COMPENSATION PLAN

OVERVIEW

life-changing SKINCARE

RODAN+FIELDS

FOR U.S.A. ONLY
07/2021

HOW OUR PLAN WORKS FOR YOU

The foundation of any Rodan + Fields business is a commitment to promoting our products and brand values. From there, it is up to you how you choose to grow.

This document is designed to help you further understand the Compensation Plan.

MULTIPLE WAYS TO EARN

THE RODAN + FIELDS COMPENSATION PLAN OFFERS FIVE WAYS TO EARN:

1. **RETAIL PROFIT** from selling product to Retail Customers and to Preferred Customers.

2. **CONSULTANT COMMISSIONS** from sales to the Consultants and PCs you sponsor.

3. **PERSONAL TEAM COMMISSIONS** on sales made by your Personal Team[1] and Consultants you sponsor.

4. **GENERATION COMMISSIONS** on sales made by the extended organization your Personal Team creates.

5. **PERFORMANCE BONUSES** for performance achievements.

[1] With respect to any Consultant, the Personal Team consists of (i) Consultants who are directly or indirectly sponsored by that Consultant down to and including the first EC in each respective Downline Leg in the Performance Lineage; and (ii) PCs who are directly sponsored by the Consultant or have compressed to the Consultant, and any PCs of Consultants who have not advanced to EC in the Consultant's Personal Team.

CHART EXPLANATIONS

Retail Customer (RC)

Preferred Customer (PC)

Consultant

Executive Consultant (EC)

LI EC – RF^{X} EC

Executive Group

RETAIL CUSTOMER (RC): A Customer who purchases the R+F Products from or through a Consultant at suggested Retail Price.

PREFERRED CUSTOMER (PC): A Customer who agrees to receive regular shipments by enrolling in PC Perks, the Rodan + Fields Customer Loyalty Program (see PC Perks Terms & Conditions located in the Library for more details).

CONSULTANT (C): A Consultant is an Independent Contractor who has signed a Consultant Application which has been accepted by Rodan + Fields and is operating in compliance with Rodan + Fields Policies and Procedures.

EXECUTIVE CONSULTANT (EC): The first advancement in title an Active Consultant[2] may achieve. Requires a monthly minimum of 100 in Sales Volume (SV) and a minimum of 600 in Personally Sponsored Qualifying Volume (PSQV).

LEVEL I EC (LI EC) – RF^{X} EC: Leadership Titles within the Compensation Plan.

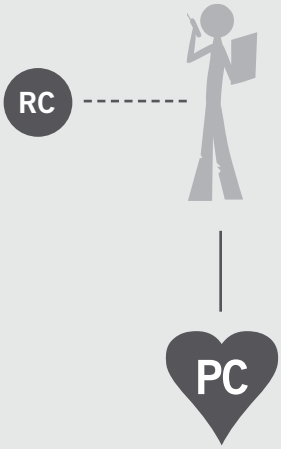
EXECUTIVE CONSULTANT GROUP: Personal Team of an Executive Consultant. Executive Consultant Groups make up the generational volume. A Personal Team is an Executive Consultant Group that is Generation 0.

[2] A Consultant becomes an "Active Consultant" and therefore has an opportunity to earn Consultant Commissions by achieving a minimum of 100 SV in sales during a Commission Period.

1. RETAIL PROFIT

As a Rodan + Fields Consultant, regardless of title, you can earn retail profit on purchases made by your Retail Customers and L1 Preferred Customers. Retail Profit is based on the difference between Consultant Price and the Retail or Preferred Customer Price.*

RETAIL PROFIT



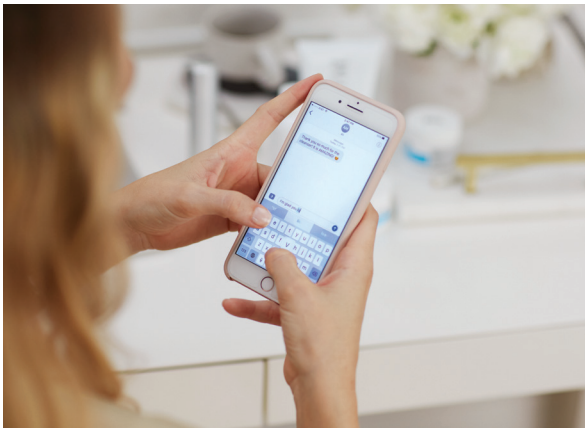
PRICE SHEET SAMPLE

Consultant Price	Preferred Customer Price	Retail Price
$149	**$179**	**$199**
Retail Profit	**$30**	**$50**

