



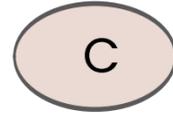
MEMORA

# Success Plan

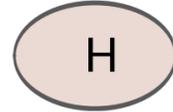
August 2025  
(Revolution) V2.1

# Titles and Acronyms

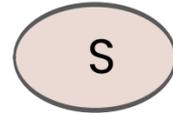
Customer - C



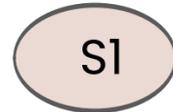
Host - H



Stylist - S



Lead Stylist -S1



Senior Stylist S-2



## ***Leadership Titles***

Star Stylist Leader - SSL



Exec Stylist Leader - ESL



Senior Executive Leader - SEL



Star Executive Leader - \*EL

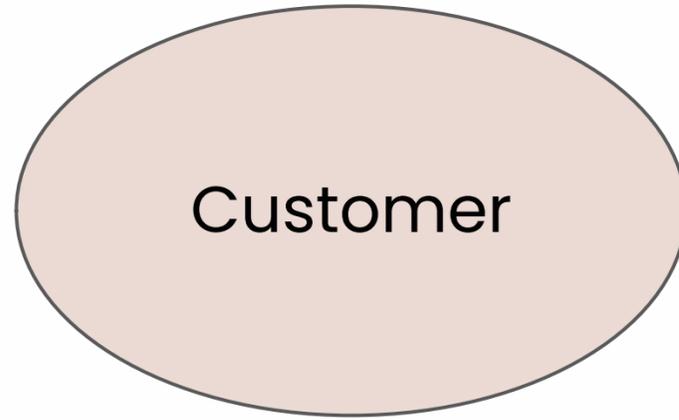


Senior Star Executive Leader - S\*EL



	STYLIST	LEAD STYLIST	SENIOR STYLIST	STAR STYLIST	EXECUTIVE	SENIOR EXECUTIVE	STAR EXECUTIVE	SENIOR STAR EXECUTIVE
<b>PERSONAL SALES</b>								
<b>PERSONAL SALES (PS)</b>	0-299.99	300	1,500	3,500				
<b>DISCOUNT PERCENTAGE</b>	20%	25%	30%	35%				
<b>MENTOR BONUS</b>								
<b>PERSONAL SALES REQUIRED</b>		300	300	300	300	300	300	300
<b>CENTRAL GROUP SALES (GS)</b>			1,500	3,500	3,500	3,500	3,500	3,500
<b>PS DISCOUNT</b>		25%	30%	35%	35%	35%	35%	35%
<b>STYLISTS</b>		5%	10%	15%	15%	15%	15%	15%
<b>LEAD STYLISTS</b>			5%	10%	10%	10%	10%	10%
<b>SENIOR STYLISTS</b>				5%	5%	5%	5%	5%
<b>LEADER STAR COUNT</b>					1	3	5	7
<b>GENERATION BONUS</b>								
<b>GENERATION BONUS L1</b>				4%	4%	4%	4%	4%
<b>GENERATION BONUS L2</b>					4%	4%	4%	4%
<b>GENERATION BONUS L3</b>						2%	2%	2%
<b>GENERATION BONUS L4</b>							2%	2%
<b>DEVELOPMENT BONUSES</b>								
<b>RANK ADVANCEMENT BONUS</b>			£50 - 60€ MATCHED FOR ENROLLER	£100 -120€ MATCHED FOR ENROLLER	£250 - 300€	£500- 600€	£1000 -1,200€	£3000-3,600€
<b>CONSISTENCY BONUS</b>					£100- 120€	£250-300€	£750-900€	£1000 - 1,200€

