

A group of five diverse young adults (three women and two men) are smiling and looking at a tablet together. They are wearing sunglasses and casual summer attire. The background is bright and slightly blurred, suggesting an outdoor setting.

BRAVENLY GLOBAL™
COMPENSATION PLAN
courage. integrity. impact.

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 smartphone empowered business tools 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. This is just one way we strive to help you earn a full-time income with part-time effort.

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 three “phases” to building your Bravenly business, providing multiple ways to earn.



FOUNDATION PHASE

Focus on selling products to your Customers. This could include Retail Customers who are customers that purchase products at SRP or Ambassadors, which are customers who buy products at a discount and receive exclusive perks.



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 lead your team, and duplicate your leadership, you’ll unlock additional ways to earn with another generational bonus and even have the potential to earn shares in a bonus pool.

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 PQV to get active and receive commissions. Every month after your enrolling month, you will need to acquire **100 PQV** 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 Qualification Volume (PQV). Your PQV comes from your own personal orders, Retail Customer orders or Ambassador Orders. So, any combination of 100 PQV 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 PQV 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 PQV.

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	
		OCTOBER 31						
		Personal Order of 55 QV	PAY WEEK 1				RC Order of 45 QV	
Accumulated 100 PQV by End of Pay week & now also active for monthly pay period.		NOVEMBER 7						
			PAY WEEK 2					
		NOVEMBER 14						
			PAY WEEK 3					
		NOVEMBER 21						
			PAY WEEK 4					
		NOVEMBER 28						
			PAY WEEK 5					
		DECEMBER 5						
			MUST ACQUIRE 100 PQV AGAIN					



1 *Retail Sales*

20% BASE COMMISSION ON
PERSONAL RETAIL SALES

Customers are the heartbeat of your business. A retail sale can be made by directing others to your personal Bravenly Wellness Store online.

When Retail Customers order products directly from you, you'll earn a 20% commission on the ***Suggested Retail Price*** of their order. These commissions are paid weekly.

Example

YOUR FRIEND JANE PURCHASED \$100 **SRP**
WORTH OF PRODUCT FROM YOU.

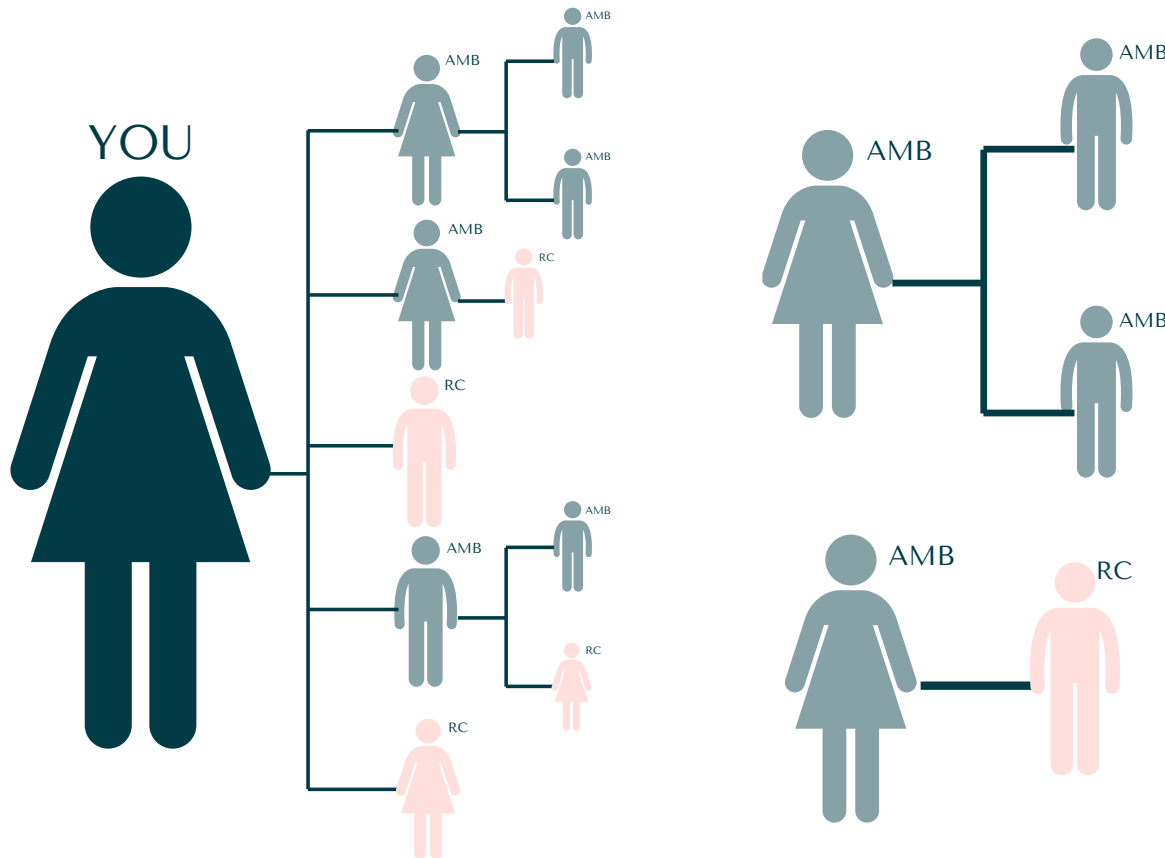
YOU WILL RECEIVE \$20.

2 Ambassador Gates

10% BASE COMMISSION ON AMBASSADOR SALES

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).

3 *Enhanced Commissions*

UP TO 15% BV ENHANCED SALES COMMISSIONS

Earn Enhanced Commissions of up to 15% Bonus Volume (BV) on all your Personal, Retail and Ambassador sales based on your monthly PBV. Your PBV also includes any Retail or Ambassador sales coming from your Personally Enrolled Ambassadors. Notice below, as you grow your Total Group Bonus Volume (TGBV*), by the end of the month, you can unlock higher commission rates.

