

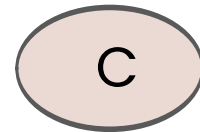
MEMORIA

Success Plan

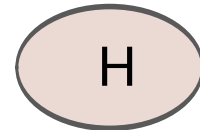


Titles and Acronyms

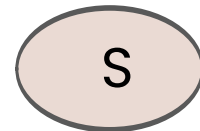
Customer - C



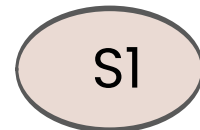
Host - H



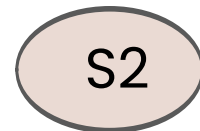
Stylist - S



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

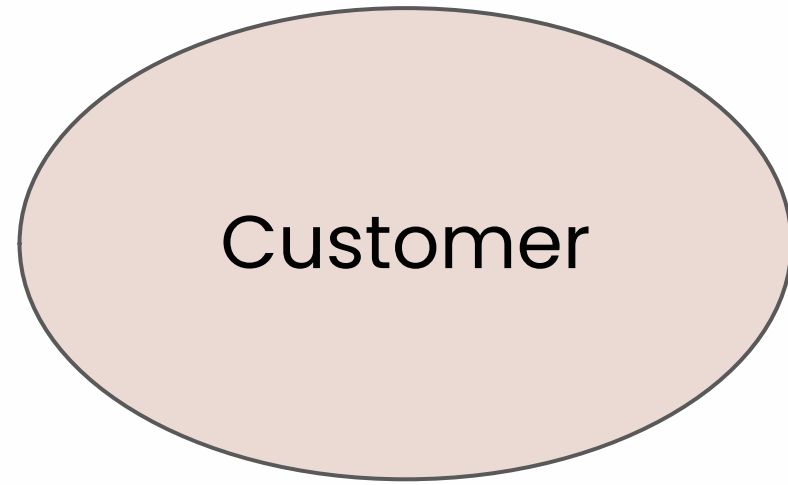


Senior Star Executive Leader - S*EL



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

Customer

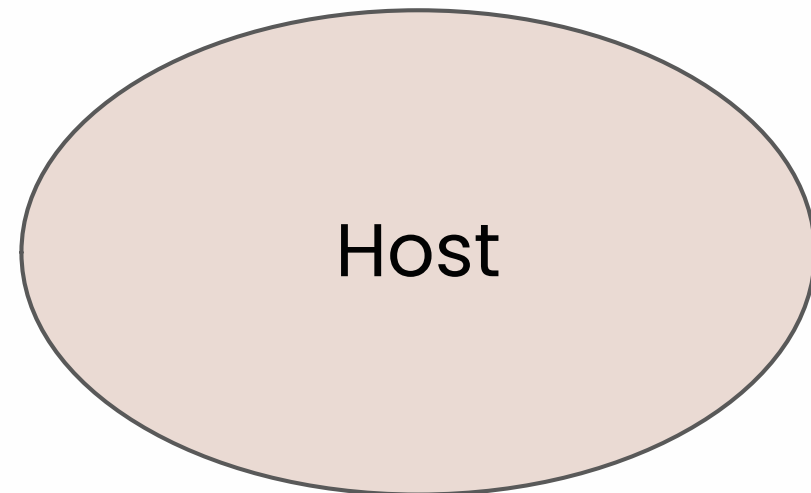


Requirements

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