## Customer

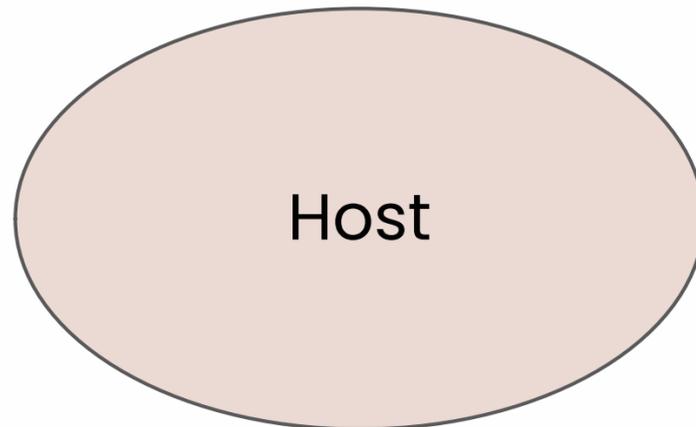


### Requirements

- Can order online from their Stylist's Shop, has an account in Shopify



## Host

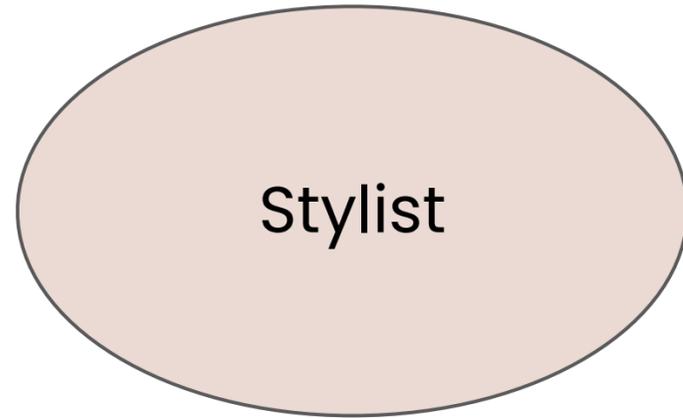


### Requirements

- Same flexibility with their upline as for Customers
- Can order online from their Stylists Shop, has an account in Shopify

Host Rewards are described in Definitions

## Stylist



### Requirements

Join as a Stylist and purchase a starter kit

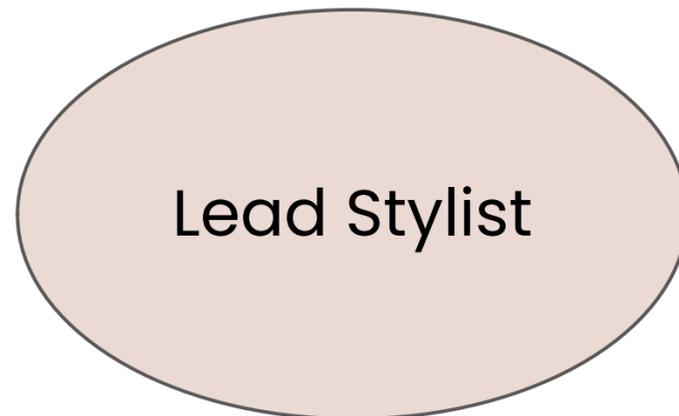
Monthly Qualification  
No monthly qualification

What can you earn?

- 20% Retail Profit on all PS, paid weekly

---

## Lead Stylist



### Requirements

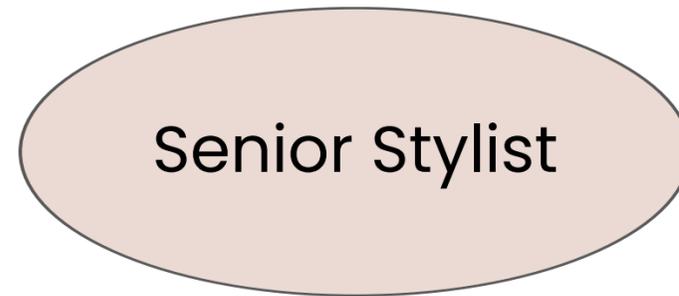
Join as a Stylist and purchase a starter kit  
Personal Volume(PS) 300

Monthly Qualification  
Personal Volume(PS) 300

What can you earn?