Example

	TOTAL PBV OR TGBV IN A QUALIFYING MONTH	RETAIL CUSTOMER	AMBASSADOR
INCOME 1 & 2	UP TO 399 PBV *PAID WEEKLY	20% SRP BASE COMMISSION	10% SRP BASE COMMISSION
	400 TO 699 PBV *PAID MONTHLY	+6% BV ENHANCED COMMISSION	+6% BV ENHANCED COMMISSION
	700 TO 1,199 PBV *PAID MONTHLY	OR, PLUS 9% BV ENHANCED COMMISSION	OR, PLUS 9% BV ENHANCED COMMISSION
	1,200 TO 1,999 PBV OR 7,500 TGBV *PAID MONTHLY	OR, PLUS 12% BV ENHANCED COMMISSION	OR, PLUS 12% BV ENHANCED COMMISSION
	2,000 PBV & ABOVE OR 15,000 TGBV *PAID MONTHLY	OR, PLUS 15% BV ENHANCED COMMISSION	OR, PLUS 15% BV ENHANCED COMMISSION

4 *First Order Bonus*

25% ON E1'S FIRST ORDER
10% ON E2'S FIRST ORDER

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 E1. YOU, as the active BP, will receive a **25% bonus** on your E1's first order. When your E1 enrolls a Brand Partner, that person becomes your E2. YOU will receive a **10% bonus** on your E2's first order. These bonuses are paid weekly.

25% of the Brand Partner's first order in BV, is assigned from every first order and goes into the unilevel to benefit you and the upline. You will receive full QV, Qualification Volume, on that first order to help you rank up. You will get PAID on the BV, but the QV is what you get to count towards volume for promotions.

Example

You Personally Enroll Nikki, who places a first order of \$200. 50 BV goes into the unilevel to benefit the upline. Whatever the BV of the products were on that first order counts towards your QV to help you rank up. You will receive the **FIRST ORDER BONUS** of \$50 on this E1.

Then, Nikki enrolls Lisa, who also places a first order of \$100. 25 BV goes into the unilevel to benefit the upline. You will receive the **FIRST ORDER BONUS** of \$10 on this E2.

FIRST ORDER BONUS

ENROLLER QUALIFICATION: BE ACTIVE

BONUS (PAID WEEKLY)	
E1 DIRECT ENROLLEE'S	25% OF FIRST ORDER
E2 INDIRECT ENROLLEE'S	10% OF FIRST ORDER

CALENDAR

Nikki 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.

Nikki enrolls Lisa for \$49.99 on a Monday.

Lisa 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 FOR A FIRST ORDER BONUS.

5 Level Bonus

4% LEVEL BONUSES UP TO 4 LEVELS

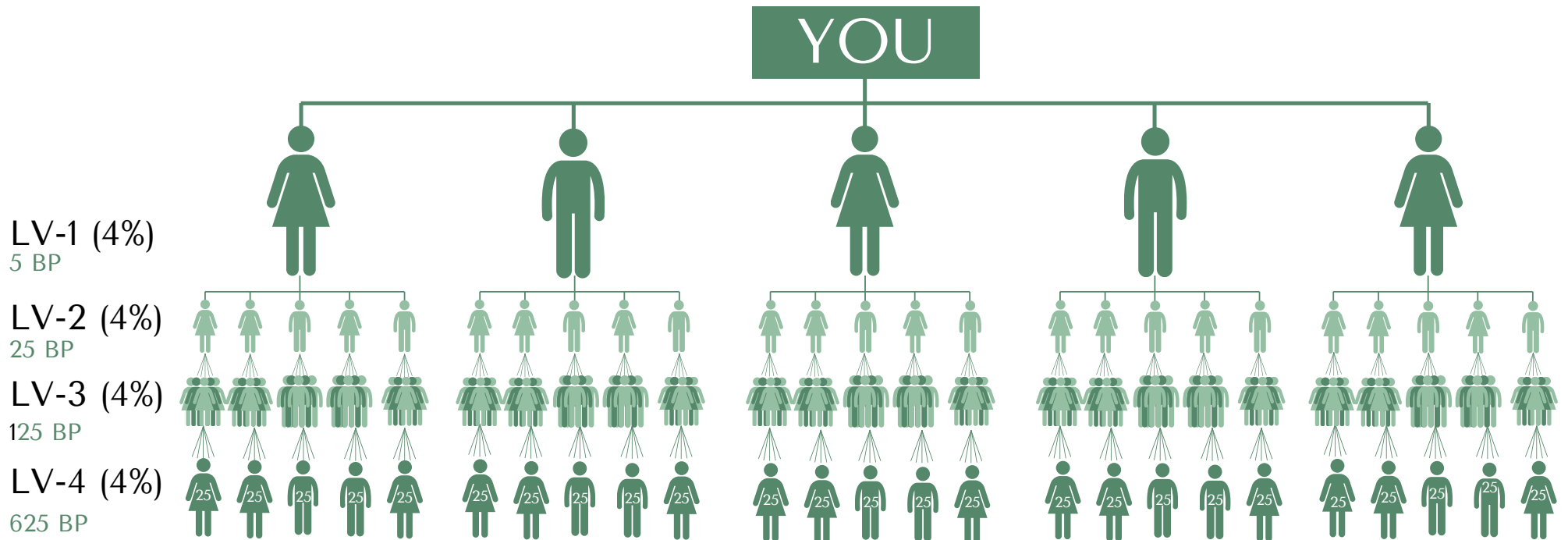
Example

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

Amy has 6 people on Level 2, each at 400 PBV.
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.

At Bravenly, we build 5 legs, you are able to build more legs, if you want. You will have 5 different Brand Partners (BP) on your Frontline to start each leg. These 5 BP's 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. As you rank up, you can begin earning 4% BV Level Bonuses on up to four levels deep of Active Brand Partners. At the rank of Director, you unlock all 4 Level Bonuses. Level Bonuses are paid monthly.



