV thresholds and their corresponding bonus percentages:

Customer QV (Rolling 31-day Period)	Customer Premium Percentage
300 – 599	5%
600 – 1,199	10%
1,200+	20%

This means that every week you can earn an additional 20% bonus on all your Customer orders as long as you maintain a minimum 1,200 Customer QV amount during the rolling 31-day period.

Example:

Sarah has accumulated 1,000 in Customer Qualifying Volume (QV) over a rolling 31-day period from her five Customers, each placing orders of 200 QV. This qualifies her for a 10% Customer Premium in the current commission week.

During the current week, two of her five Customers placed their orders, totaling 400 QV (2 x 200). As a result, Sarah earns $40 in Customer Premiums for the week (10% of 400 QV).

Sarah
1,000 Customer QV
Rolling 31-days

Customer A
200 QV

Customer B
200 QV

1,000 Customer QV
Rolling 31-days = 10%

400 Customer QV in
Commission Week (2 x 200)

Customer Premium =
$40 (400 x 10%)

Product Introduction Bonus (PIB)

Enrolling new Brand Partners is a foundational element of success for a LifeWave business builder. To support the additional time investment necessary to onboard new talent, LifeWave offers a Product Introduction Bonus (PIB) to Active Brand Partners who promote product packs to new members who join their organization.

The bonus amount is determined by the Enrollment Pack sold to the new Brand Partner joining your team. However, to earn the PIB amount you MUST at a minimum be an Active Brand Partner in the week the new recruit purchases their Enrollment pack. The following chart outlines the bonus amount for each product pack:

Enrollment Options	Sleeve Quantity	Price	Qualifying Volume	PIB Amount
Starter	0	$25	0	$0
Core	3 or 6*	$295	180	$35
Advanced	6 or 12*	$535	300	$75
Advanced Plus	11 or 22*	$975	500	$165
Premium	20 or 40*	$1,750	775**	$405

**The lower quantity is related to X39® and X49® sleeve selection counts and the higher quantity is related to all other product sleeve selection counts for the given pack.*

***For the Premium Pack, the 775 Qualifying Volume is distributed over three consecutive months: 555 QV in the month of purchase, followed by 110 QV in each of the next two months after purchase to maintain Active status.*

Level Earnings Bonus

The Level Earnings Bonus gives new Brand Partners the opportunity to earn not only from the purchases made by their personally enrolled Brand Partners, but also from the sales generated by those Brand Partners' teams. This bonus is calculated based on the Bonus Volume (BV) from purchases made by Brand Partners and sales to Customers within your personally enrolled team. For Manager Ranks, the bonus extends up to two levels deep.

At higher Paid Ranks, you can earn on up to three levels. For more details on earning beyond the Manager level, refer to the Director – Compensation Quick Start Guide.

What is Bonus Volume (BV)?

The amount of volume associated with product sales that is used as the basis for calculating compensation (bonuses). This figure is considered in global currency for plan calculations.

Your Level Earnings Bonus is determined by your weekly Paid Rank performance. As you advance in rank, both the percentage earned and the number of levels you can earn from will increase. To qualify for this bonus, you must be at least an Active Brand Partner.

If a Brand Partner in your team has 0 PV during the commission week, they will not count as a level. Instead, they will be skipped when calculating your two levels of earning potential.

Refer to the chart below to see the percentage earned at each level based on your Paid Rank.

Paid Rank	Active Brand Partner	1-Star Manager	2-Star Manager	3-Star Manager
Level 1 Bonus	3%	5%	7%	7%
Level 2 Bonus			2%	3%

Example:

Mary, an Active Brand Partner, enrolls Lee and Sam. The Bonus Volume (BV) of Lee's personal purchase and sales to his personally enrolled customers is 500 and the BV of Sam's personal purchase and sales to his personally enrolled customers is 800. Mary as an active Brand Partner will earn 3% of the total 1,300 BV ($39) from her two personally enrolled Brand Partners.

Mary
Active Brand Partner

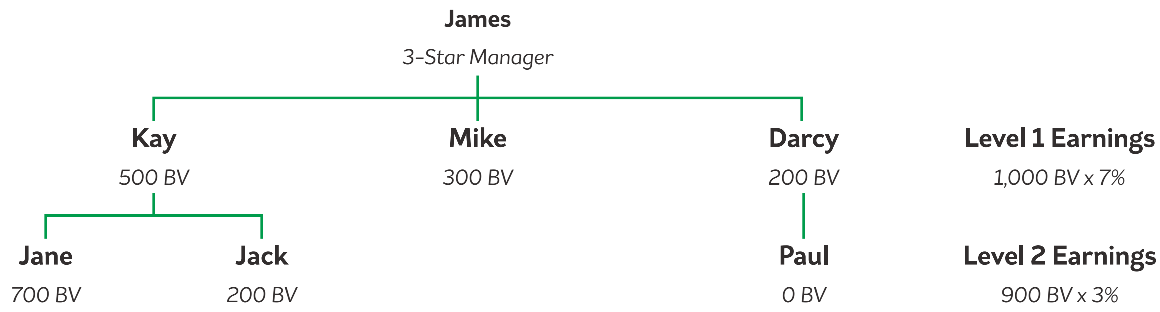
Lee
500 BV

Sam
800 BV

BV Earnings
1,300 BV x3%

Example:

James, a 3-Star Manager, will earn 7% on all his Level 1 Brand Partners as well as 3% on his Level 2. If Kay, Mike, and Darcy are Level 1 Brand Partners with Bonus Volume of 500, 300, and 200, then James will earn $70. If Jane, Jack, and Paul are Level 2 Brand Partners with Bonus Volume of 700, 200, and 0 then Jay will earn $27. The total weekly Level Earnings Bonus for James would be $97. Keep in mind, since Paul had 0 PV in the week, he will not be considered Level 2 and if he had personally enrolled Brand Partners, they would be considered Level 2 for James.