2. CONSULTANT COMMISSIONS

ACTIVE CONSULTANT

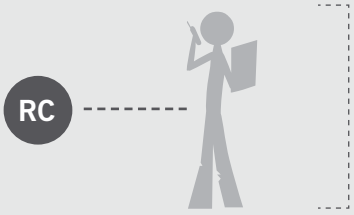
As an Active Consultant, you are eligible to earn Consultant Commissions. You simply need to acquire a minimum of 100 Sales Volume (SV) for your Consultant Account each **Commission Period**.[3]



As an Active Consultant, two ways you can earn include:

- **Consultant Commissions:** 10% L1 Commissions on all Commissionable Volume (CV) which includes volume from Customers and Consultants on your L1.
- **Retail Profit:** From your Retail Customers and Preferred Customers.

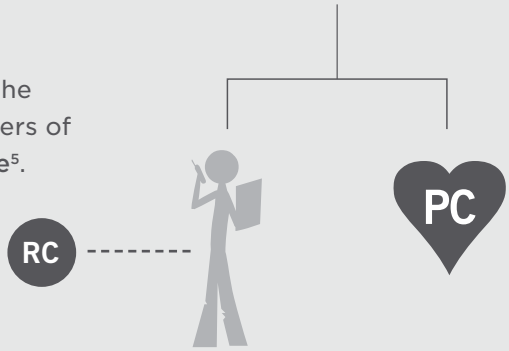
ACTIVE CONSULTANT



SV is credited to your account by:

1. Purchases made directly by your Retail Customers AND/OR
2. Personal purchases that you make (at Consultant Pricing)

Level 1 (L1)[4] consists of the Consultants and Customers of the **Performance Lineage**[5].



As an Active Consultant you receive 10% Commission on sales generated by your Consultants and by your PCs on your L1.

[3] Commission Period is a calendar month.
[4] With respect to a Consultant, L1 consists of all Preferred Customers and Consultants of which that Consultant is the Sponsor in the Performance Lineage.
[5] The lineage based on performance within the Program. The lineage can change as a result of Compressions, which may be the result of either a Roll Around or Termination.