GROWTH PHASE

6 Enroller Bonus

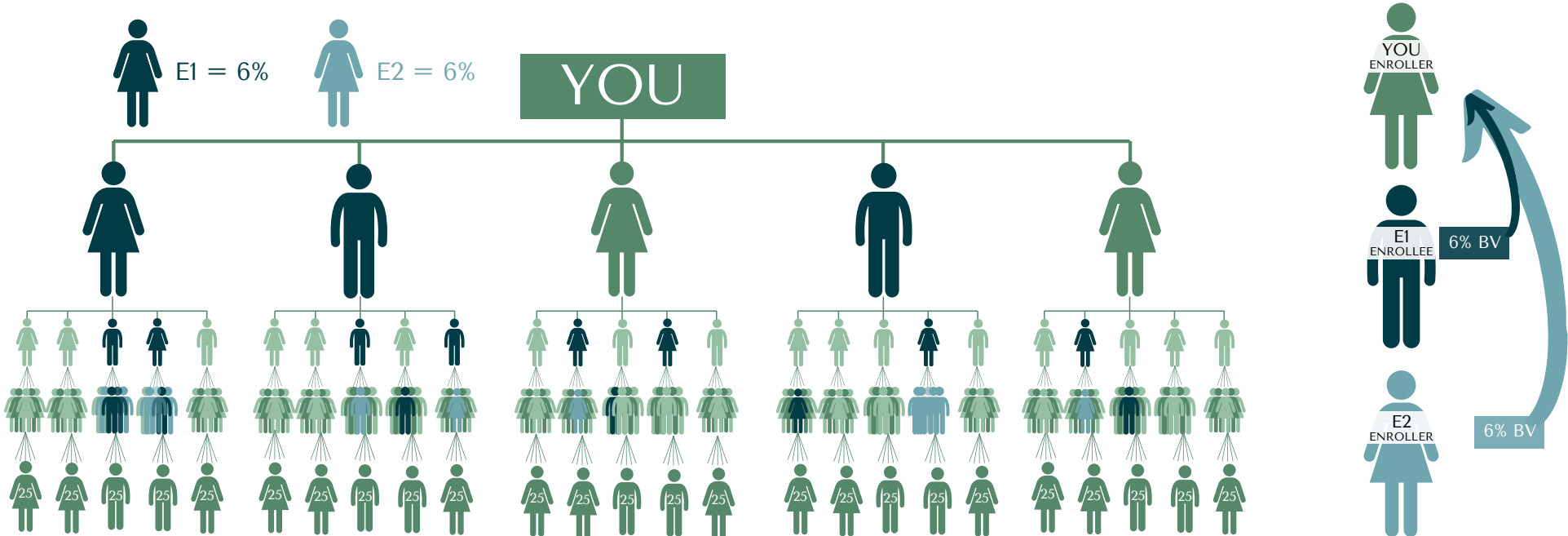
6% BV BONUS ON E1 & E2

Example

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

Dani enrolls Jessica, who is your E2. She has 500PBV. **You make \$30.**

Leadership development is at the heart of our business. Not only do we want to reward you for enrolling Brand Partners, but for helping your Brand Partners do the same. When you personally enroll new Brand Partners (your “E1’s”), you begin receiving 6% BV Enroller Bonuses on all their Personal BV (PBV). When your E1’s personally enroll others (your “E2’s”), and you’ve reached the rank of Executive Brand Partner or higher, you’ll earn 6% BV Enroller Bonuses on your E2 Brand Partners’ personal sales.



GROWTH PHASE

7 Director Bonuses

DIRECTOR PERSONAL TEAM & GENERATIONAL BONUSES

Once you hit the Rank of Director, your Total Group Bonus Value (TGBV) will be considered your "Personal Team". Your Personal Team is anyone in your downline who has NOT reached the rank of Director.

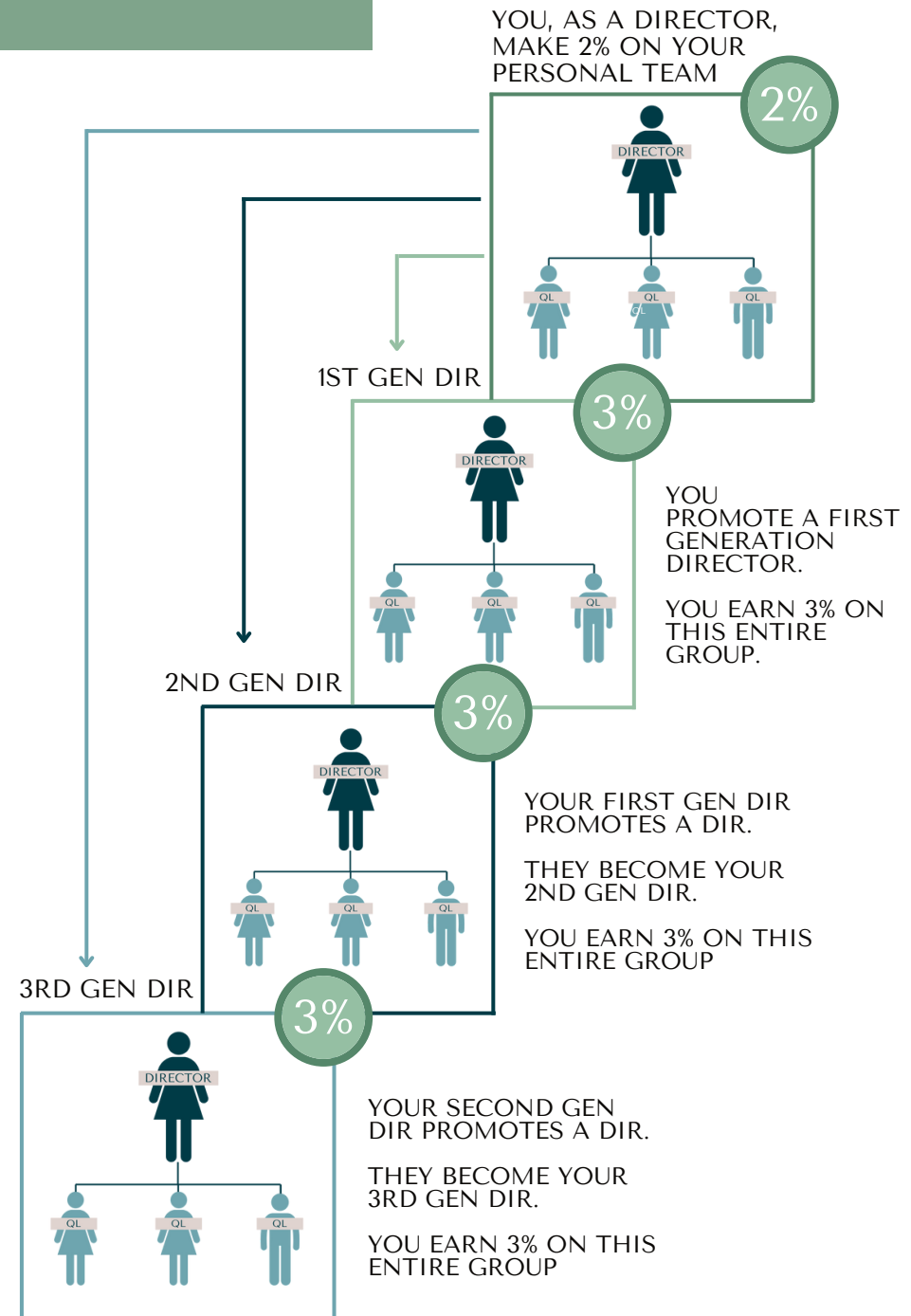
At the End of the Month, the system will look at this TGBV accumulated in your Personal Team and give you a 2% bonus on the BV. Also at Director, you can now earn a 3% Generational Bonus on the Enrollment Tree Groups of those Brand Partners in your downline who have also achieved Director or higher ranks.

