

VivaMK

...Life just gets better

VivaMK Network Marketing Plan
Growth, Spirit & Partnership



Understanding the VivaMK Network Marketing Plan

The VivaMK sales plan is easy to understand and allows you to start earning immediately. The logic is simple, the more you earn and encourage your team, the greater the commission you will make!

Here are our 3 'better' ways to make money!

- ▶ Retail Commission of up to 35% - that's the difference in what you pay for the products vs what you 'sell' them for. One of the best in the industry.
- ▶ Earn commission from personal sales and your team/group sales through Network Marketing (NWM)
- ▶ Earn extra bonuses from personal and group achievements

Retail Commission Explained:

- ▶ Front end commission just got even better! VivaMK offers one of the industry's highest front-end retail commissions. With a top level of Platinum at 35%, Standard at 25% and Web Exclusive Products at 20% commission.
- ▶ 'Retail is King', and this plan ensures you get maximum benefit from how much you personally sell.
- ▶ For Example: £100 (Catalogue Price) - £65 (Your Cost) = £35 (Your Profit)*

*(Based on Platinum Level)





Network Marketing Plan Explained:

- ▶ The VivaMK NWM plan is probably one of the easiest to understand. Based on the Unilevel system, you can sponsor as many frontline distributors as you like.
- ▶ Your network structure can be up to 5 commissionable levels deep.

VivaMK Distributor Status (DS)

What is a VivaMK Distributor Status?

VivaMK Distributor Status (DS) is achieved through sponsoring and supporting distributors. As you achieve new status levels, your earning potential increases.

Distributor Status Levels

There are 10 Distributor Status Levels that begin with achieving the VivaMK STAR level.

▶ Then there are 5 PREMIER levels:

Premier | Bronze Premier | Bronze Premier Plus | Silver Premier | Gold Premier

▶ Followed by 4 EXECUTIVE levels:

VivaMK Ruby | VivaMK Emerald | VivaMK Sapphire | VivaMK Diamond |

How long does my DS remain?

While your status will reset for the commission calculations every month you will retain the title of your highest distributor status achieved.



How is Commissionable Value (CV) Calculated?

- ▶ Each product is assigned a CV value. CV may vary but starts from 1 point upwards for each product. CV is allocated on retail price in relation to cost price to the organisation.

Example:

A retail volume of £1500 equates to approximately 500 CV. An approximate calculation is as follows;

CV = One-third of the Retail Price (catalogue selling price)



Network Marketing Commissionable Values

- ▶ All purchases of products that carry “Commissionable Value” (CV), will be used to calculate commissions.
- ▶ Products that do not carry CV are business aids (for example catalogues), and other such items as identified by VivaMK.

How are NWM commissions earned?

- ▶ You have the potential to earn Network Marketing (NWM) commissions as a **percentage of commissionable value** at each qualifying DS level.
- ▶ This commission is paid out to Distributors who have met the required criteria (**See NWM plan table - see slide 10**). Calculated every calendar month and paid approximately five-working days after the end of the month.

What is the percentage at each Distributor Status Level?

Distributor Status (DS)	Level 1	Level 2	Level 3	level 4	Level 5
VivaMK Star	*	*	*	*	*
Premier	10%	*	*	*	*
Bronze Premier	10%	8%	*	*	*
Bronze Premier Plus	10%	8%	*	*	*
Silver Premier	10%	8%	8%	*	*
Gold premier	10%	8%	8%	8%	*
Ruby	10%	8%	8%	8%	6%
Emerald	10%	8%	8%	8%	6%
Sapphire	10%	8%	8%	8%	6%
Diamond	10%	8%	8%	8%	6%

