

arego<sup>TM</sup>  
*life*



## WELCOME TO THE FAMILY... AND TO THE CLIMB.

Relationship marketing is the most powerful marketing method in the world! You have the freedom to work with individuals you know, but more importantly ones you like and trust. Arego Life is committed to YOU! Let's partner, let's build, and let's climb to the top together!

Arego Life was created for one purpose: Bridge the gap between value and opportunity for the many, not just the few. Our perpetual focus is to share joy and happiness through our exclusive products and unparalleled business opportunity.

Arego Life is pleased to welcome our marketing partners in a lucrative, and powerful, yet simple way that adds real value to life!

Thank you for becoming a Marketing Partner (MP).




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## Arego Life's *Get Started Right* Business Plan

### AREGO LIFE'S GET STARTED RIGHT

#### Your first 3 goals are:

-  1. **ACTIVATE:** Enroll at least 3 customers in any 30-day period. This will claim your position in the Arego Customer Co-op (ACC). This is a one-time requirement.
-  2. **QUALIFY:** Enroll 3 MPs and help them **Activate**. This **Qualifies** you to be paid in the ACC. This is a one-time requirement.
-  3. **DUPLICATE:** Help your team members **Activate** and **Qualify**.

NOTE: At any time, a customer can upgrade and become a Marketing Partner (MP). Their previous purchases as a customer prior to becoming an MP would not count toward their personal volume PV as an MP. A customer first purchase, will still count toward the enrollee commission and New Customer Pool (NCP). Any recurring purchases as a customer for that calander month will still count toward their enrollee's PV.

# AREGO LIFE OVERVIEW: HOW TO EARN

## \*Enroll Customers

50% of Customer Volume is paid out through the plan.

Customer commissions are paid as follows:

**Paid Daily - 25%** of each new Customer's First Order is paid to the enrolling MP. (\$13.75 on a \$55 bottle or \$17.50 on a \$70 bottle)

**Paid Daily - 25%** commission on all PV over \$110. PV includes personal and re-ordering customer purchases. New customer order does not count toward PV.

**Paid Monthly** - Earn shares in the New Customer Pool (NCP) by enrolling NEW Customers. **25%** of all new customer orders fund the NCP.

**Paid Monthly** - Additional commissions can be earned if qualified to be paid in the ACC, which is funded by customer re-orders.

## Build a Team

50% of MP's personal purchases are paid out through the plan.

Team commissions are paid as follows:

**Paid Daily- 25% First Order Bonus** on your personally sponsored MP's first order. (\$13.75 on each \$55 bottle)

**Paid Monthly - 34%** through 10 levels of Uni-level Commission.

**Paid Monthly - 16%** Incentives, lifestyle bonuses, and global bonus pools.

\*See NOTE on bottom previous page.

# NEW CUSTOMER POOL (NCP)

## New Customer Pool (NCP) & Maximize your shares in your First 60 Days

Customers are the most essential part of any business. In the first 60 days, a major focus of your business should be on customer enrollment. Why? New MPs earn more shares per new customer within the first 60 days (see below).

- 1) 25% of all new customers' first order volume, company-wide, is allocated to the NCP each calendar month.
- 2) In addition to the 25% customer commission, MPs who enroll new customers earn shares in the NCP as illustrated below.

### Assigning Shares

Time as a Marketing Partner	Shares per NEW CUSTOMER (Per Product Ordered)
First 7 Day	4
8-30 Days	3
31-60 Days	2
Over 60 Days	1

### New Customer Pool

- 25% of each new customer's first order during a calendar month goes into the NCP
- The entire amount allocated to the NCP in a calendar month is divided by the total number of shares resulting in a share value
- Shareholders are paid according to the number of shares they have earned multiplied by the share value

# NEW CUSTOMER POOL EXAMPLE

## EXAMPLE OF NCP - NEW CUSTOMER ONLY

If the company enrolled 1,000 NEW CUSTOMERS in one month and each customer purchased \$55 (1 bottle of Adapt), the total in new customer sales for the month would be \$55,000. 25% of this amount (\$13,750) would be put into the New Customer Pool.

