

# Beyuna

## Compensation Plan

The Beyuna Compensation Plan describes how you can achieve your discounts, royalties and bonuses. The volume is cumulatively allocated to a volume month. The volume month starts on the first day of the month at 00:00 Amsterdam time (GMT+1) and ends on the last day of the month at 00:00 Amsterdam time (GMT+1). Beyuna reserves the right to adjust the start and end dates of the volume month if it deems this necessary.

### Explanation about volume

#### **RDV (Retail Discount Volume)**

Beyuna pays retail commissions to Distributors on the sale of products to customers who have been referred by Distributors and purchase directly from the company. In addition, Distributors receive a discount on products that they purchase for their own use or for resale to customers. The amount of the commission or discount is based on the Retail Discount Volume (RDV) of each product.

**The RDV is calculated using a fixed percentage as determined by the company from time to time. Note that the RDV may vary depending on the product. For example, the RDV for Product A may be 55% while the RDV for Product B may be 75% and the RDV for Product C may be 100%.**

The retail price, excluding import duties, shipping costs and sales taxes, times the percentage gives the calculated Retail Discount Volume.

The retail discount or commission is between 15% and 30% of the RDV. The discount or commission is based on the rank of the Distributor. For example, Mercury receives a 15% discount or commission while a Saturn receives a 30% discount or commission.

All Beyuna products have an RDV value calculated as described above.

#### **Example:**

Suppose Beyuna introduces a toothpaste product that sells for AED 7,00 a tube. For purposes of this example, assume that the RDV is calculated based on a percentage of 55%. In this case, the RDV of the tube of toothpaste is AED 3,85 (AED 7.00 X 55% = AED 3,85). When a Distributor purchases or refers the sale of a tube of toothpaste, the discount or commission (ranging from 15% to 30%) is calculated based on the RDV of AED 3,85.

For a Mercury (15% discount or commission), the discount or commission is AED 0,58 (AED 3,85 X 15% = AED 0,5775, which is rounded up to AED 0,58). Therefore, Mercury pays AED 6,42 when he or she purchases a tube of toothpaste or earns AED 0,58 when one of his or her customers' orders the toothpaste from Beyuna paying the full AED 7,00.

For a Saturn (30% discount or commission), the discount or commission is AED 1,16 (AED 3,85 X 30% = AED 1,155, which is rounded up to AED 1,16). Therefore, a Saturn pays AED 5,84 when he or she purchases a tube of toothpaste or earns AED 1,16 when one of his or her customers order the toothpaste from Beyuna paying the full AED 7,00.

### **Retail Discount**

When a Distributor purchases a Beyuna product for personal use or resale, the Distributor receives a discount that is calculated based on the RDV of the product and the Distributor's rank. In the above example, the Retail Discount for a Mercury is AED 0,58 on the tube of toothpaste. For a Saturn, the Retail Discount is AED 1,16 on a tube of AED 7,00 toothpaste.

### **Retail Commission**

When a customer who was referred by a Distributor purchases a Beyuna product via the Distributor's Beyuna website, the customer pays the full price and the Distributor earns a Retail Commission that is calculated based on the RDV of the product and the Distributor's rank. In the above example, the Retail Commission for a Mercury is AED 0,58 on the tube of toothpaste (15% of the RDV of AED 3,85). For a Saturn, the Retail Discount is AED 1,16 on a tube of AED 7,00 toothpaste (30% of the RDV of AED 3,85).

### **QV (Qualifying Volume)**

Qualifying Volume (QV) is a fixed amount that is assigned to each product and is used to determine each Distributor's Rank and is the basis for qualifying for royalties and various bonuses within the Compensation Plan.

QV is an important part of the Beyuna Compensation Plan and is the basis for achieving a rank (Mercury, Mars, Neptune, Saturn, Jupiter) within the Compensation Plan.

If you order products from Beyuna you will receive the number of Qualifying Volume points that apply to these products cumulatively on your account.

QV is an important part of the Beyuna Compensation Plan and is the basis for qualifying for royalties and various bonuses within the Compensation Plan (1,000 QV, 2,000 QV and 3,000 QV).

