

## The “Maximizer” Compensation Plan

The Maximizer compensation plan is wealth. Designed to “*Maximize*” earning potential through immediate and long term product consumption, the compensation plan begins with your passion for the product and leads to a focus on team-building and leadership development. The Maximizer rewards positive activity with three types of income:

1. **Transactional** – Earn immediate income and establish a successful start for your business.
2. **Transitional** – Earn income while advancing (or transitioning) through the rank qualifications of the compensation plan. Also known as “earn while you learn” income.
3. **Residual** – Earn long-term, reliable Income by doing business now and being paid repeatedly throughout the future.

### MAXIMIZER TYPES OF INCOME



## GETTING STARTED WITH LIFEMAX

### Step 1: ENROLL

- Complete the online Application and Agreement.
- Purchase of the **Business Builder Package** for \$69.95USD (annual fee).
- Upon enrollment, you'll receive a **self-replicating website**, an **administrative back office**, your **personal online store** and a **“Take Action Guide” system complete with training manual, flip-chart and DVD.**

At this basic level, you are awarded your **Business Center** and are eligible to earn **Direct Sales Commissions** and **Product Activation Bonus**. There is no purchase requirement to begin earning through the Lifemax compensation plan. Jumpstart your success through these simple earning methods:

#### Direct Sales Commission

- When a Retail Customer or a Preferred Customer purchases product in person or from your online store, you earn the difference between the wholesale price and the suggested retail price of the product. You and your upline team members also accumulate **Business Volume (BV)** points when your Preferred Customer purchases product, due to the fact that all Preferred Customers are placed in the binary tree below you. Retail Customers are not placed in the tree and therefore only generate retail profit for you, but the product purchase does generate points that are paid out above your position.

#### Product Activation Bonus

- Earn a *Product Activation Bonus* on the dollar value of the Product Activation Order placed by each personally sponsored Distributor.

\*Your business center will not hold or accumulate volume in the two-team compensation tree or the matching bonus structure until it has been activated. See “Activate Your Business” below for details. Additionally, you will not be paid on Business Volume Points created through sales to Retail and Preferred Customers until you have activated your business by placing a qualifying initial Product Activation Order.

### Step 2: Activate Your Business

While no product purchase is required, Lifemax is a product-driven company. Any and all earned commissions and overrides are based on the sale and consumption of product. Your business will grow and flourish more quickly if you are a satisfied product user and have product on-hand to share with others. We recommend that you choose the Lifemax product package that best suits the goals and needs for your business.

When you place a qualifying **Product Activation Order**, you will activate your existing business center. After this initial activation order you will have sixty days before you will have to begin your monthly activity of at least 60BV. This BV can be generated by you or your personal customers and it allows you to hold and accumulate all the BV generated by those in your down line organization. In

order to give you choices in regard to the amount of product you feel you need, we have created three product packages – the **Silver, Gold** and **Platinum**.

- The **Silver** Product Activation Package - Six (6) packages of Mila (180BV). Price: \$ 270 USD.
- The **Gold** Product Activation Package - 24 packages of Mila (720BV). Price: \$ 1,080 USD.
- The **Platinum** Product Activation Package - 80 packages of Mila (2,400BV). Price: \$ 3,600 USD. Also, the company will distribute 50 of your 80 Mila packages (Points of Presence or **POPs**) to whomever you choose—all you have to do is enter the contact information of each recipient in your back office. The Platinum package also includes a re-entry certificate that allows you to re-enter your business with another single Business Center at a later date once you have reached the rank of Diamond.

### Step 3: Qualify Your Business

The next step—start building! To qualify your Business Center and to participate in the entire compensation plan, sponsor one new Distributor on the right and one new Distributor on the left side of your business structure who each purchase a Product Activation Order. To remain qualified to receive commissions, your left and right side personally sponsored Distributors must remain active by generating at least 60BV through direct purchase or retail sales each month.