Please note: these values are a percentage of the total CV at each level



Adjustments & Calculations of Commission

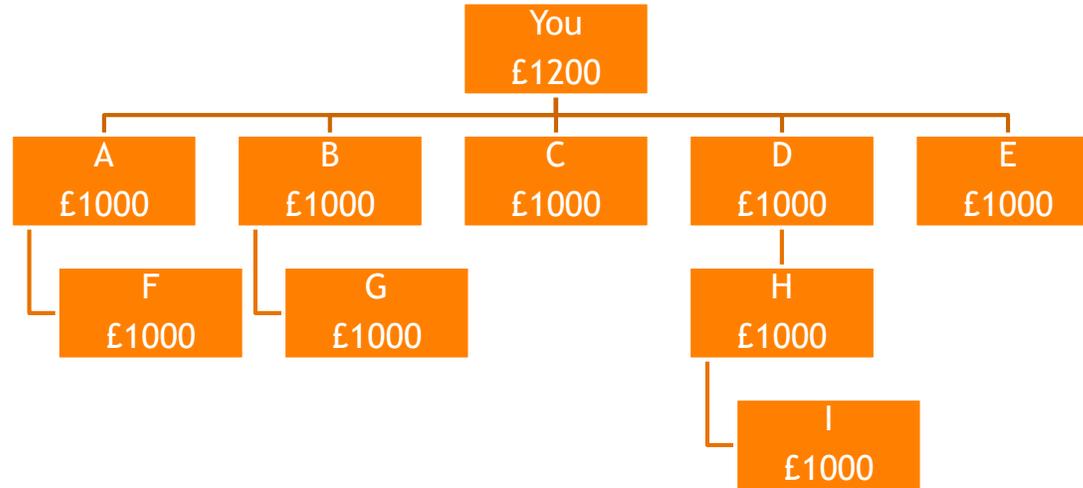
From time to time we have products returned, naturally this will result in adjustments to CV values, in some cases they will be negative adjustments in the following month, depending on time taken to process the return. We will not make such adjustments on the last day of the month.

Commissions are only calculated on paid invoices.



VivaMK NWM Plan										
Monthly Qualifying Requirements	VivaMK STAR	VivaMK Premier	VivaMK Bronze Premier	VivaMK Bronze Plus	VivaMK Silver Premier	VivaMK Gold Premier	VivaMK Ruby	VivaMK Emerald	VivaMK Sapphire	VivaMK Diamond
Personal CV	100	100	100	0	0	0	0	0	0	0
Frontline CV	0	0	0	500	1000	1000	1000	1000	1000	1000
Downline Structure Minimum requirements	*	2 VMK Stars frontline	3 VMK Stars frontline	3 VMK Stars Frontline and 1 Premier downline	5 Premier downlines in separate legs	1 Bronze Premier & 4 Premier downlines in separate legs	1 Silver Premier and 4 Premier downlines in separate legs	1 Silver Premier and 4 Premier downlines in separate legs	2 Silver Premier & 3 Premier downlines in separate legs	3 Silver Premier & 2 Premier downlines in separate legs
Minimum Group Volume on CV (This includes personal CV & Frontline CV)	*	1000	3000	7000	10000	15 000	35 000	50 000	75 000	100 000
Percentage of NWM pay out at each commissionable level related to DS										
Retail Profit (Max)	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
Level 1		10%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2			8%	8%	8%	8%	8%	8%	8%	8%
Level 3				8%	8%	8%	8%	8%	8%	8%
Level 4					8%	8%	8%	8%	8%	8%
Level 5							6%	6%	6%	6%
Executive Bonus								2% of Group Retail	3% of Group Retail	4% of Group Retail
										And £30K CAR
								*	*	*

Below is an example of earnings at the Bronze Premier Level:



- ▶ You have **personal retail sales** of £1200.
You have earned retail profit @ 35% = £420
You have an approximate personal CV of 400

- ▶ You have an approximate Group Volume CV = 3400CV **£707**
You have met the personal & Group CV requirements for a **Bronze Premier**
1 CV equates to £1 GBP
Paid on Level 1 @ 10% of (£5000 / 3* = 1667CV) = 167 CV = £167

Paid on Level 2 @ 8% of (£3000 / 3* = 1000CV) = 80CV = £80

- ▶ **Total earnings are;**
Retail profit (£420) + NWM commission (£247) = £667

Plus, if you are a Pioneer and you achieve this before 31st December 2018 there will be an additional bonus of £500. Therefore, a total of **£1167**

Additional VivaMK Bonuses

PIONEER Bonus - Exclusive Founder Member Bonus Scheme

- ▶ Every PIONEER that achieves the **VivaMK Bronze Premier** status by the close of 2018 will receive an additional **£500.00 bonus**.
- ▶ Every PIONEER that achieves the **VivaMK Bronze Plus** status by the close of business on Thursday 31st January 2019 will receive an additional **£750.00 bonus**.
- ▶ Every PIONEER that achieves the **VivaMK Silver Premier** status by close of business on Friday February 28th 2019 will receive an additional **£1000 bonus**.
- ▶ Every PIONEER that achieves the **VivaMK Gold Premier** status by close of business on Friday February 28th 2019 will receive an additional **£3000 bonus**.
- ▶ Every PIONEER that achieves the **VivaMK Ruby** status by close of business on Friday 28th February 2019 will receive an additional **£5000 bonus**.