Host

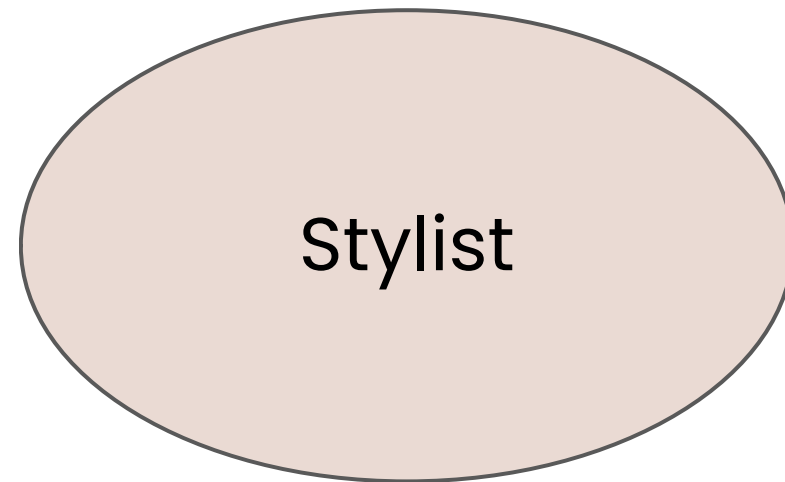


Requirements

- 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

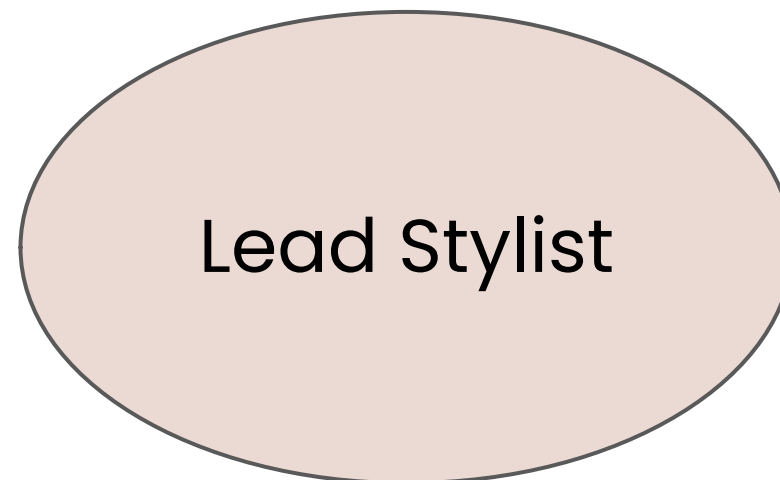
Join as a Stylist and purchase a starter kit

Monthly Qualification
No monthly qualification

What can you earn?

- 20% Retail Profit on all PS, paid weekly

Lead Stylist



Requirements

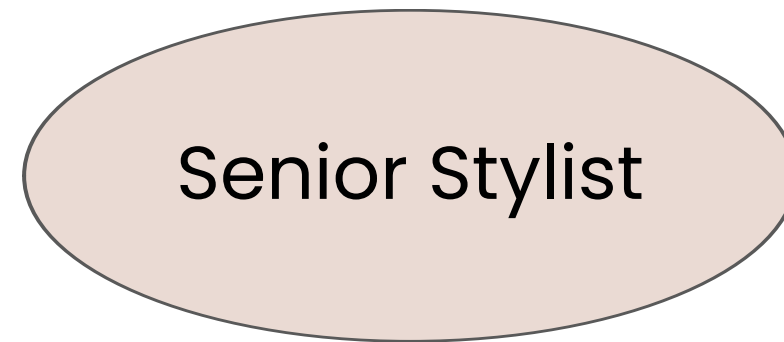
Join as a Stylist and purchase a starter kit
Personal Volume(PS) 300

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
- Group Sales (CGS) 3500
- 1 Qualified Leader leg