3. PERSONAL TEAM COMMISSIONS

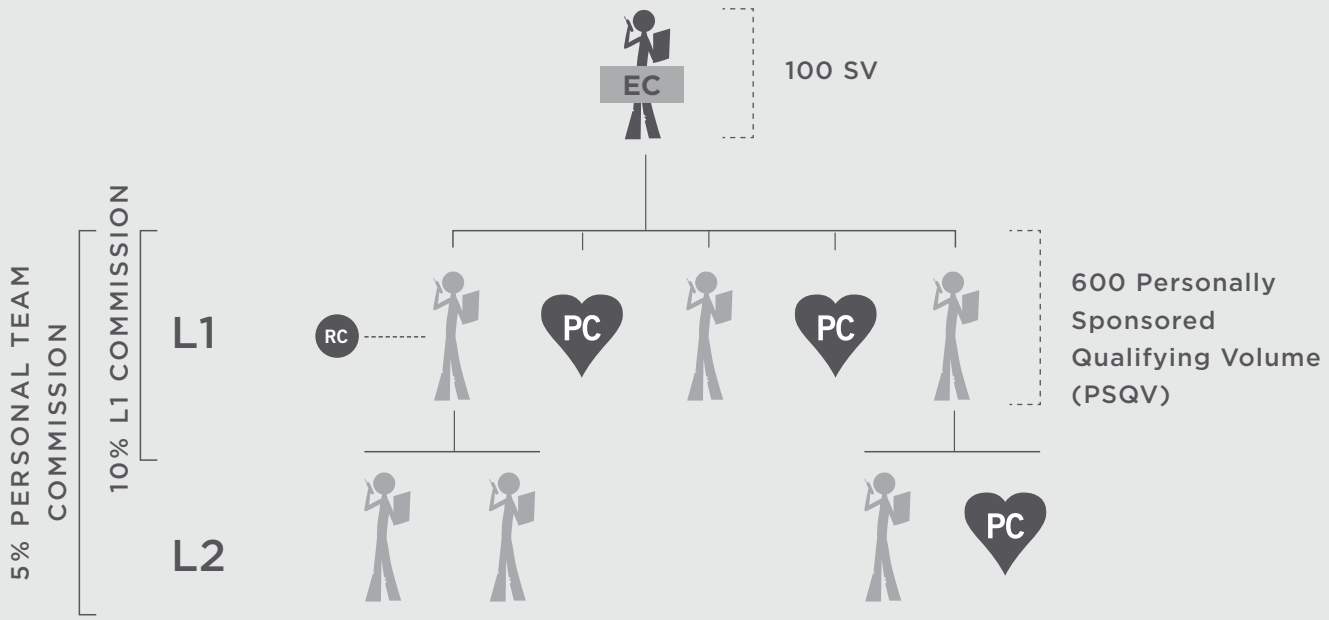
EXECUTIVE CONSULTANT

As an Active Consultant, your next target is to qualify as an Executive Consultant (EC) by achieving a minimum of 600 Personally Sponsored Qualifying Volume (PSQV) in a Commission Period. PSQV is the qualifying volume generated by the Preferred Customers whom you personally enroll in the **PC Perks** Program and Consultants whom you personally sponsor, including Qualifying Volume (QV) from Retail Customers.

