



rewards plan

Ceres Living has a breakthrough marketing plan with exceptional rewards for our distributors. You'll find so many ways to pursue lifelong goals with the **Ceres Living** Rewards Plan. Designed with your success in mind, our Rewards Plan gives you a vehicle to fully realize your own potential and make the lifestyle of your dreams a reality. The timing to be a part of **Ceres Living** has never been better. By sharing the extraordinary **Ceres Living** products and opportunity with others, you are leveraging the power of our compensation plan, and profiting from the extremely generous rewards we offer in return for your efforts.

- ◆ 1 Direct Sales
- ◆ 2 Preferred Customer Order Bonus
- ◆ 3 Discount Club
- ◆ 4 Sales Team Commissions
- ◆ 5 Generational Matching Bonuses
- ◆ 6 Leadership Bonus
- ◆ 7 Initial Order Bonus Pool
- ◆ 8 Worldwide Bonus Pool



rewards and income with Ceres Living

◆ 1 Direct Sales

You can earn income by purchasing products from Ceres Living at wholesale prices and then selling them for a profit at retail prices.

We also make it easy for you to directly enroll Customers online, where they have the opportunity to purchase directly from the company. You will receive a profit of the difference between the retail and wholesale price in your next check.

◆ 2 Discount Club

By introducing your friends and family to AIO, you can receive a [discount](#) on the retail price. By personally sponsoring just 4 new Preferred Customers, you'll qualify for the Discount Club and start receiving your AIO Premium Cellular Health each month for much less (see chart below).

AIO Retail Pack	Retail Price	Discount Price
Single	\$49.95	\$39.95
Wellness Pack	\$99.95	\$79.95
Family Wellness Pack	\$149.80	\$119.80
Business Builder Pack	\$199.75	\$159.75

◆ 3 Preferred Customer Order Bonus

Active **Ceres Living** Distributors qualified with at least 30 BV in a 4-week pay period can earn money every week with the Preferred Customer Order Bonus. There are two ways to earn this bonus.

#1) Whenever you personally sponsor someone who purchases an AIO Retail Pack for \$99.95, you will earn a \$20 bonus on their first order. When you personally sponsor someone who purchases an AIO Retail Pack for \$299.95*, you will earn a \$60 bonus on their first order.

#2) Every time one of your personally sponsored Preferred Customers [re-orders](#) an AIO Retail Pack at \$99.95, you will receive a \$20 Bonus on their order. And every time one of your personally sponsored Preferred Customers [re-orders](#) an AIO Retail Single Bottle at \$49.95, you will receive a \$10 Bonus on their order.

*Preferred Customers purchasing the \$299.95 AIO Retail Package are grandfathered at the Supervisor level for 60 days.



rewards and income with Ceres Living

◆ 4 Sales Team Commissions

Building a strong foundation of other Distributors in your organization is a fundamental step to creating wealth. Sales Team Commissions are awarded for successfully building and growing this foundation. The Sales Team Commissions in the **Ceres Living Rewards Plan** are based on a Binary, which means that the computer places everyone in one of two legs (left or right).