**The QV is calculated using a fixed percentage as determined by the company from time to time. Note that the QV may vary depending on the product. For example, the QV for Product A may be 55% while the QV for Product B may be 75% and the QV for Product C may be 100%.**

### **51% Retail Rule**

At least 51% of a Distributor's PGV (QV) must be derived from sales made to retail customers. That is, at least 51% of the Distributor's PGV (QV) must come from the Distributor's RV (QV).

If less than 51% of a Distributor's PGV (QV) is derived from such retail sales, the Distributor's PGV (QV) shall be reduced so that it meets this retail sales ratio.

Example: In a calendar month a Distributor's PV (QV) is 1,100, his or her RV (QV) is 900. Therefore, in that month, 900 (QV) is derived from sales to retail customers. In that event, instead of 2,000, the Distributor's PGV (QV) that month is 1,765 (900 is 51% of 1,765).



### **PV (Personal Volume) (QV)**

PV is the cumulative purchases of Beyuna products made by a Distributor in terms of (QV) value in one volume month. If a Distributor purchases 100 (QV) of products in a volume month, the Distributor will have 100 PV (QV) that month.

### **RV (Retail Volume) (QV)**

RV is the cumulative purchases of Beyuna products made by a Distributor's customers through the Distributor's Beyuna Replicated Website in terms of (QV) value in one volume month. If a Distributor's customers purchase 500 (QV) of products in a volume month through the Distributor's Replicated Website, the Distributor will have 500 RV that month. A Distributor may view his or her RV (QV) at any time in the CloudOffice > Sale > CustomerSale.

### **PGV (Personal Group Volume) (QV)**

A Distributor's PGV (QV) is the total of his or her PV (QV) and RV (QV) in a volume month. Thus, it is total of the CV generated by a) the Distributor's personal purchases (PV); b) the purchases made through the Distributor's website by his or her customers (RV) (QV).

Volume is assigned to the relevant volume month in which the order is placed and paid in full to Beyuna. Under no circumstances can volume be transferred to another commission month.

### **CV (Commission Volume)**

Commission Volume (CV) is a fixed amount that is assigned to each product and is used to determine Royalties & Bonuses.

CV is an important part of the Beyuna Compensation Plan and is the basis for qualifying for royalties and various bonuses within the Compensation Plan.

If you order products from Beyuna you will receive the number of Commission Volume points that apply to these products cumulatively on your account.

**The CV is calculated using a fixed percentage as determined by the company from time to time. Note that the CV may vary depending on the product. For example, the CV for Product A may be 55% while the CV for Product B may be 75% and the CV for Product C may be 100%.**

Volume is assigned to the relevant volume month in which the order is placed and paid in full to Beyuna. Under no circumstances can volume be transferred to another commission month.

CV is used to calculate Personal Volume (PV) (CV), Retail Volume (RV) (CV), and Personal Group Volume (PGV (CV)):



### **PV (Personal Volume) (CV)**

PV is the cumulative purchases of Beyuna products made by a Distributor in terms of CV value in one volume month. If a Distributor purchases 100 CV of products in a volume month, the Distributor will have 100 PV that month.

### **RV (Retail Volume) (CV)**

RV is the cumulative purchases of Beyuna products made by a Distributor's customers through the Distributor's Beyuna Replicated Website in terms of CV value in one volume month. If a Distributor's customers purchase 500 CV of products in a volume month through the Distributor's Replicated Website, the Distributor will have 500 RV that month.

A Distributor may view his or her RV at any time in the CloudOffice > Sale > CustomerSale.

### **PGV (Personal Group Volume) (CV)**

A Distributor's PGV is the total of his or her PV and RV in a volume month. Thus, it is total of the CV generated by a) the Distributor's personal purchases (PV); b) the purchases made through the Distributor's website by his or her customers (RV).

### **Distributor Passthrough**

Beyuna strives to pay out the full 30% retail commission/Distributor discount. This is accomplished through the Distributor Passthrough. Distributor Passthrough is the difference in discount or commission, on purchases from Distributors and their customers via the Beyuna website, which is due to the distributor who is entitled to a higher discount percentage or commission in the direct line of sponsorship. Under the Compensation Plan, the amount of a Distributor's discount and Retail Commission is determined by the Distributor's Rank per the chart below.