## EARNING INCOME

### Product Activation Bonus

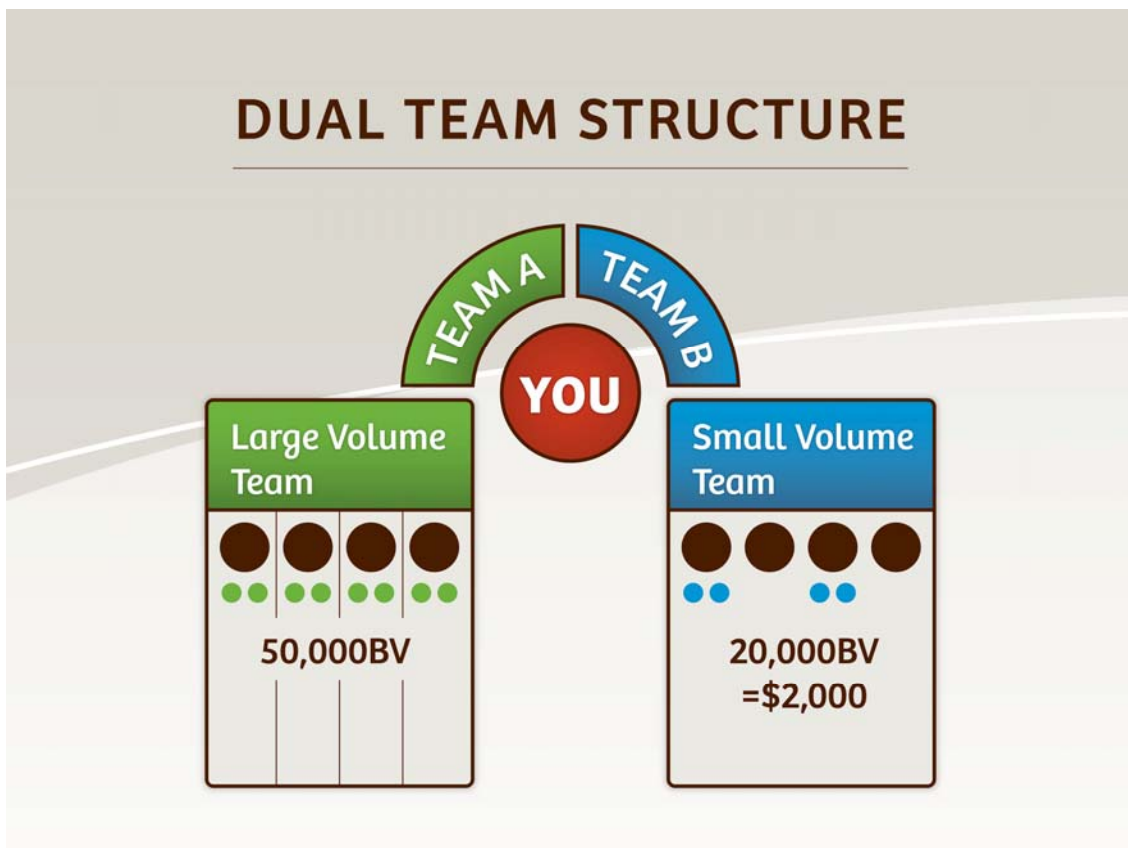
When you sponsor a new Distributor who purchases a Product Activation Package, you receive a **Product Activation Bonus**. This Bonus pays you 20% commission on the dollar value of the package purchased by your new Distributor. For example, if your newly sponsored Distributor purchases a Platinum Package, your Product Activation Bonus would be \$720USD. This Bonus is paid weekly—if you sponsor a new Distributor who purchases product on Wednesday, your Product Activation Bonus is calculated at midnight on Saturday, and you will be paid on Friday of the following week.

### Product Activation Bonus

	Package	Commission	# Canisters	Cans To Dist	Pops	BV	Re-Entry
Silver	\$270.00	\$54.00	6	6	0	180	No
Gold	\$1080.00	\$216.00	24	24	0	720	No
Platinum	\$3600.00	\$720.00	80	30	50	2400	Yes

### Group Volume Bonus

Each Friday, the Business Volume accumulated in your Team A and Team B will be calculated. If active and qualified, you will earn a **Group Volume Bonus** equivalent to 10% of the total accumulated Business Volume (based on product sales) of the Team with the lesser Business Volume. For example, if, at the end of the week, **Team A** has **50,000BV** and **Team B** has **20,000BV**, your **Group Volume Bonus** would be **2,000USD** (10% of 20,000BV). In this example—after bonus calculation—both Teams' volume is reduced by 20,000BV, resulting in Team B volume resetting to 0BV and Team A volume decreasing to 30,000BV, which would be carried over to the next pay period.