- 25% Retail Profit on all PS, paid weekly
- Mentor Bonus - 5% on all Front Line Stylists, paid weekly

## Senior Stylist



## Promotion Requirements

Personal Volume(PS) 300  
Group Volume(GS) 1500

## Monthly Qualification

Personal Volume(PS) 300  
Group Volume(GS) 1500

## What can you earn?

- 30% Retail Profit on all PS, paid weekly
- Mentor Bonus
  - 10% on all Front Line Stylists, paid weekly
  - 5% on all Front Line Lead Stylists, paid weekly
- Rank Advancement Bonus £50/ 60€ in the month that you achieve it, plus £50 paid to upline Star (Mentor) or higher rank

## Star Stylist Leader

Star Stylist Leader

### Promotion Requirements

- PS 300
- GS 3500

#### Monthly Qualification

- PS 300
- GS 3500

#### What can you earn?

- 35% Retail Profit on all PS, paid weekly
- Mentor Bonus
  - 15% on all Front Line Stylists, paid weekly
  - 10% on all Front Line Lead Stylists, paid weekly
  - 5% on all Front Line Senior Stylists, paid weekly
- Leadership Bonus
  - 4% on your 1st Generation (your own Group)
- Rank Advancement Bonus £100/ 120€ in the month that you achieve it, plus £100 paid to the upline Star (Mentor) or higher rank

## Executive Leader

Executive  
Leader

Star Stylist  
Leader

## Promotion Requirements

- PS 300
- GS 3500
- 1 Qualified Leader leg

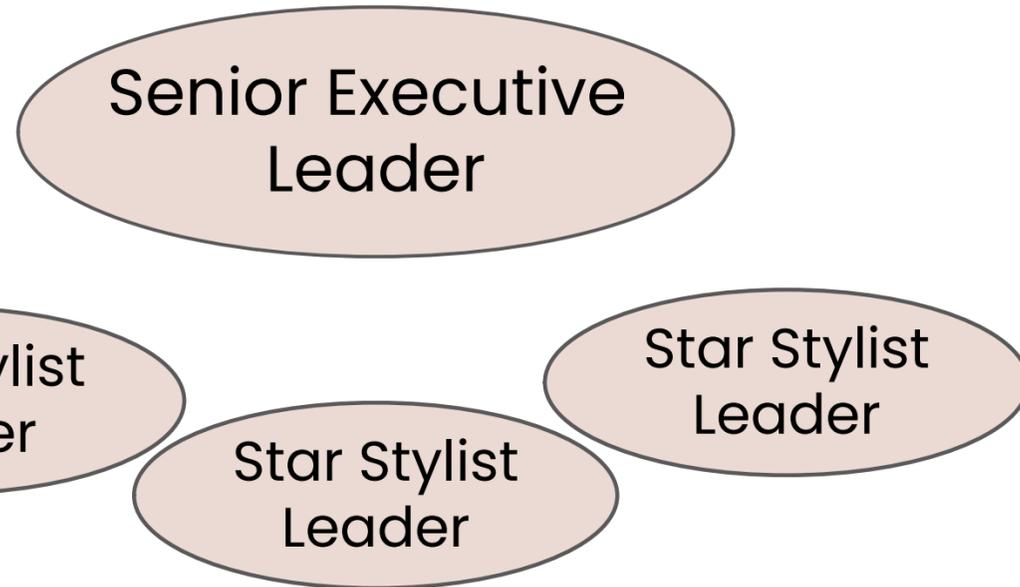
### Monthly Qualification

- PS 300
- GS 3500
- Qualified Leader leg
- Grace Period applies

### What can you earn?

- 35% Retail Profit on all PS, paid weekly
- Mentor Bonus
  - 15% on all Front Line Stylists, paid weekly
  - 10% on all Front Line Lead Stylists, paid weekly
  - 5% on all Front Line Senior Stylists, paid weekly
- Leadership Bonus
  - 4% on your 1st Generation (your own Group)
  - 4% on your 2nd Generation breakaway Star Stylist groups
- Rank Advancement Bonus £250/ 300€ paid in the month that the promotion is first achieved
- Consistency Bonus £100/120€ (Paid on a rolling 3 month period up to 4 times a year)