### DISTRIBUTION OF SHARES IN NCP

MP STATUS	NUMBER OF NEW CUSTOMERS	BOTTLES SOLD	SHARES EARNED	TOTAL SHARES
Over 60 days	800	800	1 each	800
31-60 days	100	100	2 each	200
8-30 days	50	50	3 each	150
0-7 days	50	50	4 each	200
TOTAL # OF SHARES IN THE NEW CUSTOMER POOL THIS MONTH:				1,350

**Total Money in Pool = \$13,750**

**Total Shares Given = 800 + 200 + 150 + 200 = 1350**

**Value Per Share = \$13,750 divided by 1350 = \$10.18**

### COMMISSION EXAMPLE WITHIN FIRST 7 DAYS

Within the first 7 days of enrolling, a new MP signed up a new customer who buys 1 bottle of ADAPT. The new MP will earn:

25% commission - \$13.75 (paid daily)

4 NPC Shares - 4 x \$10.18 = 40.72

**Total Earnings = \$54.47 (per bottle)**

### COMMISSION EXAMPLE 61 DAYS AND BEYOND

An MP who has been enrolled for more than 60 days enrolled a new customer who buys 1 bottle of ADAPT. This MP will earn:

25% commission - \$13.75 (paid daily)

1 NPC Share - 1x\$10.18= \$10.18

**Total Earnings = \$23.93 (per bottle)**

Although this is an anticipated payout, it is for demonstration purposes only. Results will vary each month.

- Arego Customer Co-op (ACC)
- Marketing Partner (MP)
- New Customer Pool (NCP)
- Personal Volume (PV)
- Team Volume (TV)

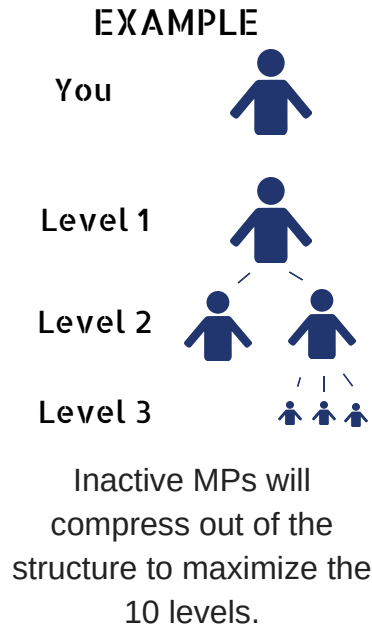
## UNI-LEVEL & FIRST ORDER BONUS

Arego Life provides the potential for powerful long-term residual income. By building a team of MPs, you can quickly access up to 10 levels of commission. (Placement coming soon. This will allow you to combine uni-level legs. See Placement and Activating Placed Leg in glossary.)

### 10 Levels of Uni-level Commission

- One active personally sponsored MP and \$55 PV\* qualifies you for all 10 levels of pay\*\*.

Level	Commission %	Per Bottle
1	3%	\$1.65
2	3%	\$1.65
3	3%	\$1.65
4	4%	\$2.20
5	4%	\$2.20
6	4%	\$2.20
7	5%	\$2.75
8	5%	\$2.75
9	2%	\$1.10
10	1%	\$.55



### 25% First Order Bonus

- 25% is paid to the enrolling MP
- 34% is paid through the 10 levels of the Uni-level compensation
- 16% is paid in pools, incentives, and lifestyle bonuses for up to 75% payout on a new MP's first order.

### 25% OF MP FIRST ORDERS PAID TO SPONSOR

(DAILY PAY)



\*\$55 PV does not include new customer's first order because it funds the NCP.