Example

You hit the Rank of Director and at the end of the month your Personal Team did 3,200 TGBV.

You earn the 2% bonus on that and make \$64.

You are paid-as Director and your TGBV is 4,700. You helped your Personally Enrolled Sarah also promote to Director, and her TGBV is 2,500. So you make a 3% Bonus on her 2,500 - which is \$75, then the remaining TGBV is your Personal Team (4,700-2,500 = 2,200). **So you make a 2% Bonus on your 2,200 from your Personal Team - which is \$44.**



8 Rank Bonuses

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

Rank Advancement Bonus

You must achieve the rank in the time frame of the full calendar months after your enrollment date to earn the Rank Advancement Bonus. 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.

Example

You enroll on Feb. 12th and have a goal to hit Executive Brand Partner in the 3 full calendar months to earn the \$25. Since you enrolled on the 12th of the month, that is not a FULL calendar month, so you would have ALL of March, April & May (3 full months) to achieve Executive Brand Partner and earn the \$25 Bonus.



Rank Maintenance Bonus

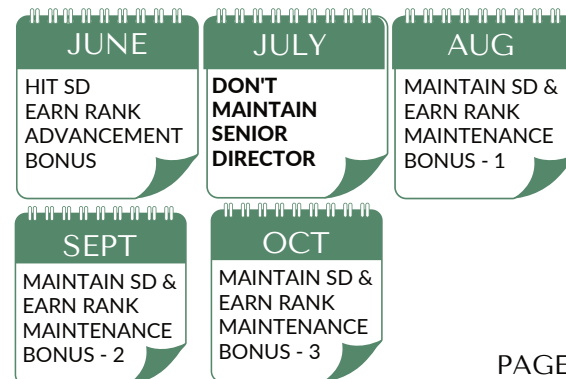
Once you have hit each rank in the timeline, we are going to give you 3 **MORE** bonuses when you maintain that paid-as rank in 3 of the next 4 calendar months.

GET REWARDED AS YOU RANK

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	\$1000	\$500	\$500	\$500
VICE PRESIDENT	18 full calendar months	\$2,000	\$1,000	\$1,000	\$1,000
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.



LEADERSHIP PHASE

9 Vice President Bonuses

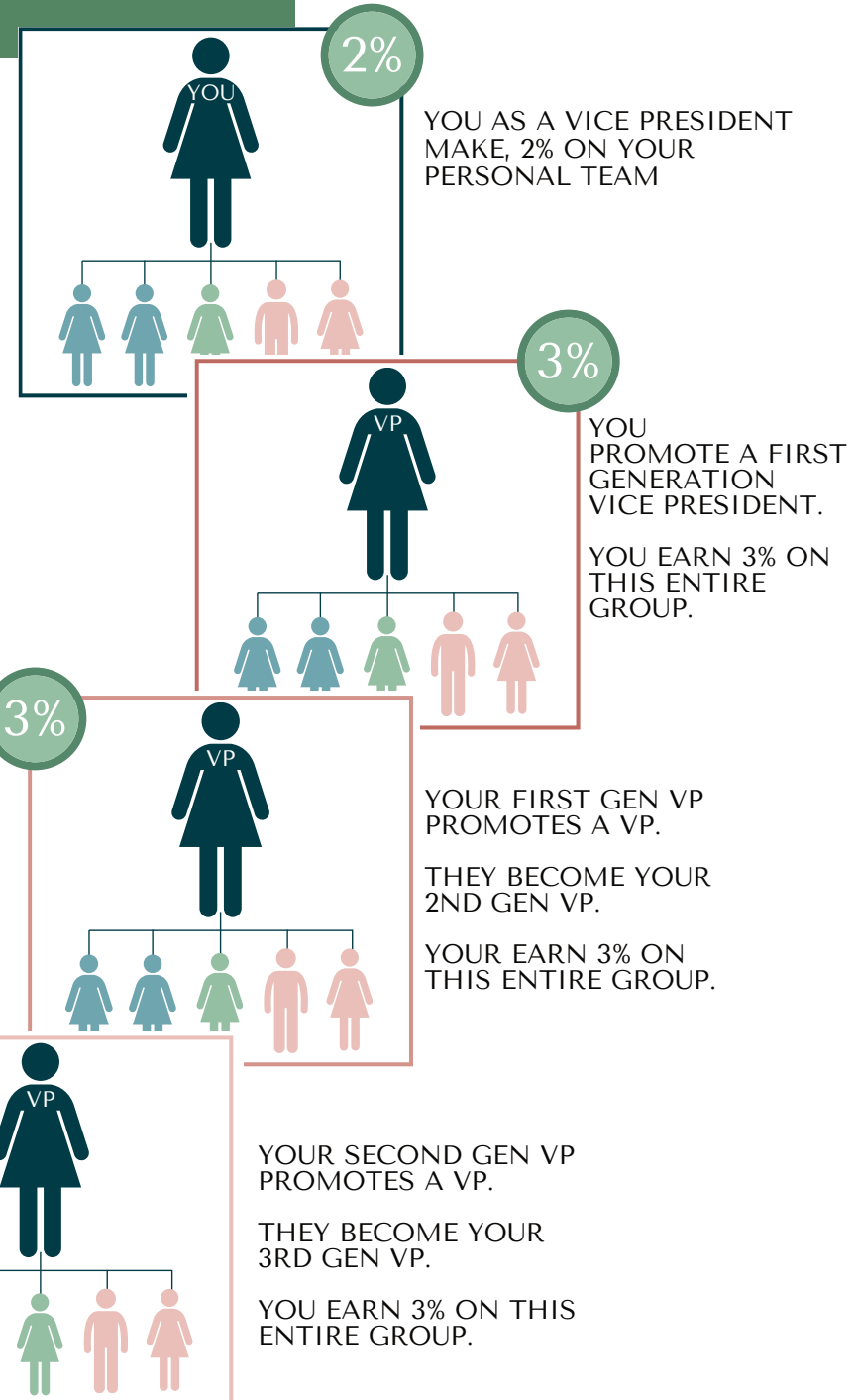
VICE PRESIDENT TEAM AND GENERATIONAL BONUSES