## Senior Executive Leader



## Promotion Requirements

- PS 300
- GS 3500
- 3 Qualified Leader leg

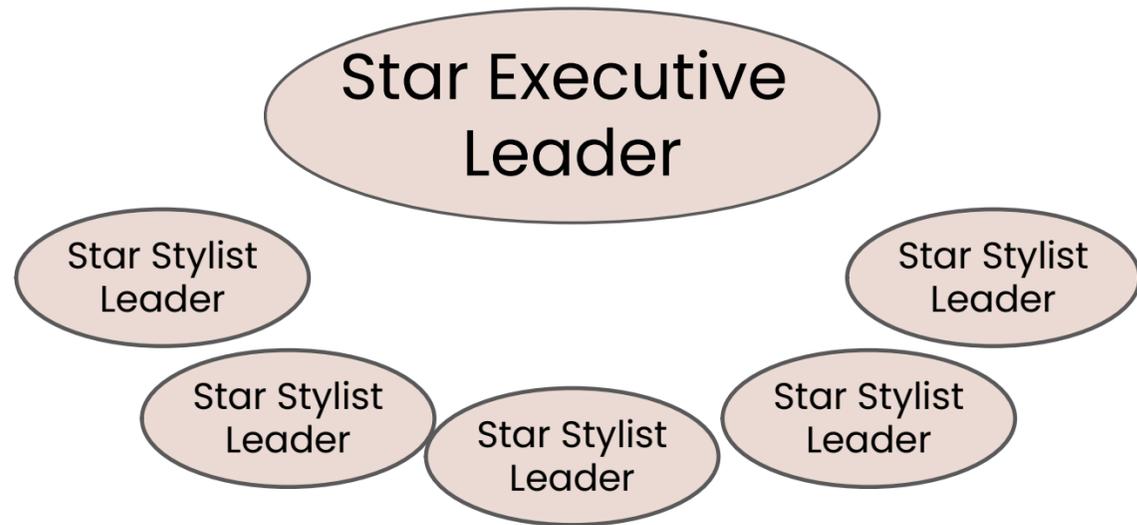
### Monthly Qualification

- PS 300
- GS 3500
- 3 Qualified Leader leg
- Grace Period applies

### What can you earn?

- 35% Retail Profit on all PS, paid weekly
- Mentor Bonus
  - 15% on all Front Line Stylists, paid weekly
  - 10% on all Front Line Lead Stylists, paid weekly
  - 5% on all Front Line Senior Stylists, paid weekly
- Leadership Bonus
  - 4% on your 1st Generation (your own Group)
  - 4% on your 2nd Generation breakaway Star Stylist groups
  - 2% on your 3rd Generation breakaway Star Stylist groups
- Rank Advancement Bonus £500/ 600€ paid in the month that the promotion is first achieved
- Consistency Bonus £250/ 300€ (Paid on a rolling 3 month period up to 4 times a year)

## Star Executive Leader



## Promotion Requirements

- PS 300
- GS 3500
- 5 Qualified Leader leg

### Monthly Qualification

- PS 300
- GS 3500
- 5 Qualified Leader leg
- Grace Period applies

### What can you earn?

- 35% Retail Profit on all PS, paid weekly

### Mentor Bonus

15% on all Front Line Stylists, paid weekly

10% on all Front Line Lead Stylists, paid weekly

5% on all Front Line Senior Stylists, paid weekly

### Leadership Bonus

4% on your 1st Generation (your own Group)