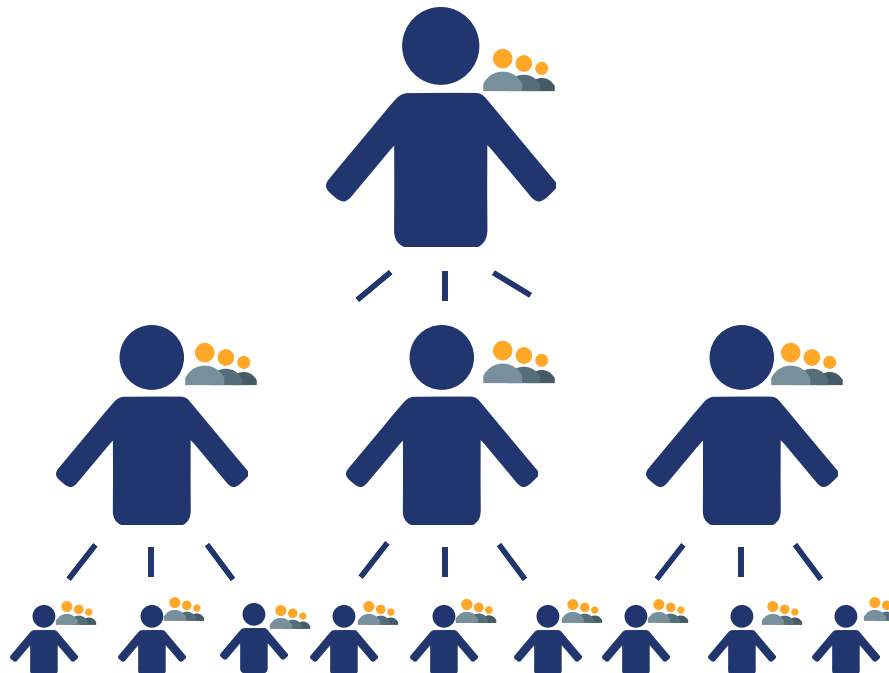
\*\*First \$110 of PV pays through uni-level.



# AREGO CUSTOMER CO-OP (ACC)

The ACC is a long term wealth creator, not a get rich quick plan. Your Co-op has the capacity to contain nearly 2.4 Million MPs. The ACC presents a long term plan in which your earnings can continue to grow for decades.

The ACC is considered a 3x13 Matrix Style Structure. The Co-op is built with each distributor as the top of their own Co-op. When an MP is eligible to be placed into this co-op, they will be placed into the first available open position that is downline from the first activated (see **ACTIVATE** on next page) upline sponsor. However, it is possible for a distributor to be placed in this co-op above their original sponsor under certain conditions. See “Jumping Your Sponsor” on next page.



# ACC CONTINUED...

## ACTIVATION & PLACEMENT

### **ACTIVATE for Placement Eligibility**

In order to be eligible to be placed into the Co-op structure described on previous page, an MP must “Activate” their position. In order to Activate a position, an MP must personally sponsor 3 purchasing customers in any 30-day period. This is a one-time requirement. Once an MP meets this requirement, they will be placed into the structure as outlined on the previous page. The Placement Eligibility will be evaluated once per week on Tuesday 11:59 PM Pacific Time. All distributors who meet the activation requirement for the first time will be placed into the structure as described on previous page in enrollment date and time order during that week. Once a position has been placed into the ACC structure, it cannot be moved under any circumstance.

### **Jumping Your Sponsor (Hint: Help personally sponsored MPs Activated ASAP to maximize check match)**

Should an MP become eligible to be placed into the co-op as described above and their upline sponsor fails to become eligible themselves prior to the weekly placement cutoff (Tuesday 11:59 PM PT), the system will place the newly eligible MP in the first available open position of their first upline sponsor who has already been placed into the co-op. In most cases, this will be the sponsor’s sponsor. However, if this MP has also not yet become eligible to be placed into the co-op, the system will continue to look upline through the sponsorship tree until it finds an MP who has been placed into the co-op. The newly eligible MP will then be placed into that MP’s first available open position. Sponsorship does not change even though you may be above your actual sponsor.