Rank	Discount / Retail Commission
Mercury	15%
Mars	20%
Neptune	25%
Saturn & Jupiter	30%

As long as the upline Distributor(s) is(are) Active with a PGV (QV), of 2,000 in the volume month (subject to the 51% Retail Rule), the upline Distributor will receive the Distributor Passthrough differential. Consider the following examples:

### **Example 1**

Andrea is a Mercury. Therefore, she receives a 15% Discount on her personal purchases and a 15% Retail Commission on the sales to customers through her Beyuna Replicated Website. Andrea's sponsor, Billy, is a Mars. As long as Billy has 2,000 PGV (QV), during the volume month, he receives 5% of Andrea's RDV that month. Thus, 20% has been paid out. The remaining 10% of Andrea's RDV is then paid to the next upline Distributor above Billy (Cathy) who is at the Rank of Saturn or higher.

As you can see, due to Distributor Passthrough, a total of 30% of Andrea's RDV is paid out: 15% to Andrea, 5% to Billy, and 10% to Cathy.

### **Example 2**

Celeste is a Mars and therefore earns 20% on her RDV in a volume month. Celeste's sponsor, Daniel, is also a Mars. Daniel earns nothing on Celeste's RDV. But, Daniel's sponsor, Evan, is a Saturn. Evan therefore earns 10% of Celeste's RDV that month—provided Evan has at least 2,000 PGV (QV) (subject to the 51% Retail Rule) that month. If Evan did not have 2,000 PGV (QV) that month, the system continues looking above Celeste in the line of sponsorship until a qualifying Distributor is located to receive the Distributor Passthrough.

This discount is accounted for in your monthly Royalties overview. You can find this overview in your CloudOffice > Royalties and for further specification you can click on "Details".

The minimum requirement is that you qualify for a minimum level of 2,000 PGV (QV) (subject to the 51% Retail Rule) in this month.

This discount implies that Beyuna strives to pay the maximum discount of 30%. Of course, you want to receive the maximum discount of 30% yourself instead of letting the discount go to fellow distributors. If you have achieved the rank of Saturn or Jupiter, this discount is 100% for you, provided you have qualified for the minimum level of 2,000 PGV (QV) (subject to the 51% Retail Rule).



MERCURY



MARS



NEPTUNE



SATURN



JUPITER

## Beyuna Compensation Plan is the ladder to success

As you can see, the first rank is Mercury and the highest rank is Jupiter. Below we explain all ranks and their benefits.

### 1: Mercury

Growth Model	Earning opportunities
You go up to the rank of MERCURY if you achieve a minimum of 3,000 PGV (QV) * in 1 month or 6,000 PGV (QV) * in 3 consecutive months, or 9,000 PGV (QV) * 12 consecutive months.	<ul style="list-style-type: none"> <li>✓ 15% Retail Discount RDV</li> <li>✓ 15% Retail Commissions RDV</li> <li>✓ Distributor Passthrough RDV</li> <li>✓ Royalties 2 Tiers CV</li> </ul> <p><b>Bonuses:</b></p> <ul style="list-style-type: none"> <li>✓ Lines in Bonus CV</li> <li>✓ Support Bonus CV</li> </ul>

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) – **Subject to the 51% Retail Rule.**

#### How a Beyuna Customer can achieve the Rank of Mercury in the Beyuna Compensation plan

Everybody can sign up as a customer and buy the Beyuna products. No fee or any other obligation is asked from the customer other than purchasing the products and pay for the products.

However, Beyuna allows customers to start building towards the rank of Mercury in the Beyuna Compensation plan if they wish to do so. Therefore, Beyuna allows a customer to sign up another customer. Beyuna calculates QV (Qualifying Volume) points for every product bought by a customer. All the products bought by the customer and his or her personally introduced customers (one level) will be accumulated over the period of a month.

If the customer achieves a minimum of 3,000 PGV (QV) points in one month or 6,000 PGV (QV) points in 3 consecutive months or 9,000 PGV (QV) points in 12 consecutive months he or she qualifies to achieve the rank of Mercury in the Beyuna Compensation plan.