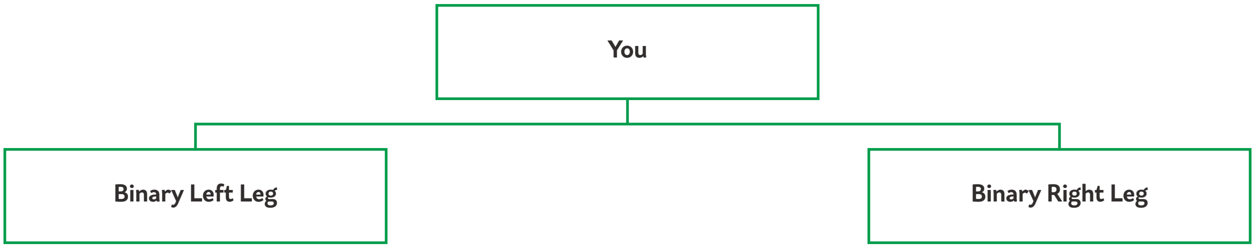


Binary Bonus

The binary bonus is an earning opportunity only available to 3-Star Managers and higher and it allows you the opportunity to receive earnings based on your Binary Tree performance.

What is the Binary Organization?

A team structure of each Brand Partner with a maximum of two positions directly under each account, one on the left and on the right.

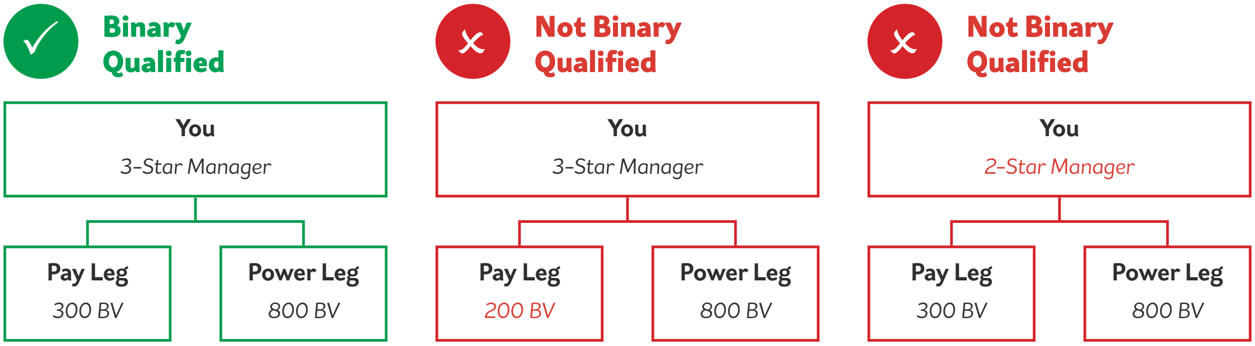


This means that your Binary Tree will contain both individuals you personally enrolled (and their team members), as well as individuals from teams that you did not personally enroll. As a result, you receive the added benefit of additional volume from outside your personally enrolled organization.

To qualify for Binary Bonus in addition to having a Paid Rank of 3-Star Manager or higher you must also have a minimum of 300 BV in your Binary Pay Leg.

What is the Binary Pay Leg?

The Leg within the Binary Tree with less volume. This Leg can change from week to week.



That's it, you're qualified and eligible to earn Binary Bonus! As a 3-Star Manager you will earn 5% of the BV in your Binary Pay Leg up to a weekly maximum earning amount of $1,500.

When the Binary Bonus is paid, the total amount of Bonus Volume in the Binary Pay Leg is deducted from both Binary Legs, regardless of the weekly maximum binary earnings limit being applied. Any remaining Bonus Volume in the Binary Power Leg will be carried forward for a maximum of 52-weeks when it will expire if not consumed/used.

Rising to the Director Ranks

As you reach the level of 3-Star Manager, it's a great time to start reviewing the Director – Compensation Quick Start Guide to familiarize yourself with the expanded earning opportunities available at the Director ranks. At this next level, you'll unlock added benefits like:

- Additional levels and higher percentage payouts with the Level Earnings Bonus
- Increased percentage earnings and higher Weekly Maximums with the Binary Bonus
- Exciting new bonuses such as the Mentor Matching Bonus
- And a $500 Breakthrough Incentive for reaching 1-Star Director!

Now is the perfect time to build momentum and position yourself for even greater success as you step into the Director ranks and beyond.