



B E L L A G R A C E

Reward Plan Overview



THE DISRUPTOR

BELLA GRACE is primed to cause major disruption in the direct-selling industry with its hybrid, influencer marketing platform and rewards system.

THE BELLA GRACE BUSINESS MODEL

- + Put the ultimate focus on our customers
- + Market leading customer rewards
- + Offer world class training
- + Provide proprietary social marketing tools & content
- + First-to-market category creating products and platform
- + Give Influencers exactly what they expect/demand/want!
- + Ability to build teams of Customers, Influencers and Ambassadors





B E L L A G R A C E

PREFERRED CUSTOMER

Our Preferred Customers, should they so choose, will have the ability to refer Bella Grace products at a 10% discount to their family and friends. In doing so, they will earn 10% in Bella Grace Points.

1 POINT = \$1.00

These points can be redeemed towards any Bella Grace product purchases.



3 and Thank You

Any Bella Grace customer/influencer/ambassador who has at least 3 personally referred members (any cat ID) with a subscription order with a BV equal or higher than his/her own subscription order will receive his/her subscription the following month for no cost. The Ambassador who qualifies for this bonus will only be paying for the shipping and the tax on his/her order. This only applies to subscription orders.

To qualify:

- ✓ Must be an Active Customer/Influencer/Ambassador with a personal subscription order
- ✓ Has at least 3 personally referred customer/influencer/ambassador with at least 50 BV in subscription orders the previous month that is equal or higher than your personal order

PREFERRED CUSTOMERS

- ✓ Earn 10% in BELLA GRACE POINTS
- ✓ Have your own 10% discount code

FREE INFLUENCERS

- ✓ Earn up to 20% in COMMISSIONS
- ✓ Have your own 10% discount code
- ✓ Have your own website link
- ✓ Real-time sales and commissions reports
- ✓ Access to world-class training tools
- ✓ Access to proprietary social marketing tools & content



B E L L A G R A C E

FREE INFLUENCER

Bella Grace offers the opportunity for anyone to become a Free INFLUENCER and earn 10-20% commission as well as having the ability to offer out a 10% discount code to potential customers.





VERIFIED INFLUENCERS

Bella Grace also offers a Verified Influencer Program. If you're an established Influencer with a verified and proven social media following, you will earn 15% commission for the sale of Bella Grace products along with also having the ability to offer out the 10% discount code. Verified Influencers must submit their application for corporate approval. For those that are not professional, established Influencers, you will also have the ability to earn your way to this 15% rate through your efforts and actions. See chart below for requirements.

INFLUENCER LEVEL	REQUIREMENT	COMMISSION
FREE Influencer	None	10%
Verified Influencer	\$25.000 Lifetime Customer Sales or corporate approved	15%
A-Lister Influencer	\$250.000 Lifetime Customer Sales	20%

All verified influencers come with Ambassador Influencer Benefits.

Any INFLUENCER can earn their way to become a Verified or A-Lister INFLUENCER.



BELLA GRACE AMBASSADOR

Bella Grace Ambassador earn commissions on all sales to their customers just as free and verified Influencers do. They also have the ability to build a team of Ambassadors and free/verified Influencers.

The Bella Grace Reward Plan offers Ambassadors many different ways to earn commission and bonuses:

- Customer Acquisition Bonus
- Fast Start Bonus
- Fast Start Matching Bonus
- 60-Day & 14-Day Run Bonus
- 60-Day Run Matching Bonus
- Unilevel Team Commissions
- Unilevel Team - Matching Bonus
- Leadership Pool
- Performance Bonus Pool
- Diamond Bonus Pool



TERMS & DEFINITIONS

Customer. A person who purchases products only, and does not have the ability to refer other Customers, Ambassadors or Influencers. A Customer can be referred by an Ambassador, Influencer or another customer.