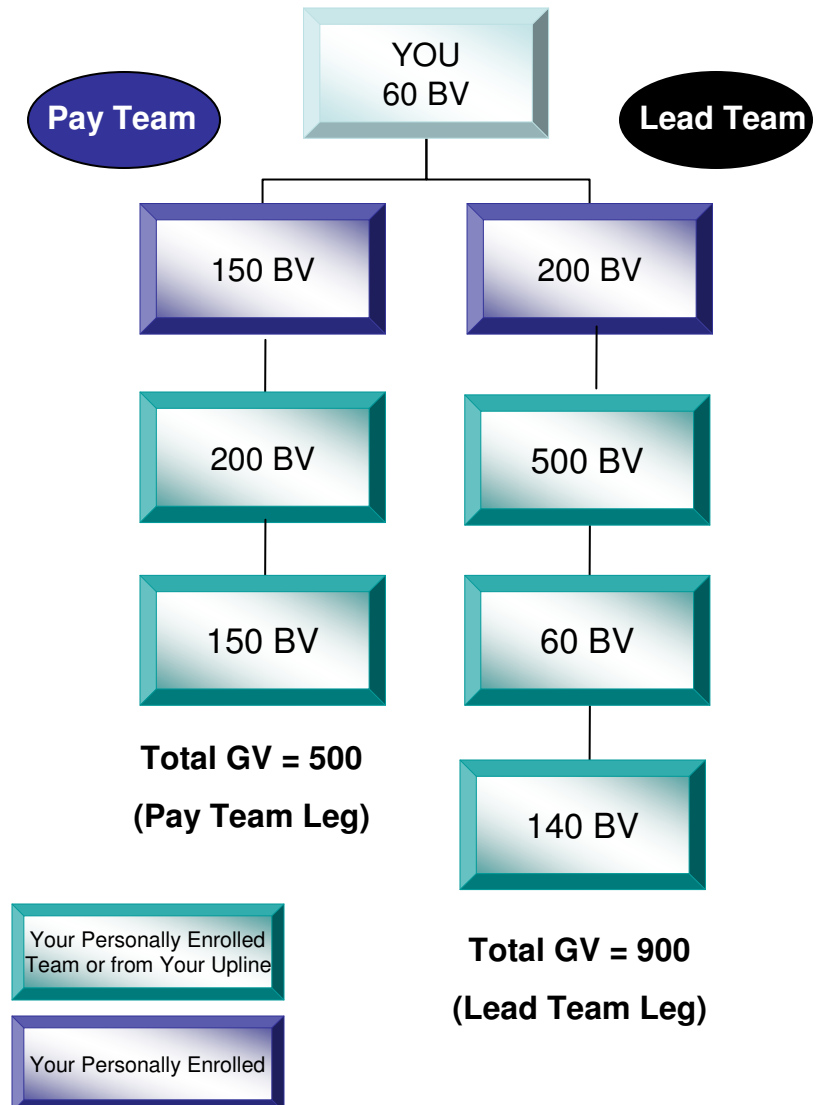
Your organization is built in two ways, the people that you personally enroll and the people that your sponsor, or anyone else in your upline, enrolls and places in one of your two legs.

As your group grows, you can earn up to 10%* Sales Team Commissions each week, based on the total volume generated by your smaller leg (the leg/team with the least GV in it), which we'll call your Pay Team Leg. This means that every time a distributor in your Pay Team organization orders products from Ceres Living, you are compensated up to 10% Commission of the BV for that product.

In the illustration to the left, you are active and qualified (see Qualifications section for specific requirements). Therefore, you qualify to earn 10% of your Pay Team Leg, which in this example, is \$50 (10% of 500 GV).

You can also earn commissions on your larger leg as well, which we'll call your Lead Team Leg, since it's ahead of the other smaller leg. See Leadership Bonus (#8) for more details. Sales Team Commissions are limited to \$12,500 per week per business center.

*Equates to earning 5% of the equal amount of volume from both sides.