4% on your 2nd Generation breakaway Star Stylist groups

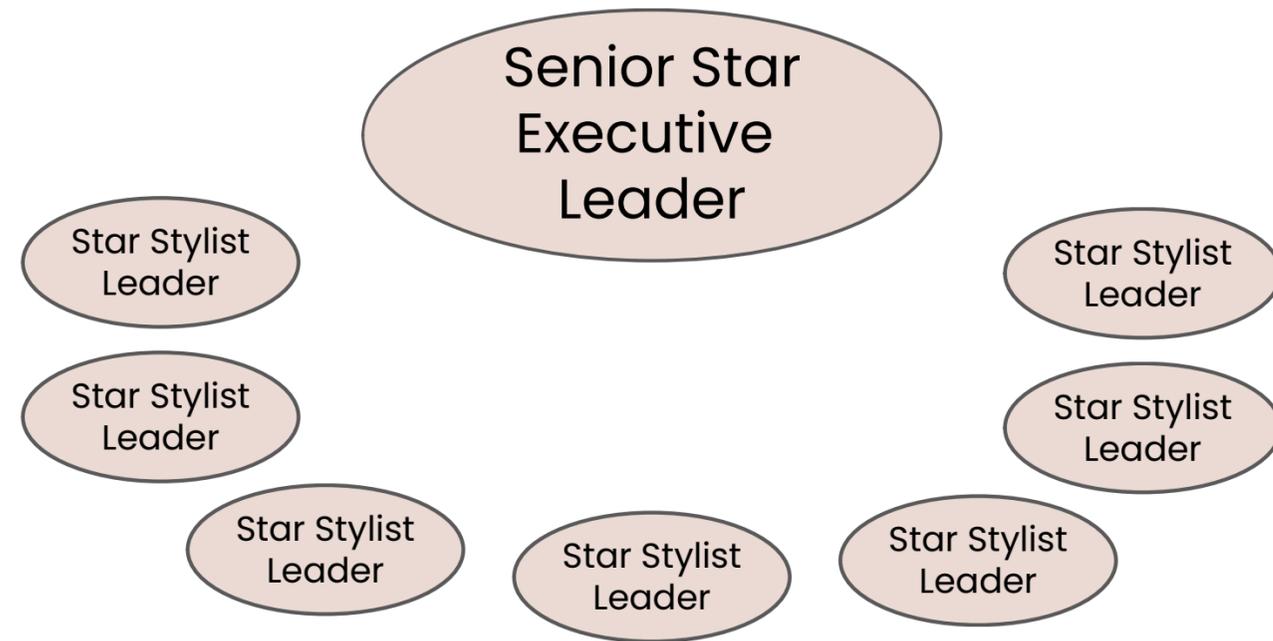
2% on your 3rd Generation breakaway Star Stylist groups

2% on your 4th Generation breakaway Star Stylist groups

Rank Advancement Bonus £1000/ 1200€ paid in the month that the promotion is first achieved

Consistency Bonus £750/ 900€ (Paid on a rolling 3 month period up to 4 times a year)

## Senior Star Executive Leader



## Promotion Requirements

- PS 300
- GS 3500
- 7 Qualified Leader leg

### Monthly Qualification

- PS 300
- GS 3500
- 7 Qualified Leader leg
- Grace Period applies

### What can you earn?

- 35% Retail Profit on all PS, paid weekly
- Mentor Bonus
  - 15% on all Front Line Stylists, paid weekly
  - 10% on all Front Line Lead Stylists, paid weekly
  - 5% on all Front Line Senior Stylists, paid weekly
- Leadership Bonus
  - 4% on your 1st Generation (your own Group)
  - 4% on your 2nd Generation breakaway Star Stylist groups
  - 2% on your 3rd Generation breakaway Star Stylist groups
  - 2% on your 4th Generation breakaway Star Stylist groups
- Rank Advancement Bonus £3000/ 3600€ paid in the month that the promotion is first achieved
- Consistency Bonus £1000/1200€ (Paid on a rolling 3 month period up to 4 times a year)

## Key Definitions

### **Personal Volume (PS)**

Every item in the inventory has a PS value. All qualifications for commissions and bonuses are calculated from the PS value.

### **Group Value (GS)**

The total personal volume plus the personal volume of all Stylists in your downline down to but not including the next Star Stylist or above in your downline.

### **Organisation Volume (OV)**

The total of PS of all Stylists in your entire organisation.

### **Retail Profit from Stylist Own Orders**

When a Stylist places an order in Shopify, once checkout is complete and payment is made, the Stylist will receive the percentage value of the sale equivalent to their Stylist discount added to their account in the Plum Tree System. Paid weekly.