## Business Partnership Bonus

When your personally sponsored Distributor earns a Group Volume Bonus, you qualify for a Matching Bonus of that Distributor's Group Volume Bonus check—called the **Business Partnership Bonus**. This Bonus is designed to encourage close work with personally sponsored Distributors to help them sell product and advance through the ranks of the Maximizer plan. The **Business Partnership Bonus** starts at 10% and increases to 50% based on your qualified rank. For example, if your **personally sponsored Distributor earned a \$1,000USD Group Volume Bonus** and you were qualified at the **10% level**, you would earn a **\$100USD Business Partnership Bonus**. If you were qualified at the 50% level, you would earn a **\$500USD Business Partnership Bonus** (see chart below). Distributors who purchase a Gold or Platinum package earn 20% beginning at the Associate rank.

## Business Partnership Bonus

Rank	Associate	Senior Associate	Manager	Director	Global Director	Diamond	Double Diamond	Triple Diamond	Diamond Azure
	10%	20%	25%	30%	40%	50%	50%	50%	50%

## Mentor Bonus

Now that your Teams are growing, you will continue to assist your downline as they build their own structures. When your personally sponsored Distributor sponsors one new Distributor in their Team A and one new Distributor in their Team B—and each new Distributor places a qualifying Product Activation order—you will receive a **Mentor Bonus** of \$50USD. This Bonus is paid one time on any particular Distributor and is paid weekly (the Friday following the qualification).

## Developer Bonus

To give Distributors the opportunity to earn while they learn, Lifemax sets aside 2% of the company's total Business Volume for the month and places it in a pool to support the **Developer Bonus**. The Developer Bonus is paid monthly and is based on the monthly growth in your lesser Team. For each 1,200BV of growth in your lesser Team, you receive one share of this bonus. The value of each share is based on the value of 2% of company's monthly BV, divided by the number of qualifying monthly shares. For example,

- If the **Lifemax Monthly BV is 1,000,000**, the company **sets aside \$20,000USD**.
- And if there are **200 total qualifying shares**, **each share is worth \$100USD**.

So, if your lesser Team Volume grew by 3,000BV from the previous month, you would qualify for **two shares** and your Developer Bonus would be **\$200USD**. The Developer Bonus is paid out to all qualifying Distributors below the rank of Global Director.

## Maximizer Bonus

Designed to create long-term, reliable residual income the **Maximizer Bonus** is a fully integrated Unilevel payout based on your personal enrollment tree that pays up to eight (8) generations monthly. The Maximizer Bonus pays a **FULLY COMPRESSED 40%** of total monthly BV through eight (8) levels on all BV (excluding BV paid out through the Product Activation Bonus) to qualified Distributors—based on the Unilevel chart shown below.

Qualified Rank	Associate	Senior Associate	Manager	Director	Global Director	Diamond	Double Diamond	Triple Diamond	Diamond Azure
Monthly Personal Business Volume (PBV)	60 PBV	120 PBV	120 PBV	180 PBV	180 PBV	240 PBV	240 PBV	240 PBV	240 PBV
Monthly Group Business Volume (GBV)	600	2,400	8,000	20,000	50,000	100,000	250,000	500,000	1,000,000 GBV
Minimum Personally Sponsored Teams	2	3	4	6	8	10	12	16	20
Minimum Group Volume Per Sponsored Teams	200 GV	600 GV	1,000 GV	2,000 GV	3,000 GV	5,000 GV	10,000 GV	15,000 GV	25,000 GV
Preferred Customers				1	3	5	7	9	10
<b>Commission % paid on each generation</b>									
Generation 1	5	5	5	5	5	5	5	5	5
Generation 2		5	5	5	5	5	5	5	5
Generation 3			5	5	5	5	5	5	5
Generation 4				10	10	10	10	10	10
Generation 5					6	6	6	6	6
Generation 6						5	5	5	5
Generation 7							2	2	2
Generation 8								2	2
									40

## Senior Leadership Bonuses

Once you achieve the higher Leadership Ranks in the Maximizer plan, you qualify to receive Senior Leadership Bonuses (**Presidential, Diamond and Azure**). These bonuses have yet to be determined, but will be rolled out in the future.