

# Multipure Compensation Plan

Multipure's compensation plan allows you to start earning immediately, with the ability to increase your earnings as you sponsor more Builders and sell more Drinking Water Systems. Multipure's compensation plan combines commissions on personal sales with potential bonuses based on the sales made by your network of Builders. Compensation grows with you, so not only do you earn more when you sell more, but the more successful you and your network become, the higher your commission rate and bonuses become.

## Methods Of Earning

As a Multipure Builder, you can earn money through your personal sales and prospecting efforts, as well as the efforts of your downline business network:

- **Personal Sales** – earn commissions on products sold directly to customers.
- **Sponsored Builder Sales** – earn commissions on products sold by active Builders that you have personally sponsored, aka, 2nd-level Builders.
- **Downline Sales** – earn commissions on products sold by active Builders below your sponsored Builders (up to 8 levels below).
- **Replacement Filter Sales** – earn commissions on replacement filters purchased by your customers and sold by your active 10-level network. (Senior Builder or above)
- **CASH Sales** – earn commissions through the Company Allocated Sales Handler (CASH); commissionable products purchased directly through Multipure (without a selling Builder) can be allocated to PAR-qualified Builders registered for CASH and the Back Office.

## First Purchase Requirement

The commission on the first Drinking Water System (DWS) sale or purchase by a new Builder (First Purchase) is allocated to the Sponsor. After the First Purchase, the new Builder is now qualified to receive commission on all future personal sales.

## Commission Checks

Multipure pays its Builders commission two times a month.

### Mid Month Checks

Mid month checks pay the selling Builders their commission on personal sales completed between the 1st and 16th of the month. The commission amount is calculated based on the Builder's level of achievement at the start of the month.

Commissions will be processed 3-5 business days after the 16th of the month.

### End of Month Checks

Personal sales that commissioned mid-month will be paid any additional commission earned if the Builder rank advanced during the month.

Personal sales made between the 16th and last day of the month, Downline commissions, Rollup Bonuses, Activity Bonuses, and personal and network replacement filters will all be included in this end of month commission check.

The commission Closing Date is the first business day following the last day of the month. The month-end commission check is mailed out within 10 business days of the Closing Date.

## Important Multipure Terminology

**Personal Activity Requirement (PAR):** This enables Builders to receive commission and bonuses on their active downline network's sales and filter replacements.

- Builders become PAR-qualified when their sales volume of PAR-eligible products reaches \$180 or more within a 4-month period. When this sales volume is reached, the Builder becomes PAR-qualified for their current month.
- The sales volume of PAR-eligible products sold in a single month counts toward PAR for a total of four months: the month in which the sale was made, and the following three months; after three months, the sales volume for the initial month no longer counts toward PAR.
- Builders who are not PAR-qualified earn commissions only from their personal sales and from the filter replacements by their personal customers (Senior Builder rank or higher for filter replacement commissions).

**PAR-eligible Products:** Products that count toward PAR include Drinking Water Systems, and Multipure Bath & Garden (i.e., the Aquasource Whole House System, Aquagrow, Aquashower, and Aquasplash). **NOTE:** Starter Kit Tools, replacement filters, accessories, replacement parts, and sales materials do NOT count toward PAR.

**Basic Starter Kit:** Also known as Starter Kit Tools, this consists of a Builder Application Form and a set of Multipure brochures, forms, and sales aids. The cost of this kit includes the Builder Registration fee, but does not include a Multipure Drinking Water System.

**Personal Net Volume (PNV):** This is the cumulative total commissionable net value of a Builder's sales of PAR-eligible products.

**Achievement Level Volume (ALV):** This is the total commissionable net value of a Builder's sales of PAR-eligible products over any period of time, and is used to determine Achievement Level. ALV is equal to:

- 100% of your personal sales
- +50% of your 2nd level Builders' personal sales
- +25% of your 3rd level Builders' personal sales

**Monthly Achievement Level Volume (MALV):** This is the monthly commissionable net value of a Builder's sales of PAR-eligible products, equal to:

- 100% of your monthly personal sales
- +50% of your active 2nd level Builders' **monthly** personal sales
- +25% of your active 3rd level Builders' **monthly** personal sales

**NOTE:** MALV for Bath & Garden Products Aquasplash, Aquashower and Aquagrow is equivalent to 100% of your monthly personal sales only.