After qualifying Beyuna will invite the customer to become a distributor. After the customer accepts the invitation and pays the distributor fee, he or she will be promoted to the rank of Mercury in the next volume month.

A consumer can only achieve the Rank of Mercury regardless of the total amount of his or her QV (Qualifying Volume). If the customer wants to achieve a higher rank, he or she must become a distributor first by signing up.

**Please note:** If a customer, who belongs to your Personal Group Volume, qualifies for a rank, then you should take into account that the QV (Qualifying Volume) level applied can only be used once for a rank. Thereafter, such Customer's PGV (QV) will no longer count toward your PGV (QV).

### Retail Discount and Retail Commissions

As Mercury, you are entitled to 15% Retail Discount over the Retail Discount Volume (RDV) on purchases for personal use and sales to customers, and 15% Retail Commissions over the Retail Discount Volume (RDV) when customers purchase directly from your website.

## 2: Mars

### Growth Model

You go up to the rank of MARS if you achieve a minimum of 6,000 PGV (QV) \* in 1 month or 9,000 PGV (QV) \* in 3 consecutive months, or 12,000 PGV (QV) \* in 12 consecutive months.

### Earning opportunities

- ✓ 20% Retail Discount RDV
- ✓ 20% Retail Commissions RDV
- ✓ Distributor Passthrough RDV
- ✓ Royalties 3 Tiers CV

### Bonuses:

- ✓ Lines in Bonus CV
- ✓ Support Bonus CV

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) – **Subject to the 51% Retail Rule.**

**Please note:** If a customer, who belongs to your Personal Group Volume (QV), qualifies for a rank, then you should take into account that the QV (Qualifying Volume) level applied can only be used once for a rank. Thereafter, such Customer's PGV (QV) will no longer count toward your PGV (QV).

### Retail Discount and Retail Commissions

As Mars, you are entitled to 20% Retail Discount over the Retail Discount Volume (RDV) on purchases for personal use and sales to customers and 20% Retail Commissions over the Retail Discount Volume (RDV) when customers purchase directly from your website.

## 3: Neptune

### Growth Model

You go up to the rank of NEPTUNE if you achieve a minimum of 9,000 PGV (QV) \* in 1 month or 12,000 PGV (QV) \* in 3 consecutive months, or 15,000 PGV (QV) \* in 12 consecutive months.

### Earning opportunities

- ✓ 25% Retail Discount RDV
- ✓ 25% Retail Commissions RDV
- ✓ Distributor Passthrough RDV
- ✓ Royalties 4 Tiers CV

### Bonuses:

- ✓ Lines in Bonus CV
- ✓ Support Bonus CV

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) – **Subject to the 51% Retail Rule.**

**Please note:** If a customer, who belongs to your Personal Group Volume, qualifies for a rank, then you should take into account that the QV (Qualifying Volume) level applied can only be used once for a rank. Thereafter, such Customer's PGV (QV) will no longer count toward your PGV (QV).

### Retail Discount and Retail Commissions

As Neptune, you are entitled to 25% Retail Discount over the Retail Discount Volume (RDV) on purchases for personal use and sales to customers, and 25% Retail Commissions over the Retail Discount Volume (RDV) when customers purchase directly from your website.

## 4: Saturn

### Growth Model

You go up to the rank of SATURN if you achieve a minimum of 12,000 PGV (QV) \* in 1 month or 15,000 PGV (QV) \* in 3 consecutive months, or 18,000 PGV (QV) \* in 12 consecutive months.

### Earning opportunities

- ✓ 30% Retail Discount RDV
- ✓ 30% Retail Commissions RDV
- ✓ Distributor Passthrough RDV
- ✓ Royalties 5 Tiers CV

### Bonuses:

- ✓ Lines in Bonus CV
- ✓ Support Bonus CV

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume)—**Subject to the 51% Retail Rule.**

**Please note:** If a customer, who belongs to your Personal Group Volume (QV), qualifies for a rank, then you should take into account that the QV (Qualifying Volume) level applied can only be used once for a rank. Thereafter, such Customer's PGV (QV) will no longer count toward your PGV (QV).