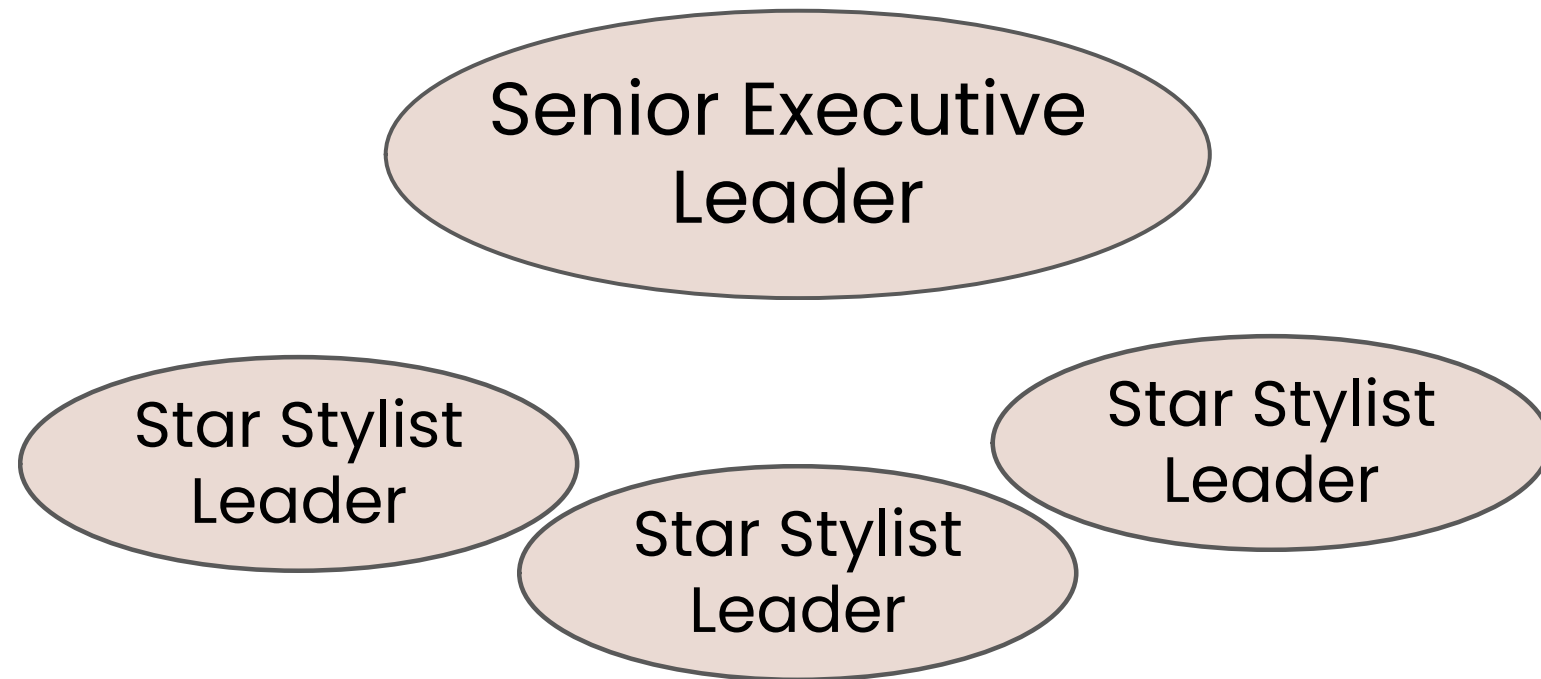
Monthly Qualification

- 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
- Central Group Sales (CGS) 3500
- 3 Qualified Leader leg

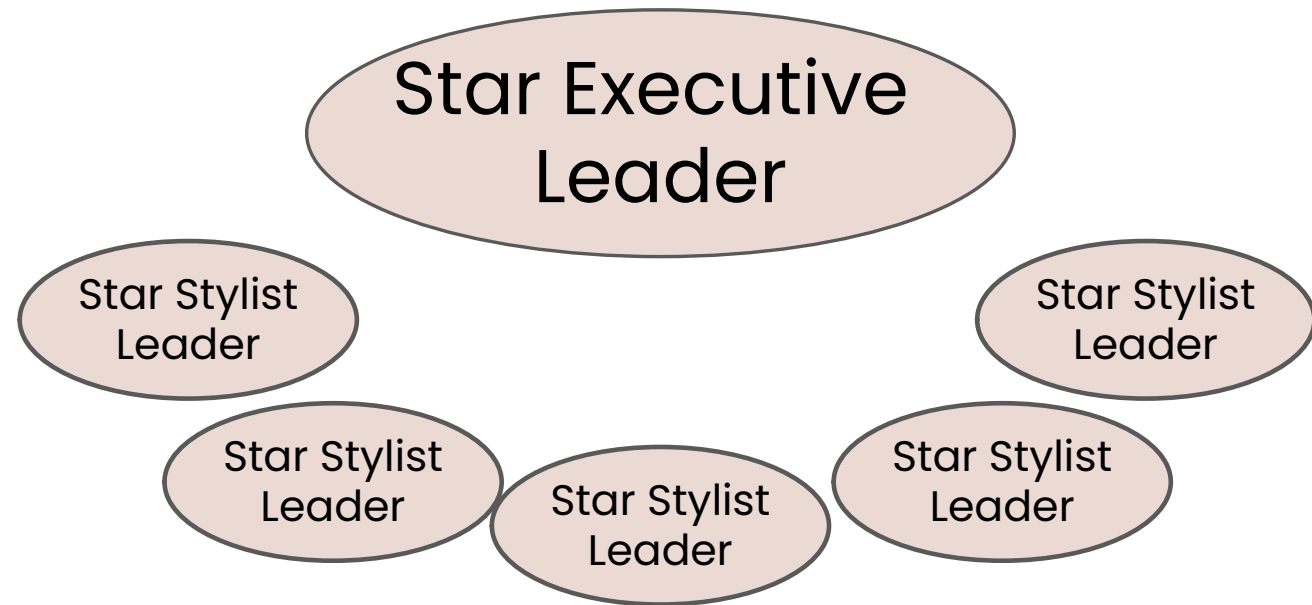
Monthly Qualification

- 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
- Central Group Sales (CGS) 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