As a Paid-As Vice President, at the End of each Month, the system will look at your TGBV accumulated in your Personal VP Team and give you a 2% bonus on the BV.

Also, as a VP, you can earn a 3% Generational Bonus on the Placement Tree Groups of those Brand Partners in your downline who have also achieved VP or higher ranks.

Example

You are paid-as VP and your TGBV is 47,000. You helped Jaclyn promote to VP, and her TGBV is 32,000. You make a 3% Bonus on her 32,000, so you make \$960. The remaining TGBV 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.



EXECUTIVE PHASE

10 National Bonus Pool

1% OF BRAVENLY'S BV
SHARED AMONG EVPS

Once you are an Executive Vice President, you unlock this additional way to earn. We have reserved our top Rank 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.

Executive Vice President

You are Paid-As an EVP. Earn **ONE*** share for hitting EVP.

Silver Executive Vice President

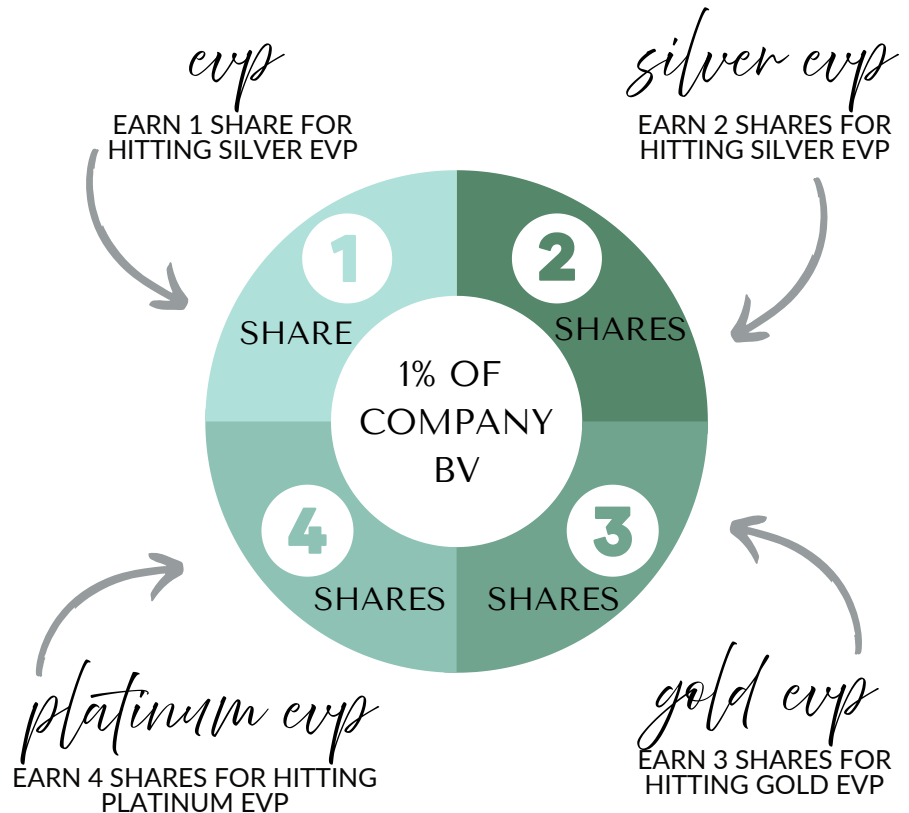
You are Paid-As an EVP and have promoted at least 1 Leg to EVP as well. Earn **TWO*** shares for hitting Silver EVP.

Gold Executive Vice President

You are Paid-As an EVP and have promoted at least 2 Legs to EVP as well. Earn **THREE*** shares for hitting Gold EVP.

Platinum Executive Vice President

You are Paid-As an EVP and have promoted at least 3 Legs to EVP as well. Earn **FOUR*** shares for hitting Platinum 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.