### Retail Discount and Retail Commissions

As Saturn, you are entitled to 30% Retail Discount over the Retail Discount Volume (RDV) on purchases for personal use and sales to customers, and 30% Retail Commissions over the Retail Discount Volume (RDV) when customers purchase directly from your website.

## 5: Jupiter

### Growth Model

You go up to the rank of JUPITER if you achieve a minimum of 15,000 PGV (QV) \* in 1 month or 18,000 PGV (QV) \* in 3 consecutive months, or 22,500 QV \* in 12 consecutive months.

### Earning opportunities

- ✓ 30% Retail Discount RDV
- ✓ 30% Retail Commissions RDV
- ✓ Distributor Passthrough RDV
- ✓ Royalties 6 Tiers CV

### Bonuses:

- ✓ 5% Jupiter Bonus\* RDV
- ✓ Lines in Bonus CV
- ✓ Support Bonus CV

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume)—**Subject to the 51% Retail Rule.**

### **\*Jupiter Bonus**

If you have the rank of Jupiter and a Personal Group Volume (PGV (QV)) of 3,000 (QV). (subject to the 51% Retail Rule) or more in the relevant commission month then you are entitled to an extra 5% discount on your RDV and 5% of the total RDV in your organization until the Jupiter bonus is blocked by another Jupiter in your organization who has also achieved a Personal Group Volume (PGV (QV)) of 3,000 or more (subject to the 51% Retail Rule).

**Please note:** If a customer, who belongs to your Personal Group Volume (QV), qualifies for a rank, then you should take into account that the QV (Qualifying Volume) level applied can only be used once for a rank. Thereafter, such Customer's PGV (QV) will no longer count toward your PGV (QV).

### **Retail Discount and Retail Commissions**

As Jupiter, you are entitled to 30% Retail Discount over the Retail Discount Volume (RDV) on purchases for personal use and sales to customers, and 30% Retail Commissions over the Retail Discount Volume (RDV) when customers purchase directly from your website.

## **Royalties**

The royalty aspect of the Beyuna Compensation Plan is the long-term goal of every affiliated distributor at Beyuna.

Building up an organization, across multiple levels, of users who are customers and distributors who in turn also use and sample the products is a very powerful tool. In essence, it is about redistributing money that normally circulates in the supply chain. Beyuna eliminates the traditional supply chain and distributes the money that is released to yourself and 6 levels of people.

The Beyuna Concept can also be seen as the solution for a society in transition that is struggling to redistribute money through various innovations in the field of automation, robotization, etc. What are we going to do with workforce that is redundant or for which there is no demand?

"Beyuna the New Other" provides you with a solution here.

In the overview shown above, you can see that each Rank in the Beyuna Compensation Plan from Mercury to Jupiter is given the opportunity to earn royalties respectively from two to six qualified levels that we call a Tier.

**Level:** A level is a layer with distributors assigned to your organization.

If you introduce five people in your Beyuna company, this means that you have five distributors on your first level. If these distributors<sup>1</sup> in turn also introduce people to their first level, then these distributors are on their first level but on your second level. If these distributors in turn also introduce people to their first level, then these distributors are on their first level, on the second level of the distributor you introduced, but on your third level. You can imagine that if this concept is constantly repeated, a very large group of people together represents an enormous consumer group all using and selling products.

This creates an internal economy of users of Beyuna products that all together earn from the use by everyone. Beyuna pays Royalties on the use of all these Beyuna products to all its

distributors who qualify according to the rules of the Compensation Plan. The payout takes place every month on the 25th of the month following the commission month.

### Royalties

To qualify for royalties, you must achieve turnover in the relevant month.

With a turnover of 1,000 PGV (QV). \* (subject to the 51% Retail Rule) Beyuna pays 2% royalties on 65% (100% minus (30% discount + 5% Jupiter Bonus)) of the established Commission Volume (CV) value.

With a turnover of 2,000 PGV (QV). \* (subject to the 51% Retail Rule) Beyuna pays 2% royalties on 65% (100% minus (30% discount + 5% Jupiter Bonus)) of the established Commission Volume (CV).