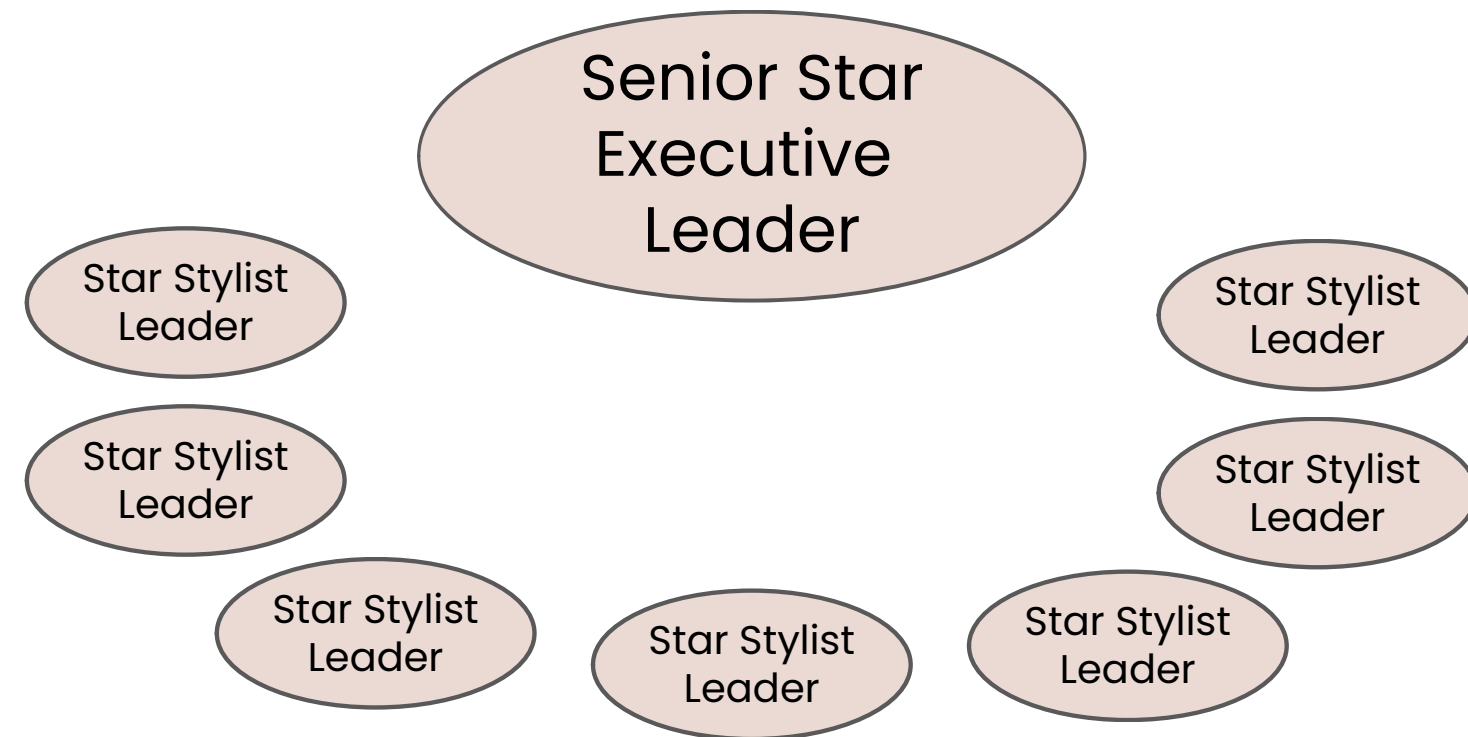
2% on your 3rd Generation breakaway Star Stylist groups

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



MEAMORA

Promotion Requirements

- PS 300
- Central Group Sales (CGS) 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 Sales (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.