### **Retail Profit from Customer Orders**

When a customer places an order in Shopify, once checkout is complete and payment is made, the upline Stylist will receive the percentage value of the sale, equivalent to their Stylist discount added to their account in the Plum Tree System. Sales from Customers or Virtual Parties are included in Stylist Commission. Paid weekly.

### **Mentor Bonus**

Mentor Bonus is paid on a differential basis on the sales of all Stylists in your group. Example: a Star Stylist buys at a discount of 35%, they have a frontline Lead Stylist who buys at a 25% discount — the Star Stylist is due 10%. Mentor Bonus is paid from the sales of their frontline Lead Stylist's group. If the Star Stylist has a frontline Senior Stylist then they are due 5% Mentor Bonus from any sales in the Senior Stylist's group. Paid weekly.

### **Generation Leader Bonus**

Generation Leadership Bonus is paid down generations of Star Stylist and above groups. Paid monthly.

# Key Definitions

## **Generation**

A generation starts with the first Qualified Star Stylist or above in a leg and concludes just before the next one begins. The second generation is marked by the next Qualified Star Stylist within that same leg.

## **Compression**

For those at the Star Stylist level and above, compression guarantees a complete commission payout. Only the volume utilised for payment is subject to compression, while qualification volume remains unaffected.

*Example;*

*Executive Lucy did not achieve her 3500 GS this month. As a result, her Star, Susie, was compensated as a senior stylist because they did not meet the 3500 requirement. Since Susie's volume does not roll up to Lucy, she cannot utilise it for Star qualification.*

## **Grace Period**

In the month following the first time promotion of a new Star Stylist, the upline leader's GS requirement is reduced to 1750 GS. This benefit is granted only once for each newly promoted Star and does not apply to repromotions.

## **Qualified Leader Leg**

Each Stylist in your first line, personally recruited by you, represents a distinct leg. A Leader Leg refers to any leg that includes a Star Stylist Leader (or higher) downline – whether in your first line or not – who has qualified for payment during the month.

## **Paid As Title – Promotions & Demotions**

Once a rank has been achieved, this rank is guaranteed for 3 months. During that time the commissions and Mentor Bonuses applicable to that rank will be paid irrespective of the rank criteria being achieved. At the end of the 3 months, should the rank have not been achieved then you will revert to the highest criteria rank title achieved in that 3 months. This applies across all ranks of the plan

## **Level**

A Level is the line of sponsorship in the genealogy. You are Level 0. Your personally sponsored Stylists are Level 1 to you; there personally sponsored Stylists are Level 1 to them and Level 2 to you and so on.

# Key Definitions

## **Host rewards**

These rewards are issued by MeAmora to the Host of a Glow & Go/Pop Up, provided that the sales meet specific criteria:

£150 / 176.43€: In this case, 300 Points are awarded.

Sales exceeding £300 / 352.86€ 450 Points are awarded.

Sales exceeding £450 / 529.29€ 550 Points are awarded.

## **Please be advised - Pop Up Links & Glow & Go Offer Codes - Stylist usage**

We actively monitor glow & go code redemptions to ensure they are being used only for orders connected to a glow & go event – we know events take many different forms. In addition, we are closely reviewing stylist pop-up links – particularly the number that are self-hosted, or functioning as general shopping links without an event to support them. The following will be monitored and acted upon if required –

- Multiple Pop-Ups per month, particularly those only titled with dates or generic labels, may be reviewed.
- Multiple 150PS Pop-Ups will be subject to review.
- Orders shipped to a single host address may raise concern.
- Pop-Ups used as order-collection points will be investigated.
- Non-compliant activity may result in revoked Reward Points.
- Continued misuse may lead to exclusion from the Host Rewards Programme and could jeopardise the scheme for all. More information on this will be shared soon. For now, we ask that you review how you are using your pop-up links and host points.

## **Returns and Commission Clawbacks**

If a return is made during the same Commission period as the order was placed, i.e. the current month. Then the PS and GS will be deducted from the Stylist's PS, and the upline GS which will have a negative effect on qualifications in the current month

If a return is made after the Commission Period has been closed then the process will take place the proceeding month