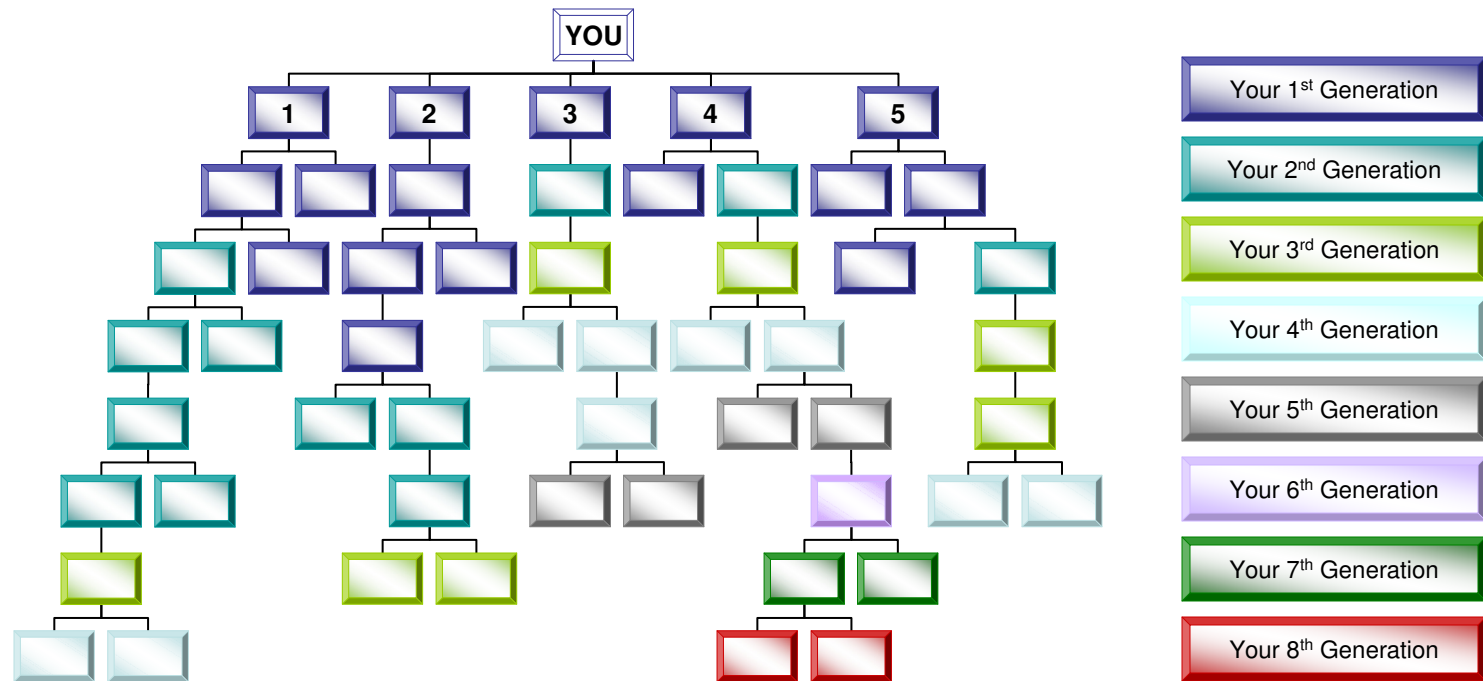




rewards and income with Ceres Living

◆ 5 Generational Matching Bonuses

Generational Matching Bonuses offer even greater rewards because the **Ceres Living** plan pays up to 97% in Matching Bonuses through 8 Generations. This part of the compensation plan is based on your Enrollment Tree and allows you to earn a Matching Bonus on the Sales Team Commissions (described in #4) paid to your personally enrolled distributors and their personally enrolled distributors and so on through 8 Generations, no matter where they are placed in your organization. Generational Matching Bonuses generate wealth from your entire organization based on your sponsoring activities. There is no limit to how many people you can personally enroll. A Generation includes everyone in your enrollment tree down through and including the next active Supervisor or above, which then begins your next Generation. See the diagram below.





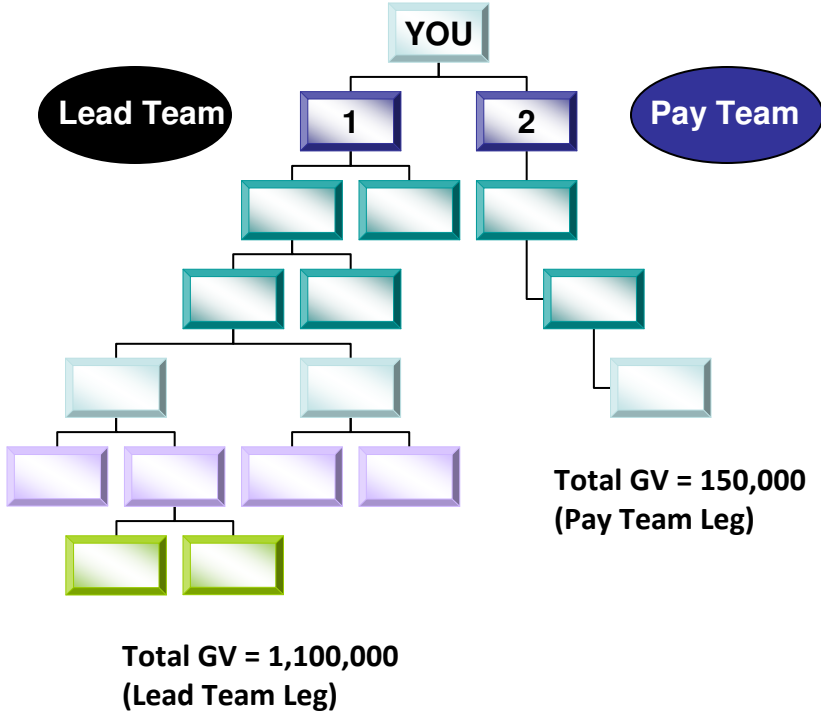
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◆ 6 Leadership Bonus

Once you reach the rank of Director, you can begin earning Leadership Bonuses on your Lead Team Leg (the side with the higher group volume or GV). To qualify for the Leadership Bonus, you must be an active and qualified Director or above.

This bonus can result in significant residual income. All Leadership Bonuses are paid on Lead Team Leg GV. There is a capped limit as shown in the chart below. The limit represents the maximum Lead Team GV that you can earn with a Leadership Bonus. Any additional Lead Team GV will then be carried forward and “banked” (see Qualifications & Terminology for a more in depth explanation of this term).