As an EC, three ways you can earn include:

- **Personal Team Commissions:** 5% Commission on the CV generated by all the Consultants and Customers in your Personal Team.
- **Consultant Commissions:** 10% Commission of all Level 1 Commissionable Volume (CV).
- **Retail Profit:** From Retail Customers and your Preferred Customers.

EXECUTIVE CONSULTANT



4. GENERATION COMMISSIONS

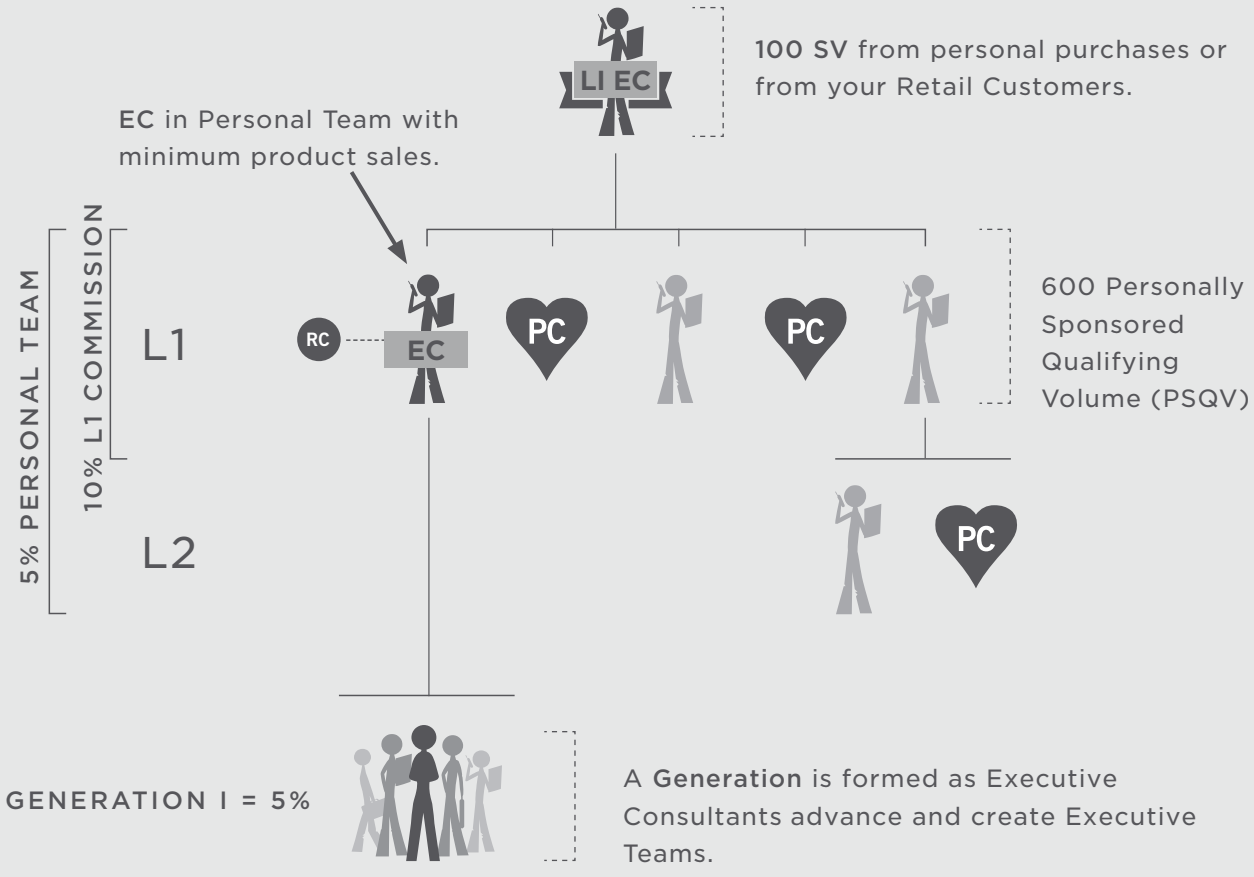
ADVANCING TO LEVEL I EXECUTIVE CONSULTANT