COMPENSATION PLAN

chart at a glance for option one

FOUNDATION PHASE

GROWTH PHASE

LEADERSHIP PHASE

qualifications



QUALIFICATIONS*		PURCHASE BBK + ACTIVE	ACTIVE + 2 PERSONALLY ENROLLED QUALIFIED RETAIL CUSTOMERS OR AMBASSADORS (ANY COMBO OF RC & AMB)							
TOTAL GROUP QUALIFICATION VOLUME		—	400 TGQV	1,000 TGQV	2,500 TGQV	5,000 TGQV	10,000 TGQV	30,000 TGQV	75,000 TGQV	150,000 TGQV
		—	—	—	50% RULE	50% RULE	50% RULE	40% RULE	40% RULE	40% RULE
QUALIFIED LEGS (QL)		—	1 QL	2 QL's	3 QL's	4 QL's	5 QL's	5 QL's	5 QL's	5 QL's
MONTHLY MAINTENANCE RANK QUALIFICATIONS		—	400 TGQV	750 TGQV	2,000 TGQV	4,000 TGQV	7,500 TGQV	24,000 TGQV	60,000 TGQV	120,000 TGQV
		—	—	—	50% RULE	50% RULE	50% RULE	40% RULE	40% RULE	40% RULE
RETAIL CUSTOMER & AMBASSADOR COMMISSIONS		EARN 10% ON AMB & 20% ON RC OF THE SRP + UP TO AN ADDITIONAL 15% BV (see enhanced commissions on pg.6)								
ENROLLER BONUS:	E1-DIRECT ENROLLEE'S	E1 - 6% BV	E1 - 6% BV	E1 - 6% BV	E1 - 6% BV	E1 - 6% BV	E1 - 6% BV	E1 - 6% BV	E1 - 6% BV	E1 - 6% BV
	E2-INDIRECT ENROLLEE'S	—	—	—	E2 - 6% BV	E2 - 6% BV	E2 - 6% BV	E2 - 6% BV	E2 - 6% BV	E2 - 6% BV
UNILEVEL BONUS:	LEVEL 1 BONUS	L1 - 4% BV	L1 - 4% BV	L1 - 4% BV	L1 - 4% BV	L1 - 4% BV	L1 - 4% BV	L1 - 4% BV	L1 - 4% BV	L1 - 4% BV
	LEVEL 2 BONUS	—	L2 - 4% BV	L2 - 4% BV	L2 - 4% BV	L2 - 4% BV	L2 - 4% BV	L2 - 4% BV	L2 - 4% BV	L2 - 4% BV
	LEVEL 3 BONUS	—	—	—	L3 - 4% BV	L3 - 4% BV	L3 - 4% BV	L3 - 4% BV	L3 - 4% BV	L3 - 4% BV
	LEVEL 4 BONUS	—	—	—	L4 - 4% BV	L4 - 4% BV	L4 - 4% BV	L4 - 4% BV	L4 - 4% BV	L4 - 4% BV
RANK BONUSES:**	ADVANCEMENT BONUS	—	—	\$25	\$200	\$400	\$1,000	\$2,000	\$4,000	\$10,000
	MAINTENANCE BONUS 1	—	—	\$25	\$100	\$200	\$500	\$1,000	\$2,000	\$5,000
	MAINTENANCE BONUS 2	—	—	\$25	\$100	\$200	\$500	\$1,000	\$2,000	\$5,000
	MAINTENANCE BONUS 3	—	—	\$25	\$100	\$200	\$500	\$1,000	\$2,000	\$5,000
DIRECTOR GENERATIONAL BONUSES	PERSONAL TEAM				2% BV	2% BV	2% BV	2% BV	2% BV	2% BV
	1ST GENERATION DIRECTOR				3% BV	3% BV	3% BV	3% BV	3% BV	3% BV
	2ND GENERATION DIRECTOR					3% BV	3% BV	3% BV	3% BV	3% BV
	3RD GENERATION DIRECTOR						3% BV	3% BV	3% BV	3% BV
VICE PRESIDENT GENERATIONAL BONUSES	PERSONAL TEAM							2% BV	2% BV	2% BV
	1ST GENERATION VICE PRESIDENT							3% BV	3% BV	3% BV
	2ND GENERATION VICE PRESIDENT								3% BV	3% BV
	3RD GENERATION VICE PRESIDENT									3% BV

bonuses

*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.

BALANCING VOLUME

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

Director to Executive Director 50% RULE

When qualifying or maintaining ranks of Director, Senior Director or Executive Director, a 50% Volume Rule will apply. That means no more than 50% of the TGQV can be counted from any one leg in your organization. This also includes your PQV.

Any amount greater than 50% of the rank required TGQV that comes from one leg of a Brand Partner's downline will not be counted toward the total required volume of that rank.

Vice President & above 40% RULE

When qualifying or maintaining ranks of Vice President, Senior Vice President or Executive Vice President, a 40% Volume Rule will apply. That means no more than 40% of the TGQV can be counted from any one leg in your organization. This also includes your PQV.

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 60% (or 40%) Rule, regardless of whether the TGQV corresponding with that volume was used to determine the "Paid-as" rank.

Want to use unlimited personal volume?

If your strength is gathering customers, there is another way you can rise through the ranks at Bravenly Global. You're able to use an unlimited amount of your PQV without the 40 or 50% Rule capping you, as long as you have a percentage of that volume coming from your customers and enroll the set number of customers per rank. For more information on that, please see the next page, Option 2: Unlimited Personal Volume.

rank advancing MAXIMUM PER LEG

SENIOR BRAND PARTNER NO MAX CAP	50% rule	EXECUTIVE DIRECTOR 5,000 TGQV
EXECUTIVE BRAND PARTNER NO MAX CAP	40% rule	VICE PRESIDENT 12,000 TGQV
50% rule DIRECTOR 1,250 TGQV	40% rule	SENIOR VICE PRESIDENT 30,000 TGQV
50% rule SENIOR DIRECTOR 2,500 TGQV	40% rule	EXECUTIVE VICE PRESIDENT 60,000 TGQV

rank maintenance MAXIMUM PER LEG

SENIOR BRAND PARTNER NO MAX CAP	50% rule	EXECUTIVE DIRECTOR 3,750 TGQV
EXECUTIVE BRAND PARTNER NO MAX CAP	40% rule	VICE PRESIDENT 9,600 TGQV
50% rule DIRECTOR 1,000 TGQV	40% rule	SENIOR VICE PRESIDENT 24,000 TGQV
50% rule SENIOR DIRECTOR 2,000 TGQV	40% rule	EXECUTIVE VICE PRESIDENT 48,000 TGQV

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:

	hit DIRECTOR	hit SENIOR DIRECTOR	hit EXECUTIVE DIRECTOR	hit VICE PRESIDENT	hit SENIOR VICE PRESIDENT	hit 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:

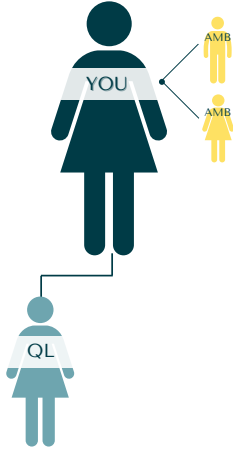
	maintain DIRECTOR	maintain SENIOR DIRECTOR	maintain EXECUTIVE DIRECTOR	maintain VICE PRESIDENT	maintain SENIOR VICE PRESIDENT	maintain EXECUTIVE VICE PRESIDENT
TGQV (TOTAL GROUP QUALIFICATION VOLUME)	2,000	4,000	7,500	24,000	60,000	120,000
PQV (PERSONAL QUALIFICATION VOLUME)	1,000	2,000	3,750	9,600	24,000	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