In the example to the right, if you are a qualified and active Diamond Director and your Lead Team Leg is 1,100,000 GV and your Pay Team Leg is 150,000 GV in a 4-week pay period, you would be eligible for a Leadership Bonus of \$27,000 (3% of 900,000 GV, which is 6x your pay team leg). In this same example, if your Lead Team Leg were 800,000 GV, you would be eligible to earn 3% of 800,000, which would be a Leadership Bonus of \$24,000.



Director	National Director	Exec National Director	International Director	Diamond Director
1% Lead Team Leg Up to 2x Pay Team Leg	1.5% Lead Team Leg Up to 3x Pay Team Leg	2% Lead Team Leg Up to 4x Pay Team Leg	2.5% Lead Team Leg Up to 5x Pay Team Leg	3% Lead Team Leg Up to 6x Pay Team Leg



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◆ 7 Initial Order Bonus Pool (IOBP)

Each time you sell a Retail Pack you earn points. The Retail Wellness Pack at \$99.95 is worth 1 Point and the Family Wellness Pack at \$299.95 is worth 2 Points.

When you reach 5 Points in a 4-week pay period, you earn 1 Share in the Initial Order Bonus Pool. There is no limit to the number of Shares you can earn in a 4-week pay period. Everyone who is an active and qualified Senior Affiliate and above can participate.

This Bonus is paid at the end of each 4-week pay period. New distributors can carry their points from their first enrollment period over to their second 4-week pay period and count them towards the Initial Order Bonus Pool.

◆ 8 Worldwide Bonus Pool (WBP)

A percentage of global company volume paid out to participating active and qualified Senior Affiliates and above who increase the volume in their Pay Team Leg (the lesser leg) by 1,000 BV in a 4-week pay period.

Distributors earn 1 Share for every 1,000 GV increase in their Pay Team Leg. Distributors are not eligible for this pool during their first 4-week enrollment period and must be active to participate. Your first pay period establishes your pay team leg.

Once a distributor has earned more than \$5,000 in a 4-week pay period from all other pay sources, excluding this pool, they are no longer eligible for the Worldwide Bonus Pool.

Should a distributor fall below the \$5,000 in a 4-week pay period, they are eligible to try for the pool again, by increasing their Pay Team Leg by 1,000 GV in a 4-week pay period.



terminology & definitions

Enroller/Sponsor

Person registering or enrolling new Associates into the company.

Group Volume (GV)

Volume generated by both your personally enrolled Associates, their teams and Associates personally enrolled by your upline and placed in your organization and their teams.

Enrollment Tree

All personally enrolled Associates are on the first level in an Associate's enrollment tree, no matter which side of the binary structure they are placed. Their personally enrolled Associates are on the second level in the enrollment tree, and so on.

Enrollment Tree Volume (ETV)

Volume generated by your enrollment tree, which are your personally enrolled Associates and their personally enrolled Associates and so on.

Personal Volume

Volume that an Associate must generate in a 4-week pay period. If an Associate does not generate the required volume for that rank, all of their accrued volume from both their Pay Team and Lead Team will flush. Any BV that a Distributor personally produces over 120 will automatically go into their Pay Team Leg (lesser leg).

Pay Team Leg

The smaller/lesser side of an Associate's accumulated Sales Team volume.

Lead Team Leg

The larger/greater side of an Associate's accumulated Sales Team volume.

Bonus Volume (BV)

Each product has a Bonus Volume or BV point assigned to it. This BV is what you are paid commissions and bonuses on.



terminology & definitions

Active

A Ceres Living distributor must maintain the minimum volume requirements in a weekly or a 4-week pay period, as specified, to receive commissions and bonuses each week. Any new distributors are automatically qualified for the week they join and any remaining weeks of that pay period in which they joined.

If qualified in the previous pay period, Distributors on AutoShip are considered active and qualified throughout the entire 4 weeks of that pay period, no matter when their AutoShip is scheduled. Distributors not on AutoShip must place an order in the 1st week of that pay period in order to be considered active and qualified for that week. Placing an order in the 1st week qualifies them for the remaining 3 weeks of the pay period. Distributors not on AutoShip are not considered active or qualified until they place their order. For example, if a Distributor places an order in the 2nd week of the pay period, they are only considered active and qualified for the 2nd week and the 2 remaining weeks of that pay period.

See the Ranks and Qualifications section for specific requirements.

Qualified

While “Active” keeps you eligible for commissions and bonuses; “Qualified” determines which commissions and bonuses you will receive. The qualifications vary according to your rank; see the chart in the Ranks and Qualifications section for all rank qualifications and requirements.