When you maintain your EC status and support the advancement of one Consultant in your Personal Team to EC status through product sales, that Consultant's Personal Team Volume moves out of your Personal Team to your **Generation I**.[6] This process will advance you to a Level I Executive Consultant (LI EC).

As a Level I EC, four ways you can earn include:

- **Generation Commissions:** 5% Commissions on Generation I Volume.
- **Personal Team Commissions:** 5% Commission on the CV generated by all the Consultants and Customers in your Personal Team.
- **Consultant Commissions:** 10% Commission on all Level 1 Volume.
- **Retail Profit:** From your Retail Customers and Preferred Customers.

LEVEL I EXECUTIVE CONSULTANT



[6] All volume generated by an Executive Consultant forms a new generation.

4. GENERATION COMMISSIONS

CONTINUED

ADVANCING TO LEVEL II EXECUTIVE CONSULTANT

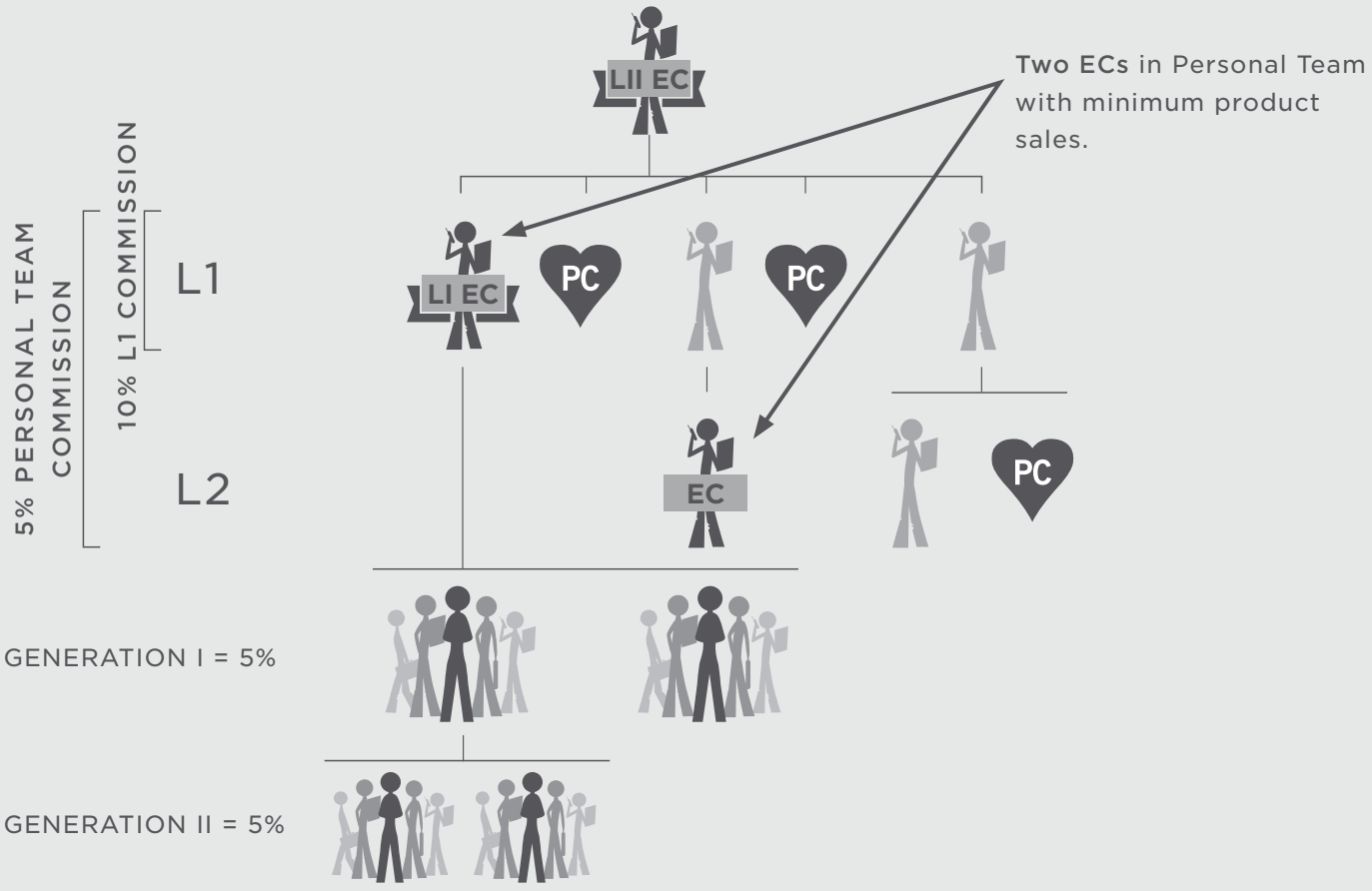
When you maintain your Executive Consultant status and support the advancement of a second Consultant in your Personal Team to an EC through product sales, you will advance yourself to a Level II Executive Consultant (LII EC).