# ACC CONTINUED...

## QUALIFICATION & COMPRESSION

### **QUALIFY for Pay**

In order for MPs to earn commission, they must be ACC “Qualified”. In order to qualify their ACC position, an MP must have 3 active (\$55 PV) personally sponsored MPs who have each “Activated” (as described prior). This is a one-time requirement. Finally, the MP must have a minimum \$275 PV for the current calendar month. This is the only ongoing requirement to get paid in the ACC.

### **ACC Compression**

To Insure all customers pay out appropriately in the ACC there are rules for compression. The ACC will pay on your own customers and 13 generations (Activated and Qualified MP Positions) downline from you. If an MP has not Activated, the customers they have enrolled will pay out on the same generation as the first Activated upline sponsor. For an MP who has Activated but not Qualified, the customers they have enrolled will pay out in their activated position. However, their position will not be counted as a generation. This will cause organizations to become wider than the standard 3x13 structure thus maximizing pay.

### **What pays?**

The ACC Commission will pay out 25% of downline volume from customer orders (excluding first orders) and any MP orders that are above the MP’s first \$110 PV for the month.

# ACC CONTINUED...

## PAYOUT AND CHECK MATCH

### **Funding the ACC and Founders Pool**

25% (\$14 per \$55 bottle or \$17.50 per \$70 bottle) will be split three ways as described below.

### **Arego Customer Co-op**

**40%** (of the 25%) will be paid into a forced matrix within a matrix with every MP at the top of their own matrix. The resulting payout will be split evenly among the first 14 qualified levels (because you get paid on your own customers there are 14 levels paid). This means that if there are less than 14 levels to pay, payout will be split evenly between less than 14 levels. This will guarantee that all 40% is paid out to qualified positions. For example, if only 7 MPs qualified, each qualified MP would receive twice as much for every bottle.

### **100% Check Match**

**40%** (of the 25%) will be paid in a 100% matching bonus to be paid on all ACC commissions earned by personally sponsored MPs. This includes any personally sponsored MPs who may have jumped you.

### **Company Founders Pool**

**20%** (of the 25% - \$2.80 per \$55 bottle) will be paid into a matrix similar to the ACC, that is company-wide, which primarily benefits those who helped build Arego Life in its beginning stages and who continue to engage and build long term.

- Arego Customer Co-op (ACC)
- Marketing Partner (MP)
- New Customer Pool (NCP)
- Personal Volume (PV)
- Team Volume (TV)

## RANKS & LIFESTYLE BONUS

At Arego Life, we recognize hard work! Lifestyle, Global Bonus Pools, and Incentives are given out each month to those who qualify.

Qualification for all ranks cannot be more than 60% in one active uni-level leg. Ranks of National Partner and above are achieved by: A) 2 legs, having minimum ranks of National Director (personally sponsored) or B) 3 legs, having a minimum rank of Regional Partner (personally sponsored).

All ranks must be ACC Qualified (see AREGO CUSTOMER CO-OP) except Advisor which only requires \$55 PV.  
NOTE: Rank does not affect Uni-Level Earnings.

<u>Marketing Partner Ranks</u>	<u>Rank Requirements</u>	<u>Lifestyle Bonus</u>	<u>Global Bonus Pools</u>
Advisor	\$1K		
Manager	\$2.5K		
Regional Director	\$5K	\$100/mth	
Regional Executive	\$10K	\$200/mth	
Regional Partner	\$20K	\$400/mth	
National Director	\$40K	\$800/mth	
National Executive	\$80K	\$1K/mth	
National Partner	\$150K+	\$1K/mth	✓
Global Director	\$300K+	\$1K/mth	✓
Global Executive	\$500K+	\$1K/mth	✓
Global Partner	\$1M+	\$1K/mth	✓
Beachcomber	\$2M+	\$1K/mth	✓

- Arego Customer Co-op (ACC)
- Marketing Partner (MP)
- New Customer Pool (NCP)
- Personal Volume (PV)
- Team Volume (TV)

# GLOBAL BONUS POOLS

A lucrative part of Arego Compensation is the opportunity to earn a prorated percentage of up to 5% of the company's total volume. Achieving National Partner or above accesses the Global Bonus Pools. The eligible Team Volume (TV) in the uni-level determines the rank. The rank determines the number of shares in the Global Bonus Pool.