AutoShip

A convenient and easy way to ensure that you receive your product every single month. By signing up for Autoship, you’ll receive your product and your credit card on file will be charged automatically on a rolling 4-week schedule. This ensures that Associates do not run out of product and that Associates are always qualified for commissions and bonuses for which they are eligible.

Pay Team Volume Minimum

Pay Team volume begins at 300 GV on the lesser leg in a given week. For Team Sales Commissions to be paid, there must be a minimum of 300 accumulated GV on the Pay Team Leg. Any unpaid volume rolls over to the following week until it reaches 300 GV or more on the Pay Team Leg.



terminology & definitions

Pay Period

Each Company pay period consists of 4-weeks. There are 13 Pay Periods in one year. The commission week ends on Friday at Midnight Pacific Time and the new week begins on Saturday at 12:01 am Pacific Time.

Check Minimum

Checks are paid on a minimum of \$20 or more. Anything less than that will be held and carried over until greater than \$20 and a check will be issued.

Personally Enrolled/Sponsored

Any distributor directly sponsored or enrolled by you, regardless of where they are placed in one of your two legs (left side or right side).

Banked Volume

In any given month that you are active, there may be GV (Group Volume) that you are not paid on. This GV is then “banked” for you and carried over. It may then be used in calculating greater or lesser leg GV Bonuses in a later month.

Preferred Customer

Preferred Customers are **Ceres Living** distributors. They can buy products directly from **Ceres Living** and start enjoying all the benefits of the Rewards Plan immediately. Preferred Customers are required to provide a valid Social Security Number and birth date of the primary applicant due to "Know Your Customer" Provisions of the U.S. Patriot Act.

Customer

Able to buy products directly from **Ceres Living**. Customers do not participate in the Rewards Plan; however, they will be assigned a position in the Team Placement Tree and may upgrade to Preferred Customer (Distributor) status at any time, by clicking on the link “Become an Associate” in their Back Office. Customers do not need to provide a Social Security Number or birth date when they join, however they will need to provide this information should they choose to become a Preferred Customer (Distributor) due to "Know Your Customer" Provisions of the U.S. Patriot Act.

Generation

A compressed level upon which commissions based on volume generated are paid. A Generation includes everyone in your enrollment tree down through and including the next active Supervisor or above, which then begins your next Generation.

All commissions, bonuses and rewards are based on product sales and turnover only. Distributors must retain their active status and proper qualifications to receive weekly and monthly commissions. All examples and references to commissions, implied or stated throughout this document, are for demonstration purposes only and do not represent the specific earnings of any one individual. Ceres Living does not guarantee any level of income to any distributor.



ranks and qualifications

Rank	Affiliate	Senior Affiliate	Supervisor	Area Supervisor	Manager	Area Manager	Director	National Director	Exec National Director	International Director	Diamond Director
Personal Volume In a 4-week pay period	30 BV	60 BV	60 BV	60 BV	60 BV	60 BV	90 BV	120 BV	120 BV	120 BV	120 BV
Personally Enrolled Associates		1 Left 1 Right	2 Left 2 Right	2 Left 2 Right	2 Left 2 Right	3 Left 3 Right	3 Left 3 Right	3 Left 3 Right	3 Left 3 Right	3 Left 3 Right	3 Left 3 Right
Weekly Volume Requirement				150 GV on Pay Team Leg	300 GV on Pay Team Leg	900 GV on Pay Team Leg 1 Manager in Enroller Tree Leg	2,000 GV on Pay Team Leg 2 Managers in Enroller Tree Leg (1 Left, 1 Right)	4,000 GV on Pay Team Leg 4 Managers in Enroller Tree Leg (1 Left, 1 Right)	5,000 GV on Pay Team Leg 60,000 ETV* in a 4-week pay period 5 Managers in Enroller Tree Leg (1 Left, 1 Right)	7,500 GV on Pay Team Leg 120,000 ETV** in a 4-week pay period 6 Managers in Enroller Tree Leg (2 Left, 2 Right)	10,000 GV on Pay Team Leg 300,000 ETV*** in a 4-week pay period 8 Managers in Enroller Tree Leg (2 Left, 2 Right)
Total Weekly Earning Potential		\$1,000	\$1,000	\$1,500	\$2,000	\$3,000	\$7,500	\$10,000	\$12,500	Unlimited	Unlimited

*ETV = Enrollment Tree Volume, with no more than 1/3 coming from any one enrollment leg
 **ETV = Enrollment Tree Volume, with no more than 1/4 coming from any one enrollment leg

***ETV = Enrollment Tree Volume, with no more than 1/5 coming from any one enrollment leg

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