As a Level II EC, four ways you can earn include:

- **Generation Commissions:** 5% Commissions on Generation I – Generation II Volume.
- **Personal Team Commissions:** 5% Commission on the CV generated by all the Consultants and Customers in your Personal Team.
- **Consultant Commissions:** 10% Commission on all Level 1 Volume.
- **Retail Profit:** From your Retail Customers and Preferred Customers.

Achieving this title is a critical milestone in the Rodan + Fields leadership journey. It is the outcome of sponsoring a minimum of two Consultants who you help advance to Executive Consultants. Each subsequent two ECs moves you to the next levels, III – V.

LEVEL II EXECUTIVE CONSULTANT



4. GENERATION COMMISSIONS

CONTINUED

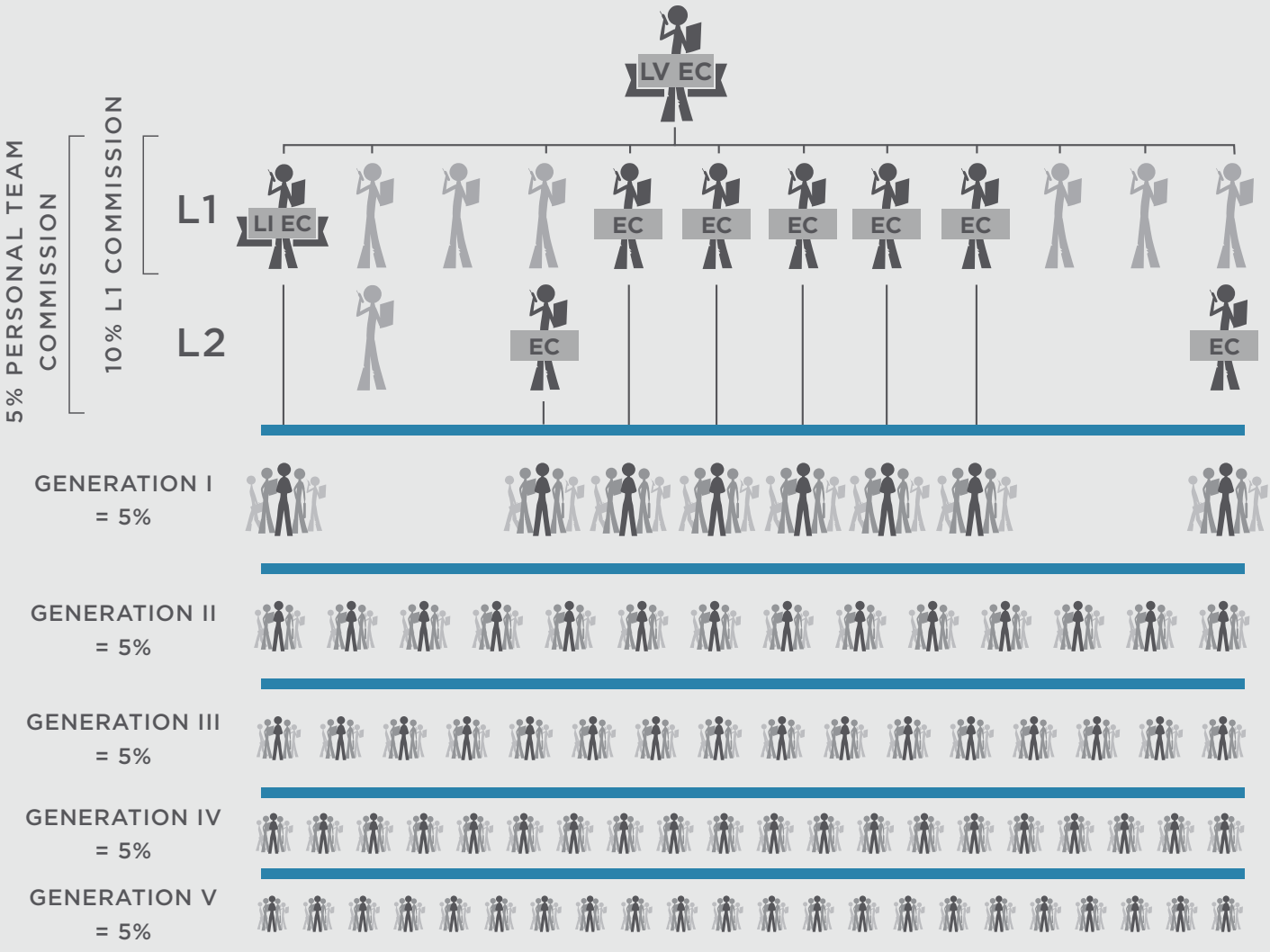
LEVEL V EXECUTIVE CONSULTANT

Once you have grown your organization and support the advancement of eight Consultants in your Personal Team to Executive Consultants, you will advance to a Level V Executive Consultant (LV EC).

As a Level V EC, four ways you can earn include:

- **Generation Commissions:** 5% Commissions on Generation I – Generation V Volume.
- **Personal Team Commissions:** 5% Commission on the CV generated by all the Consultants and Customers in your Personal Team.
- **Consultant Commissions:** 10% Commission on all Level 1 Volume.
- **Retail Profit:** From your Retail Customers and Preferred Customers.