*Climb Everest in 3 steps*

## 3 The Everest Infinity Pool

Also known as the Beachcomber Pool. The Everest Infinity Pool is an additional 1% of company volume every month. This is only divided by Beachcombers. Each receives a prorated share of the pool based on their total TV to infinity.

## 2 The Denali Pool

The Denali Pool is comprised of 2% of company volume every month, split into two 1% Pools. Global Executive and above qualify and receive pro rated shares of the pools based on their total TV within 15 levels of their uni-level genealogy. Global Partners and above split 1% of company volume based on personal TV in 15 levels. Global Directors and above split 1% of company volume based on TV in 15 levels.

## 1 The Alps Pool

The Alps Pool is comprised of 2% of company volume every month, split into two 1% Pools. National Partners and above qualify and receive pro rated shares of the pools based on their total TV within 8 levels of their uni-level genealogy. National Partners and above split 1% of company volume based on personal TV in 8 levels. Global Directors and above split 1% of company volume based on TV in 8 levels.

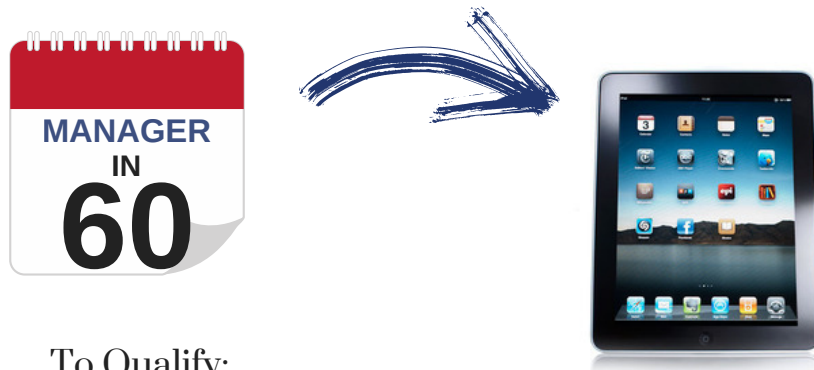
## GETTING STARTED & TIMING

Your income potential is affected by timing in four ways.

- 1) Shares you receive in the NCP are dramatically impacted by how quickly you enroll new customers.
- 2) When you Activate, you claim the highest possible positions in the ACC improving your long-term earning potential. To Activate, you must have enrolled 3 customers in any 30-day period.
- 3) To get paid in the ACC, you must **QUALIFY** your **ACTIVATED** position in the ACC. To achieve this, **help 3 Personal MPs ACTIVATE their ACC positions. This is a one-time qualification. To get paid in the ACC, you must have \$275PV (includes your orders and customer re-orders).**
- 4) Your 100% Check Matches in the ACC are directly impacted by how quickly you help your team **Activate** and **Qualify!**