Rank Advancement – Executive & Above

If a Star is promoted out from your group, then their Group Sales do **not** count towards your Group Sales. To promote to Executive Leader, you require 3,500 GS **not** including the GS of your new Star.

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

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 Sales (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.

Rank Advancement - Executive & Above

If a Star is promoted out from your group, then their Group Sales do **not** count towards your Group Sales. To promote to Executive Leader, you require 3,500 GS **not** including the GS of your new Star. See last pages for rank advancement examples.

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

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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.

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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. 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



RANK UP ANY TIME

Rank advancements can occur at any point in the calendar month. Entitlements start from the **exact date of advancement**.



ENTITLEMENTS BEGIN IMMEDIATELY

You will start receiving your new rank entitlements **from the date you rank advance**.



HELD FOR 3 CALENDAR MONTHS

Rank advancements and their entitlements are held for **three (3) full calendar months** following the month of advancement.



REQUALIFY OR ADVANCE TO CONTINUE

Requalify at the same rank* or advance to a higher rank within the 3-month period to **continue your entitlements**.

*Paid as rank

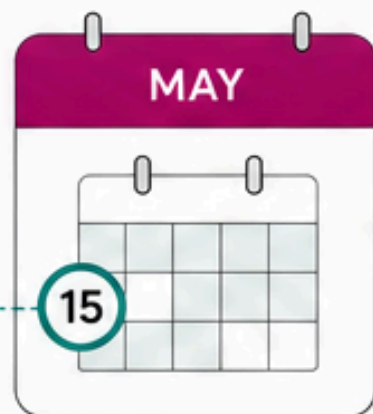
EXAMPLE

If a stylist rank advances to **LEAD STYLIST** on the **15TH OF MAY**:



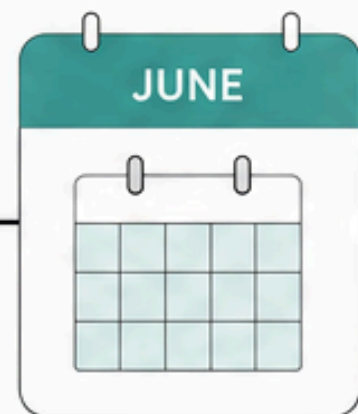
RANK ADVANCES TO LEAD STYLIST 15TH MAY

Entitlements begin from this date.



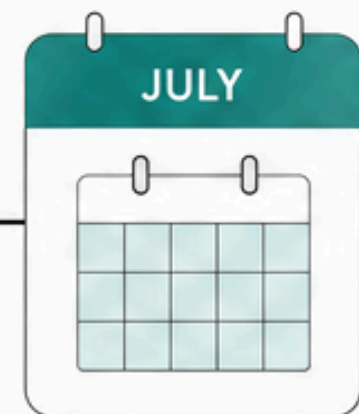
MAY 15 – MAY 31

Entitlements in effect from 15 May through the end of May.



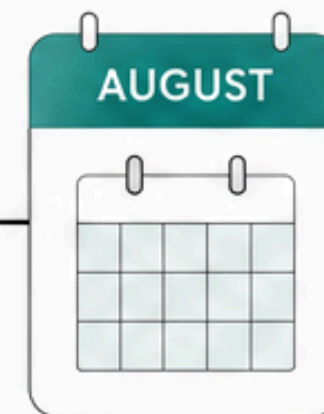
FULL MONTH

Entitlements in effect for the full month of June.



FULL MONTH

Entitlements in effect for the full month of July.



FULL MONTH

Entitlements in effect for the full month of August.

3 CALENDAR MONTHS OF ENTITLEMENTS



IF YOU DO NOT REQUALIFY OR ADVANCE

If you fail to requalify or rank advance within the 3-month period, **you will demote rank** and lose the associated entitlements.



IF YOU REQUALIFY OR ADVANCE

If you hold rank by requalifying at the same rank* or rank advance to a higher rank within the 3-month period, **your entitlements continue** without interruption.

*Paid as rank

ENTITLEMENTS BY RANK

LEAD STYLIST



5%

MENTOR BONUS



25%

DISCOUNT ON PERSONAL SALES
(INCREASED FROM 20%)

SENIOR STYLIST



5%

MENTOR BONUS



10%

MENTOR BONUS



30%

DISCOUNT ON PERSONAL SALES
(INCREASED FROM 20%)