RANKS OF BRAVENLY

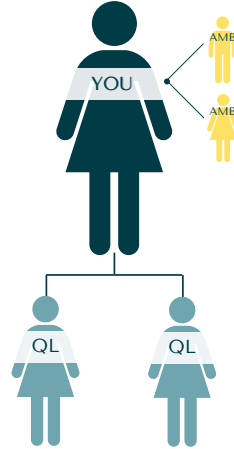
INDEPENDENT BRAND PARTNER



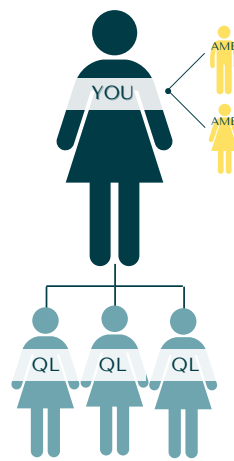
SENIOR BRAND PARTNER
400 TGQV



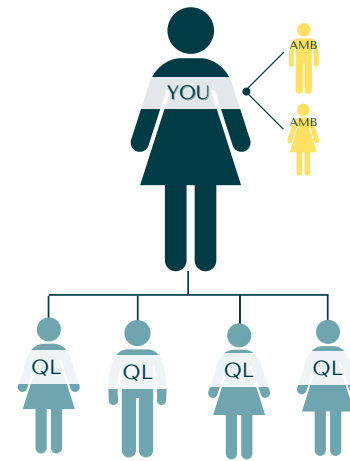
EXECUTIVE BRAND PARTNER
1,000 TGQV



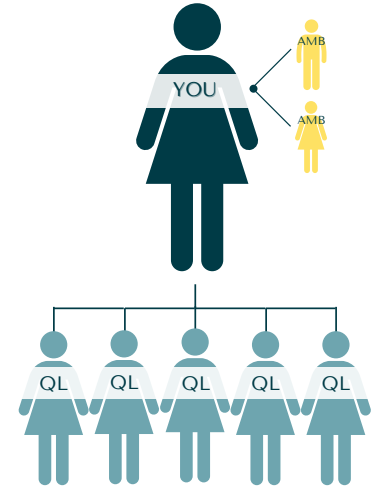
DIRECTOR
2,500 TGQV



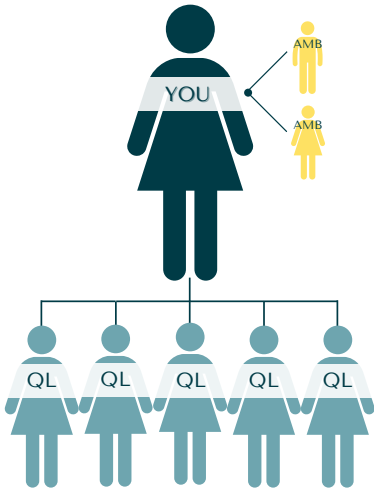
SENIOR DIRECTOR
5,000 TGQV



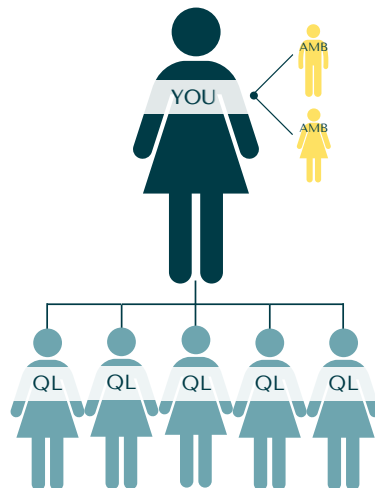
EXECUTIVE DIRECTOR
10,000 TGQV



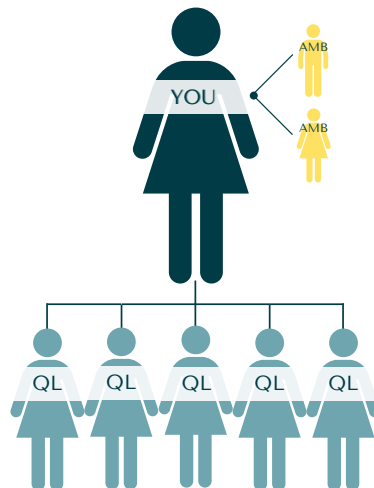
VICE PRESIDENT
30,000 TGQV



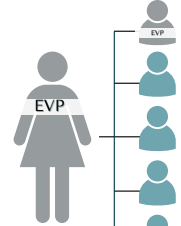
SENIOR VICE PRESIDENT
75,000 TGQV



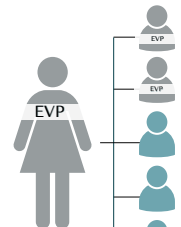
EXECUTIVE VICE PRESIDENT
150,000 TGQV



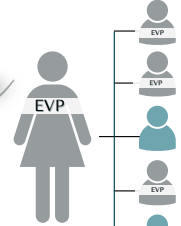
silver
EXECUTIVE VICE PRESIDENT



gold
EXECUTIVE VICE PRESIDENT



platinum
EXECUTIVE VICE PRESIDENT



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.

AMBASSADOR PROGRAM

What ambassadors earn

10% off all personal product orders on EVERY purchase.
10% back in Product Credit on EVERY purchase.

EXAMPLE: You pay \$9.99 to become an Ambassador & order \$100 Suggested Retail Price (SRP) worth of product. You receive 10% off your order AND you receive \$10 in Product Credit.

Earn for sharing the product

10% in Product Credit on every Retail Customer order.
10% in CASH on every Retail Customer order.