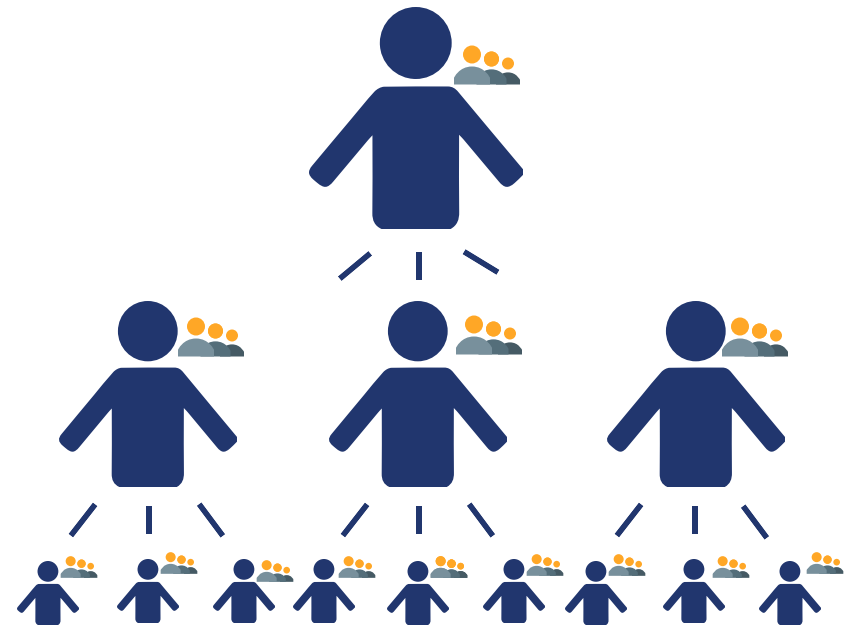
## AREGO IPAD: EARLY MOVER BONUS

When activated and qualified in the ACC, your next focus is to duplicate your actions. When you help 3 personally enrolled MPs duplicate in your first 60 days and meet the qualifications below, you have earned an Arego iPad or \$300 Cash.



To Qualify:

- ✓ \$2500 in Group Volume\*
- ✓ ACC Qualified
- ✓ Maximum 60% from one active uni-level leg



\*\$2500 in Group Volume (includes PV, TV, and NCP Sales) in the first 30 days or days 31-60.



- Arego Customer Co-op (ACC)
- Marketing Partner (MP)
- New Customer Pool (NCP)
- Personal Volume (PV)
- Team Volume (TV)

# GLOSSARY OF TERMS

**60% Rule** - For any given rank, only 60% of the TV required for the rank may come from one active uni-level leg.

**National Executive example** - To reach National Executive, it is required to have 80,000 TV to qualify. Because of the 60% Rule, only 48,000 TV may come from one **Active Uni-level Leg**.

**Activated MP** - A Marketing Partner who has enrolled 3 separate customers with a minimum purchase of one product, each in any 30-day period.

**Activating a Placed Leg** - A level-1 placed leg to you must be activated by placing a personally sponsored and active (\$55 PV) MP somewhere in the leg.

**Active Marketing Partner** - A marketing partner who has generated at least \$55PV within a calendar month. This does not include new customer first orders.

**Active Uni-level Leg** - Any level-1 leg that somewhere in the leg has a personally enrolled and active (\$55 PV) MP.

**Arego Customer Co-op (ACC)** - 3x13 structure that allows a bonus to be paid on each product purchased over the qualifying \$110PV excluding new customer's first purchase.

**Customer** - One who has purchased product(s) through an MP's business center. A customer are not eligible for commissions. A customer may upgrade to MP but cannot count volume twice.

**Customer Volume** - All volume exceeding \$110 including personal purchases and customer re-orders in a calendar month.

# GLOSSARY OF TERMS CONTINUED...

**Marketing Partner (MP)** - An individual, couple, or an entity that has a current independent marketing partner agreement in effect with the company.

**New Customer** - An individual, couple, or an entity placing their first order from an MP.

**Personal Volume (PV)** - The total volume of MP purchases and the MP's customer purchases excluding new customer first orders.

**Placement** - Moving of MP by their sponsor to a position under another MP in their uni-level structure. Sponsorship does not change, only position in uni-level structure. This can only be done one time.

**Qualified MP** - An MP who has enrolled 3 MPs who have Activated (enrolled 3 customers in any 30-day period).

**Team Volume (TV)** - An MP's PV and all MP volume (PV) in their uni-level genealogy including placed volume. Does not include new customer's first purchase.