LEVEL V EXECUTIVE CONSULTANT

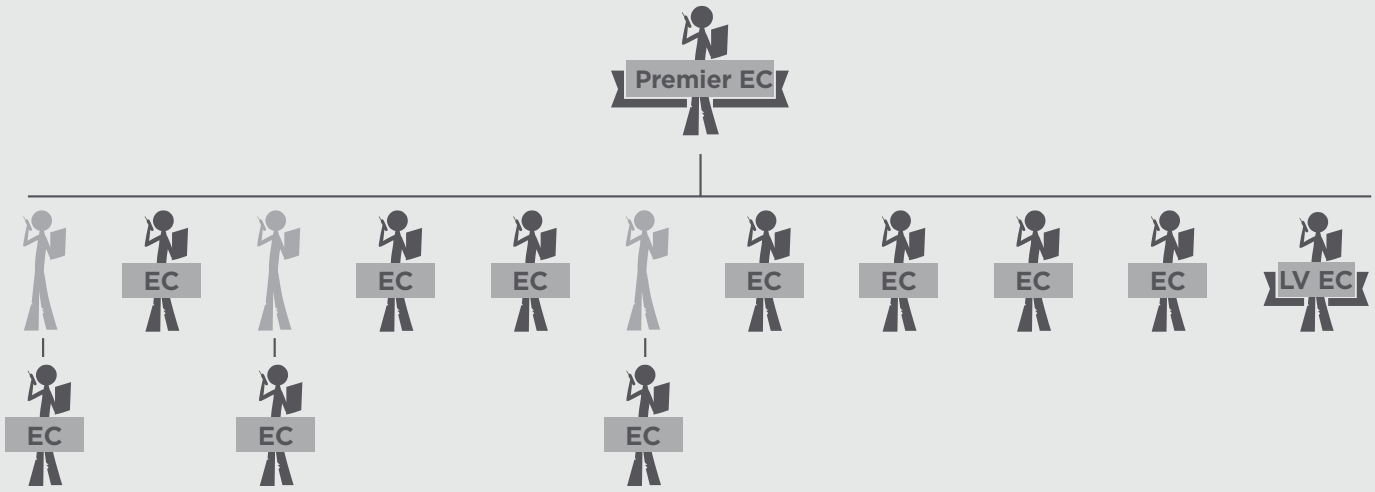


4. GENERATION COMMISSIONS
CONTINUED

PREMIER EXECUTIVE CONSULTANT

Increase your potential earnings from the Compensation Plan with Premier EC when you build your organization with 11 ECs in your Personal team, 1 of whom are LV ECs. When you achieve this title you will earn 0.5% commission on your Generation VI Volume. As your organization continues to grow and develop, this has the potential to meaningfully increase your earnings.

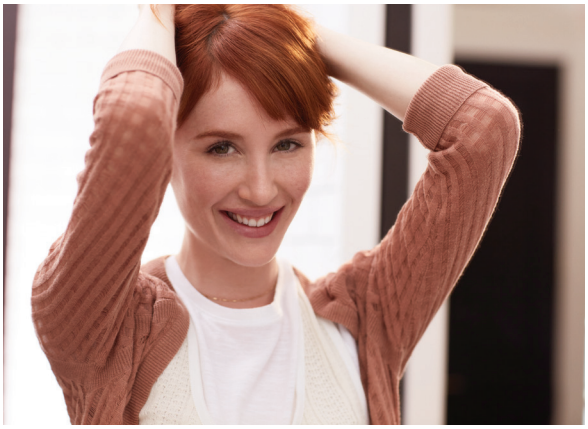
PREMIER PERSONAL TEAM SNAPSHOT



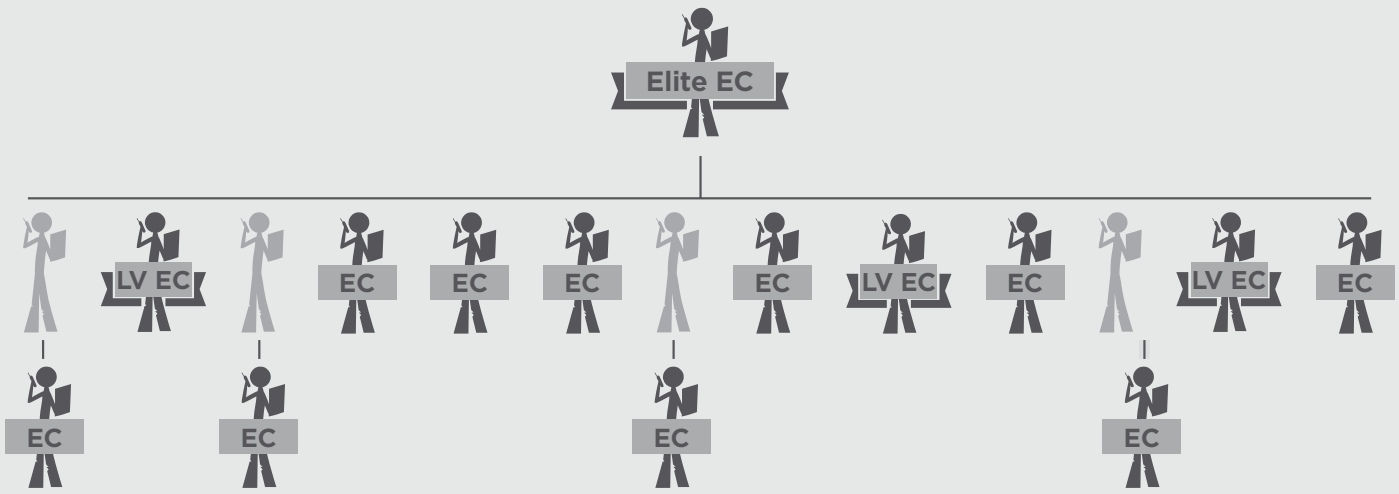
4. GENERATION COMMISSIONS
CONTINUED

ELITE EXECUTIVE CONSULTANT

Increase your potential earnings from the Compensation Plan with Elite when you continue to build your organization with 13 ECs in your personal team, 3 of whom are LV ECs. When you achieve this title you will earn 1% Commission on your Generation VI Volume. As your organization continues to grow and develop, this has the potential to meaningfully increase your earnings.