Influencer. A person with a Social Media or other "Following" or "Community" who will earn direct commissions by referring Customers to Bella Grace. They are eligible to earn in the Customer Acquisition Bonus and will receive a 10% order discount coupon that they can distribute to their followers. A Customer can choose to upgrade to Influencer for free.

Ambassador. Independent business owner who completes an Ambassador Agreement, pays \$49/year and wants to earn income by building a team of other Ambassadors, Customers and Influencers. Ambassadors are also paid as Influencers.

Active. An Ambassador or Influencer is considered Active when Bella Grace accepts their completed Ambassador or Influencer Application. The Ambassador or Influencer will remain Active as long as the Application remains in good standing and is not Terminated, Suspended or otherwise deemed Inactive for any reason. In other words, they have done their paperwork.

Qualified Ambassador. An Ambassador that has an active account with at least 50 PV in the last 30 days.

Compression. Refers to the process whereby inactive Ambassadors are temporarily removed or become invisible from the Downline organization for the purpose of commission calculations. Active Ambassadors in the Downline "roll up" to occupy the positions vacated by the inactive Ambassadors, which makes the most volume available upon which to pay commissions. This Plan does use Full Dynamic Compression.

TERMS & DEFINITIONS *(CONTINUED)*

Downline Organization. Refers to all positions in the genealogy below a specific Ambassador position in the Placement Tree.

Frontline. Refers to an Ambassador's first level of Ambassadors, Customers, and Influencers in the Downline Organization (Placement Tree).

Business Volume (BV). Refers to the value associated with a product. This is the basis for the calculation of commissions, bonuses, and pools in this compensation plan.

Personal Volume (PV). The sum of BV from an Ambassador's personally sponsored retail customers and Free Influencers personal orders in a calendar month. Orders from personally sponsored ambassadors would not count for PV.

Group Volume (GV). The sum of all BV in an Ambassador's downline organization (placement tree) plus the Ambassador's PV in a calendar month.

Rank. A designation or position that represents the achievement of certain qualifications and benefits within the Compensation Plan structure.

Earned Rank. The highest rank achieved by an Ambassador in a calendar month.

TERMS & DEFINITIONS *(CONTINUED)*

Paid As Rank. The rank that will be used for commission qualifications. This rank is the same as the Earned Rank unless the admin has set a higher rank for the Ambassador using the Minimum Rank admin tool.

Upline. Refers to positions in the genealogy above a specific Ambassador in the organization.

Enrolling Sponsor. Refers to the Ambassador that brought an individual into the opportunity.

Placement Sponsor. Refers to the Ambassador that is the immediate upline in the Placement Tree.

Placement Logic. After enrollment, an Ambassador will be placed by default in his/her enrollment sponsor's first level in the Placement Tree. The sponsor has 7 days to change the placement of the Ambassador in the Placement Tree. If the sponsor does not change the placement after 7 days, the newly enrolled Ambassador will be permanently placed in the enrollment sponsor's first level.

Note: The enrollment sponsor is only allowed to move Ambassadors so Customers are automatically placed in the sponsor's first level.

DISCLAIMER : All references to income, implied or stated, are for the purposes of illustration only. Bella Grace does not guarantee any level of income. Earnings are dependent solely on the actions related to and from the sales of commissionable products. See the Income Disclosure Statement at www.bellagraceglobal.com

COMMISSION TYPES

I. WEEKLY TYPE

1) Fast Start Bonus

An Ambassador earns commissions on initial kit purchases made by their personally sponsored member (any category of member).

Flat Rate Bonus:

- \$30.00 for \$299 package Bonus Volume (BV) = 150
- \$60.00 for \$599 package Bonus Volume (BV) = 300
- \$200.00 for \$1199 package Bonus Volume (BV) = 600

To qualify:

- ✓ Must be an Ambassador
- ✓ Must be Active
- ✓ Must be Qualified

COMMISSION TYPES

I. WEEKLY TYPE

2) Fast Start Matching Bonus

An Ambassador can earn a Matching Bonus from the FSB earnings of their downline through 3 levels in the Enrollment Tree.