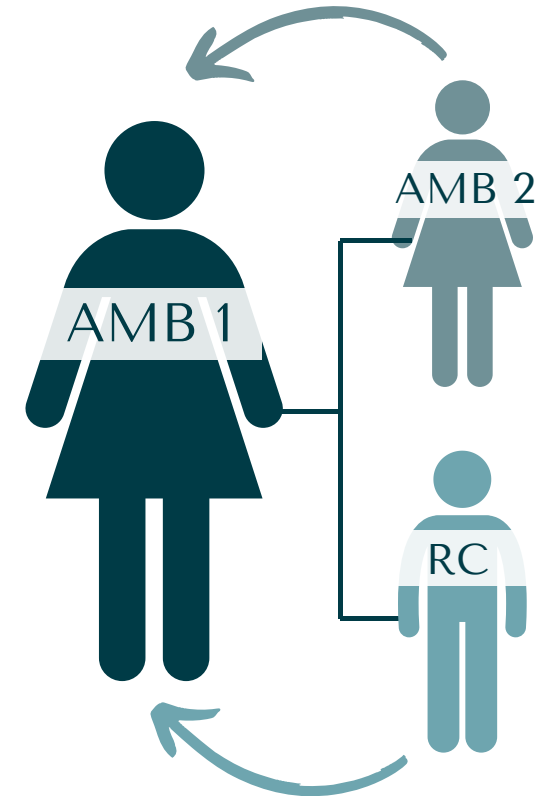
EXAMPLE: Your friend Amy purchases \$100 worth of product from you at SRP. YOU receive \$10 Product Credit AND \$10 cash.

Earn for sharing the program

5% in Product Credit on every Ambassador order.
5% in CASH on all of your direct Ambassadors & their Retail Customers.

EXAMPLE: Your mom pays \$9.99 to become an Ambassador under you, and purchases \$100 of product. (mom gets these same rewards). YOU make \$5 in cash and \$5 in Product Credit.

YOU, AS THE AMBASSADOR, MAKE 5% CASH & 5% IN PRODUCT CREDIT ON ALL OF YOUR DIRECT AMBASSADORS AND THEIR RETAIL CUSTOMERS



YOU, AS THE AMBASSADOR, GET 10% BACK IN PRODUCT CREDIT AND 10% BACK IN CASH ON ALL DIRECT RETAIL ORDERS

BRAVENLY GLOSSARY

Terms you should know

ACTIVE: Personally acquire 100 PQV each month.

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

BONUS: Money you earn as an override on sales made by other Brand Partners in your downline.

BONUS QUALIFIED: When you are active in any given month. A Brand Partner In Good Standing and have met the minimum personal sales requirements for the applicable pay period.

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

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

BRAVENLY BUSINESS KIT: Tools, brochures, workbook, etc. that a Brand Partner receives when they enroll.

COMMISSION: Money you earn by personally selling products to customers. You get a base commission or discount for every product you sell, and you can earn additional enhanced commissions, depending on your personal Bonus Value (BV) each month.

COMPRESSION (Standard): If a Brand Partner fails to meet the “Active” requirement, the system searches that downline from that Brand Partner until it finds an Active Brand Partner. That Active Brand Partner’s Personal BV will then “compress” to include all the volume that may have been generated by any non-Active Brand Partners in between to create the next level until it has satisfied its payout requirements. The term “Compression” is used to describe the temporary condition that occurs when someone fails to meet the “Active” requirement for one pay period.

COMPRESSION (Generated): Compression applied to generational volume, using the “Paid-as” Director (or higher rank) to determine the boundary of each generation (in the same way “Active” status determines the boundary of each level in standard compression). This also applies to the VP generational compression.

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

ENROLLEE: An enrolling or newly enrolled Brand Partner.

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 who the enrollee is directly placed under. This can be the same person if the enrollee keeps their new Brand Partner Front line.

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

GENEALOGY: The complete set of relationships (as defined by “Enroller tree,” Placement Sponsor tree,” “Levels” and “Legs”) between a Brand Partner and his or her upline and downline. It is the “family tree” of any Brand Partner.

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 TGBV.

GROUP VOLUME (GV): This is the volume that is accumulated by your entire organization. You, your customers, your Brand Partners and their customers. You can have 2 types of Group Volume, BV, what you’re paid on and QV, what you qualify for ranks with.

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 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 BPs 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 QUALIFICATION: Your Lifetime Rank is your highest rank achieved, when hitting a new rank for the first time, there are different qualifications than maintaining that rank each month. The qualifications for hitting ANY rank for the first time are, 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.

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

PERSONAL VOLUME (PV): This is the volume that is accumulated by your personal orders, retail customers orders and Ambassador customer orders. You can have 2 types of Personal Volume, BV, what you’re paid on and QV what you qualify for ranks with.

PERSONAL QUALIFICATION VOLUME (PQV): The sum of the QV assigned to each product purchased by your retail customers, your Ambassadors and you in one month, for meeting rank promotion and maintenance qualification.

PERSONAL BONUS VOLUME (PBV): The sum of the BV for your personal orders, your retail customers orders, your Ambassadors orders in one month.

QUALIFIED: An Active Brand Partner that is qualified to be “Paid-as” a particular rank is considered qualified at that rank (see “Paid-as”).

QUALIFIED AMBASSADOR: An Ambassador who has paid the \$9.99 enrollment fee and placed a 25BV order in the current month.

QUALIFIED LEG: A leg with at least one Active Brand Partner somewhere in the depth of the leg.

QUALIFIED RETAIL CUSTOMER: A Retail Customer who has placed a 25BV order in the current month.

QUALIFICATION VOLUME (QV): 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.

TOTAL GROUP BONUS VOLUME (TGBV): This is the total PBV created by you and all your Brand Partners in the Sponsor genealogy calculated to infinite depth, sometimes subject to the 50% / 40% Rule.

TOTAL GROUP QUALIFIED VOLUME (TGQV): Is the total QV of your orders, and your organization.

2022 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
Independent Brand Partner	29.63%	\$1,899.48	\$.78	\$69.86
Senior Brand Partner	19.53%	\$1,382.64	\$1.58	\$93.32
Executive Brand Partner	20.54%	\$1,251.09	\$14.62	\$187.05
Director	12.12%	\$3,612.87	\$144.10	\$589.96
Senior Director	7.41%	\$4,512.01	\$399.21	\$1,180.35
Executive Director	6.73%	\$9,723.37	\$696.66	\$2,500.06
Vice President	2.36%	\$16,482.89	\$2,729.91	\$7,884.13
Senior Vice President	1.01%	20,667.66	\$11,857.72	\$17,996.36
Executive Vice President	.67%	\$44,882.01	\$22,957.29	\$34,845.67

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 2022 was **\$861.23**, and the median monthly income for ALL U.S. Brand Partners was **\$141.96**. In 2022, **49.68%** 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 2022.

The income information in the above table includes only those Brand Partners who were active in 2022.

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.