Distributor Status	Timeline	Payment
VivaMK Bronze Premier	December 31 st 2018	£500
VivaMK Bronze Premier Plus	January 31 st 2019	£750
VivaMK Silver Premier	February 28 th 2019	£1000
VivaMK Gold Premier	February 28 th 2019	£3000
VivaMK Ruby	February 28 th 2019	£5000

Criteria

- ▶ Available to PIONEERS only (those distributors that joined the VivaMK business in the first 24 hours of registration from when registration opened at Midday 25th June 2018)
- ▶ These bonuses are in addition to the 'First-Time achievement Bonuses'

Additional VivaMK Bonuses Continued

- ▶ First-Time Bonus - Available to the FIRST distributor that hits each status as below:

First-Time Achievement	One-off Bonus
VivaMK Bronze Premier Plus	£1000
VivaMK Silver Premier	£1500
VivaMK Gold Premier	£2250
VivaMK Ruby	£5000
VivaMK Emerald	£7500
VivaMK Sapphire	£10000
VivaMK Diamond	£12500

Criteria

- ▶ Only available once to the first distributor to hit the 'First-Time Achievement' level
- ▶ In the case of a draw (i.e. two distributors achieving the level in the same month, whether in the same leg of the business or different legs, the bonus will be awarded to the distributor with the highest turnover.
- ▶ There is no closing date for these one-off, first Distributor bonuses.

Executive Bonus

The Executive levels of VivaMK Emerald, VivaMK Sapphire & VivaMK Diamond are awarded additional bonuses for achieving these exceptional levels.

Criteria

- ▶ These bonuses are calculated on **RETAIL VALUE** (not CV).
- ▶ They are triggered after two consecutive months (i.e. Achieve the status in October, hold the same status in November). At the end of November, the bonus is paid for October & November collectively.
- ▶ After the collective bonus has been paid, it is achieved again for every consecutive month the same status is achieved.
- ▶ If the status is dropped in any given month, in order to achieve the bonus payments again, the status must be held for two consecutive months as above.

The VivaMK Car Incentive

A VivaMK Diamond will be awarded a car (car model to be confirmed, circa £30 000), once the status has been held for three consecutive months.



Glossary

- ▶ **Distributor:** An individual who is registered into the VivaMK business.
- ▶ **Commissions Qualified:** Having met all the requirements for your DS.
- ▶ **Commissionable Volume:** Volume that is used to calculate commissions (CV).
- ▶ **Personal Commissionable Volume:** Volume that is from your personal retail.
- ▶ **Frontline CV:** Your personal CV plus the CV of your frontline distributors.
- ▶ **Commission Reversals:** When commissions are withdrawn due to a return of product.
- ▶ **Group Commissionable Volume:** This is commissionable volume that is produced by downlines in your group including your personal CV, to five levels in depth.
- ▶ **Group Retail Volume:** This is volume of retail sales that is produced by downlines in your group including your personal retail sales, to five levels in depth.
- ▶ **Unilevel:** Commissions are calculated on multiple levels.
- ▶ **Sponsor:** The person who is directly above you.
- ▶ **Upline:** Your sponsor and every distributor above you.
- ▶ **Frontline:** Every distributor that is sponsored into Level 1 of your business.
- ▶ **Downline:** The distributors that are registered into your business, irrespective of what level they are.

This is the 1st launch of the VivaMK Network Marketing Plan, therefore VivaMK will conduct a full review of the plan in January 2019 and reserves the right to make any necessary changes to secure the stability of the business, if required. Any financial ramifications will be detailed and communicated with the necessary notice to all VivaMK Distributors. A similar review will be conducted in April 2019 & August 2019 and subsequently annually after that. These periodical reviews will help us secure the business and position it for growth.