When an Ambassador on a certain level is not qualified or inactive, the matching bonus should roll up to the next active qualified Ambassador in the upline.

- 15% on Level 1 (Personally Sponsored Ambassadors)
- 10% on Level 2
- 5% on Level 3

To qualify:

- ✓ Must be an Ambassador
- ✓ Must be Active
- ✓ Must be Qualified

For example:

John earned \$200 from Fast Start Bonus, John's enrollment sponsor will earn \$30 as a matching bonus. The Level 2 and 3 upline of John from the enrollment tree will also receive \$20 (Level 2) and \$10 (Level 3) respectively, as long as they are active.

COMMISSION TYPES

I. WEEKLY TYPE

3) 60-Day & 14-Day Run Bonus

a. 14-Day Run Bonus

\$1,000 one-time bonus paid to an Ambassador for achieving certain metrics in his/her first 14 days as an Ambassador in the system.

To qualify:

- ✓ Must be a Ambassador
- ✓ Must be Active
- ✓ Must be Qualified (The \$49 admin fee would allow the member to qualify for the first 30 days).
- ✓ Generate not less than a total of 1,700 GV (with no more than 850GV coming from a single leg, personal purchases do not count toward the needed 1,700GV required)
- ✓ Enrolled at least 4 Members (Any CAT ID of member) that have met the following criteria: Active

COMMISSION TYPES

I. WEEKLY TYPE

b. 60-Day Bonus \$5000 Bonus - \$7500 during Pre-Launch

A \$7,500 one-time bonus paid to an Ambassador for achieving certain metrics in his/her first 60 days as an Ambassador in the system during pre-launch. \$7500 is a total meaning someone who earns to \$1000 in the first 14 days would receive an additional \$6500 during Pre-Launch. Or an additional \$4000 after Pre-Launch.

To qualify:

- ✓ Must be a Ambassador
- ✓ Must be Active
- ✓ Must be Qualified (The \$49 admin fee would allow the member to qualify for the first 30 days).
- ✓ Either has personally sponsored retail customers with a minimum total monthly autoship of 50 BV or more, or has a personal monthly autoship order with no less than 50 BV.

During the 60-Day period:

- Generate not less than a total of 12,000 GV (with no more than 5,500GV coming from a single leg toward the 12,000GV)
- Enrolled at least 8 Members (Any CAT ID of member) that are Active

COMMISSION TYPES

I. WEEKLY TYPE

4) 60-Day Run Matching Bonus

An Ambassador earns 10% Matching Bonus (\$750 during pre-launch) of the 60-Day Run Bonus earned by his/her personally enrolled Ambassadors. There are no limits on the number of Matching Bonuses that an Ambassador can earn.

To qualify:

- ✓ Must be a Ambassador
- ✓ Must be Active
- ✓ Has a personally enrolled Ambassador that earns a 60-Day Run Bonus
- ✓ Must be Qualified

COMMISSION TYPES

II. MONTHLY TYPE

5) Unilevel Team Commissions

An Ambassador may earn Unilevel Commission from the purchases made by Ambassadors, Free Influencers and Customers in his/her downline down to 8 levels in the Placement Tree (depending on the Paid As Rank).

If Customer John's sponsor is a Customer/Free Influencer, Customer John's order will be paid as Level 1 Unilevel commissions to the first Ambassador in the upline.