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume)—**Subject to the 51% Retail Rule.**

A distributor who achieves a PGV (QV) of 1,000 or 2,000 (subject to the 51% Retail Rule) is called a qualified level = a Tier for both calculations.

The Compensation Plan first calculates the royalties for all qualified distributors with a PGV of 1,000. The Tiers that belong to the relevant Rank are counted for this. For example, if you are Jupiter, the computer will count the volume of all distributors in a line in your organization up to and including 6 Tiers with 1,000 PGV. All non-qualified distributors with their volume are also counted in this line. This is called compression. The total volume of all lines in your organization is determined in this way. Then your royalties are calculated on this volume (see example).

The Compensation Plan then calculates the royalties for all qualified distributors with a PGV of 2,000 (subject to the 51% Retail Rule). This is done in the same way as described above in the calculation of the 1,000 PGV.

## Development bonuses

When designing its Compensation Plan, Beyuna paid wide attention to developing bonuses that do justice to the extent to which a distributor manages his organization.

### Lines in Bonus

As an incentive to expand the organization, Beyuna has worked out the "Lines in Bonus" for its distributors as a bonus in the Compensation Plan.

To qualify for the Lines in Bonus, the distributor must qualify with a minimum of 2,000 PGV (QV) in the relevant commission month—Subject to the 51% Retail Rule.

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (Retail Volume)—**Subject to the 51% Retail Rule.**

Every distributor introduced by yourself is the beginning of a new line. This means that if you have three distributors on your front line this can ultimately result in three lines in bonus.

### When is a "Line in Bonus"?

We have just seen that a distributor introduced by you can be the start of a line in bonus.

This is the case if this distributor A achieves a PGV (QV) of 2,000 (subject to the 51% Retail Rule) or more in the relevant commission month or if another distributor B, who is in the organization of this distributor A, achieves a PGV (QV) of 2,000 (subject to the 51% Retail Rule) or more.

If the distributor in his organization manages this at three lines, he will receive an additional 1% additional royalties in addition to the 4% royalties to which he is entitled.

### **Lines in Bonus**

3 lines in bonus plus 1% royalties extra

4 lines in bonus plus 1% royalties extra

5 lines in bonus plus 1% royalties extra

The royalties for the "lines in Bonus" can go on indefinitely but stop at the next distributor who qualifies for 3, 4 or 5 lines in Bonus.

## **Support Bonus**

Managing an organization takes time and Beyuna has realized this and has introduced the "Support Bonus" within its unique Compensation Plan under the motto input versus outcome. If you develop the distributors that you have recruited correctly, Beyuna believes that this should be rewarded. This has led to the introduction of a unique Bonus namely the Support Bonus.

To qualify for the "Support Bonus", the distributor must qualify for a minimum of 2,000 PGV (QV) in the relevant commission month.

\*PGV (QV) (Personal Group Volume) = PV (QV) (Personal Volume) + RV (QV) (Retail Volume) – **Subject to the 51% Retail Rule.**

When are you eligible for the "Support Bonus"?

The first distributor in a line (see explanation above) who has qualified for at least 2,000 PGV (QV) (subject to the 51% Retail Rule) will receive "Royalties" if the distributor qualifies for it.

You will now receive 20% Support Bonus on the amount that your distributor has received at the 4% (2% + 2%) Royalties.

Suppose your distributor receives an amount of 4% (2% + 2%) Royalties of AED 10,000 -- then the Support Bonus amounts to AED 2,000 -- being 20% of AED 10,000.

In other words, you can receive 20% Support Bonus for every organization that has been created by a distributor you have set up. It does not matter if it is 1,2,3 or 10 distributors - as long as the above conditions are met, you receive the Support Bonus.

### **Example**

<b>Tier 1</b>	<b>Omar</b>	<b>Andrew</b>	<b>Lubna</b>	<b>Daniel</b>	<b>Yousef</b>
4% Royalties 1st Tier	AED 4,000	AED 1800	AED 400	AED 1120	AED 3120
20% Support Bonus	AED 800	AED 360	AED 80	AED 224	AED 624