ELITE PERSONAL TEAM SNAPSHOT

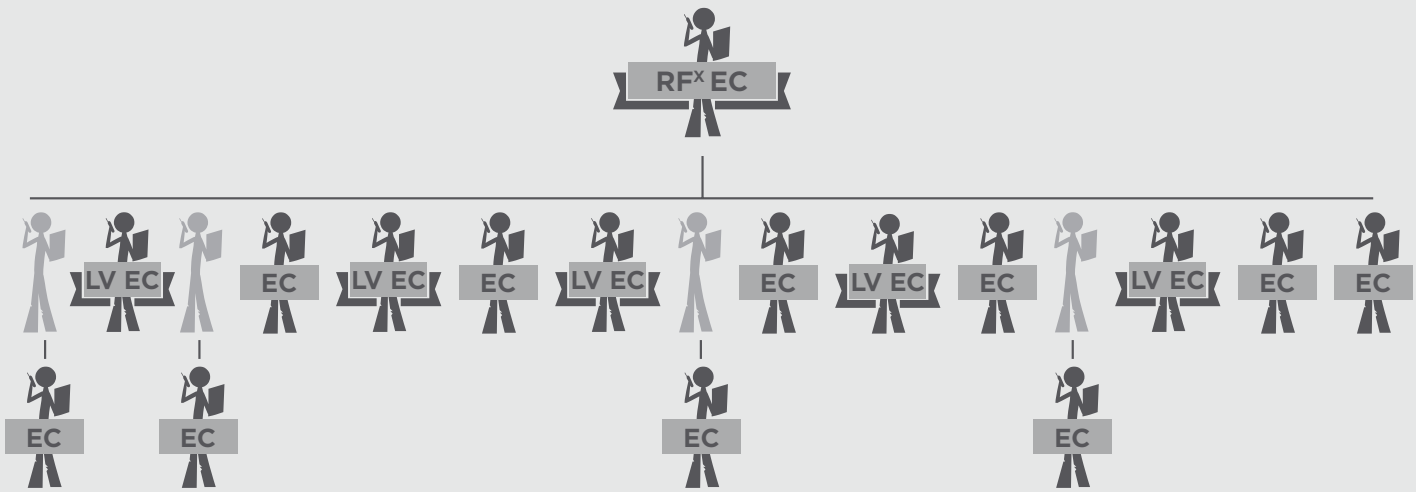


4. GENERATION COMMISSIONS
CONTINUED

RF^{X} EXECUTIVE CONSULTANT

Maximize your potential earnings from the Compensation Plan with RF^{X} when you continue to build your organization with 15 ECs in your Personal Team, five of whom are LV ECs. When you reach this ultimate destination you will earn 2.5% Commission on your Generation VI Volume. As your organization continues to grow and develop, this has the potential to meaningfully increase your earnings.

RF^{X} PERSONAL TEAM SNAPSHOT



COMPENSATION PLAN AT A GLANCE

	Consultant	Active Consultant	Executive Consultant	Level I Executive	Level II Executive	Level III Executive	Level IV Executive	Level V Executive	Premier Executive	Elite Executive	RF^{x} Executive
Requirements											
Business Starter Pack	X	X	X	X	X	X	X	X	X	X	X
Total Sales Volume (SV)		100 SV	100 SV	100 SV	100 SV	100 SV	100 SV	100 SV	100 SV	100 SV	100 SV
Personally Sponsored Qualifying Volume (PSQV)			600 PSQV	600 PSQV	600 PSQV	600 PSQV	600 PSQV	600 PSQV	600 PSQV	600 PSQV	600 PSQV
Number of Qualified EC Legs				1	2	4	6	8	11	13	15
Number of Qualified LV Legs									1	3	5
Earning Potential											
Retail Profit	X	X	X	X	X	X	X	X	X	X	X
Level 1 (L1) Consultant Commission		10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Personal Team Commission (includes L1)			5%	5%	5%	5%	5%	5%	5%	5%	5%
Generation I Commission				5%	5%	5%	5%	5%	5%	5%	5%
Generation II Commission					5%	5%	5%	5%	5%	5%	5%
Generation III Commission						5%	5%	5%	5%	5%	5%
Generation IV Commission							5%	5%	5%	5%	5%
Generation V Commission								5%	5%	5%	5%
Generation VI Commission									0.5%	1%	2.5%

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