To qualify:

- ✓ Must be a Ambassador
- ✓ Must be Active
- ✓ Must be Qualified

	LEVEL							
RANK	1	2	3	4	5	6	7	8
BG1	7%							
BG2	7%	7%						
BG3	7%	7%	7%					
BG4	7%	7%	7%	7%				
BG5	8%	8%	8%	8%	8%			
BG6	8%	8%	8%	8%	8%			
BG7	9%	9%	9%	9%	9%	9%		
BG8	9%	9%	9%	9%	9%	9%		
BG9	10%	10%	10%	10%	10%	10%	10%	
BG10	10%	10%	10%	10%	10%	10%	10%	
BG11	10%	10%	10%	10%	10%	10%	11%	12%
BG12	10%	10%	10%	10%	10%	10%	11%	14%

MONTHLY RANK REQUIREMENTS

	RANK	PV	GV (Placement Tree)	Leg Requirement (Placement Tree)
BG0	Ambassador			
BG1	Silver Influencer	50		
BG2	Gold Influencer	50	500	
BG3	Platinum Influencer	50	1000	
BG4	Sapphire Influencer	50	2,500	
BG5	Pearl Influencer	50	12,500	
BG6	Emerald Influencer	50	25,000	2x BG5
BG7	Ruby Influencer	50	50,000	2x BG6
BG8	Diamond Influencer	50	100,000	2x BG7
BG9	Double Diamond Influencer	50	200,000	2x BG8
BG10	Triple Diamond Influencer	50	400,000	2x BG9
BG11	Crown Diamond Influencer	50	600,000	3x BG9
BG12	Grace Diamond Influencer	50	1,200,000	3x BG10

COMMISSION TIMING

Weekly Period: A weekly period starts at 12:00 AM Monday morning and ends at 11:59 PM Sunday night (Server Time).

Monthly Period: A monthly period begins on the first calendar day of a month and ends on the last calendar day of that same month.

Quarterly Period: A quarterly period runs 3 full calendar months, with quarters consisting of January through March, April through June, July through September, and October through December of each calendar year.

COMMISSION TYPES

II. MONTHLY TYPE

6) Unilevel Team - 10% Matching Bonus

Matching Bonuses are paid as a % of the Unilevel Income of one's personally sponsored Ambassadors.

To qualify:

- ✓ Must be a Ambassador
- ✓ Must be Active
- ✓ Must be Qualified

COMMISSION TYPES

8) Leadership Pool

2% of Global Company Sales of the quarter are deposited in a pool where Ambassadors can earn a share by meeting these criteria:

To qualify:

- ✓ Must be a Ambassador
- ✓ Must be Active
- ✓ Must be Qualified

PAID AS RANK	NO. OF SHARE	ADDITIONAL SHARE
BG7	1	+1 for every personally sponsored BG5
BG8	2	+1 for every personally sponsored BG5
BG9	3	+1 for every personally sponsored BG5

COMMISSION TYPES

9) Performance Bonus Pool

1% of Global Company Sales of the quarter are deposited in a pool where Ambassadors can earn a share by meeting these criteria:

To qualify:

- ✓ Must be a Ambassador
- ✓ Must be Active
- ✓ Must be Qualified

PAID AS RANK	NO. OF SHARE	ADDITIONAL SHARE
BG10	4	+1 for every personally sponsored BG5 +1 for every personally sponsored BG8
BG11	5	+1 for every personally sponsored BG5 +1 for every personally sponsored BG8
BG12	6	+1 for every personally sponsored BG5 +1 for every personally sponsored BG8

COMMISSION TYPES

10) Diamond Bonus Pool

1% of Global Company Sales of the quarter are deposited in a pool where Ambassadors can earn a share by meeting these criteria:

To qualify:

- ✓ Must be a Ambassador
- ✓ Must be Active
- ✓ Must be Qualified

PAID AS RANK	NO. OF SHARE	ADDITIONAL SHARE
BG10	1	+1 for every personally sponsored BG9 +2 for every personally sponsored BG10 or higher
BG11	1	+1 for every personally sponsored BG5 +4 for every personally sponsored BG10 or higher
BG12	1	+1 for every personally sponsored BG5 +6 for every personally sponsored BG10 or higher



B E L L A G R A C E

THE TIMING IS NOW

Be a part of growth industry

- Health & Wellness
- Beauty
- Collagen
- Influencer marketing
- Direct Sales
- Home-base business