**Activity Bonus:** This is an array of bonuses based on your Achievement Level and your MALV during the month. Activity Bonuses range from 0.5% to as much as 6% of the commissionable net value on sales made by the Builders in your active network. Your Monthly Achievement Level Volume determines the amount of your Activity Bonus; the maximum amount is based on your current Achievement Level. **EXAMPLE:** You are a Senior Builder and your MALV is less than \$800 (Senior Builder MALV goal) but equal to or greater than \$500 (Executive Builder MALV goal), so you will receive bonuses at the Executive Builder level. If your MALV is equal to or greater than \$1,400 (Master Builder MALV goal), you will only receive bonuses at your current Achievement Level of Senior Builder, because you have not yet reached the Master Builder Achievement Level.

**Rank Advancement Bonus:** This is a fixed bonus paid to Builders the month after reaching specific Achievement Levels. Each Rank Advancement Bonus (RAB) is paid as follows:

- Executive Builder: \$50
- Senior Builder: \$100
- Master Builder: \$250
- Network Director: \$500
- National Network Director: \$1000
- Executive National Network Director: \$2000

**Rollup Bonus:** You can receive a Rollup Bonus on sales made by Builders in your active ten-level network when they are at a lower achievement level, and you are PAR qualified. You would receive the unearned portion of the bonus when not paid to another active Builder in your network closer to the sale. **EXAMPLE:** You are a Master Builder with a commission rate of 35%. A member of your downline network is a Junior Builder and earns a 20% commission on a product sale. The 15% difference between your commission rate and the selling Builder's commission rate will "roll up" to you, unless the 15% – or some portion thereof – is paid to another PAR-qualified Builder at a closer level in the network above the Junior Builder.

**CASH Allocations:** You can receive commissions through the Company Allocated Sales Handler (CASH) when you are PAR-qualified, registered for the Multipure Back Office, and choose to Opt-In to CASH through the Back Office. CASH-eligible products purchased directly through Multipure (without a selling Builder) are allocated to Builders registered for CASH.

- CASH-eligible products include Multipure Drinking Water Systems (DWS) – Aqualuxe, Aquaperform, Aquaversa, and Aquamini – and the Aquasource Whole-House System.
- The in-turn Active Builder in the CASH roster is allocated 25% of the Drinking Water System (DWS) commission that the Builder would normally earn on a personal sale. This percentage increases to 50% of a current Founders' Circle member's normal commission, and 75% of a current Executive Council member's normal commission.
- If the purchasing customer also signs up as a new Builder at the same time, they will be assigned to the 2nd-level of the same Builder that receives the product commission.
- CASH commissions will be allocated to the 1st-level in-turn Active Builder ONLY. Upline or downline commissions are NOT paid on CASH sales.
- Orders allocated through CASH do not count toward ALV, MALV, PAR, EC/FC qualification, or contest points.
- CASH eligibility is determined by the PAR-qualification month.
- Builders who lose PAR-qualification will be skipped in the CASH list until they are PAR-qualified again.

## Types of Builders

- **Active Builders** are Builders who are qualified for their Personal Activity Requirement (PAR). Commissions and bonuses are paid on the full ten levels (if eligible) of active Builders in the downline network.
- **Inactive Builders** are NOT PAR-qualified, and therefore cannot receive commissions from their downline network sales; however, commissions are still paid on personal sales, including personal replacement filter sales (Senior Builder or above). To regain Active Builder status, Inactive Builders must become PAR-qualified.
- **Dormant Builders** are those who have not been PAR-qualified for 36 consecutive months; as a result, they are permanently removed from the Builder database, but remain on file as a customer. To regain Active Builder status (and their old Achievement Level), Dormant Builders need to reregister (at a cost of \$10 - \$50) and either purchase or sell \$180 or more in PAR-eligible products. Upon reinstatement, the previously Dormant Builders will be placed in the 2nd Level of their original sponsoring Builder.

## Disclaimer

1. Both Active and Inactive Builders receive commissions on their personal sales, including personal replacement filter sales (Senior Builder or above), based on their Achievement Level.
2. Commissions and bonuses on downline sales are paid only to PAR-qualified Builders.
3. Network commissions and bonuses will be paid to the first ten levels of active (PAR-qualified) Builders in the downline network.
4. Builders must be PAR-qualified at least once every 4 months in order to receive downline commissions.
5. Builders must be PAR-qualified at least once every 36 months in order to maintain Builder status.
6. Replacement filters, accessories, replacement parts, and sales materials do not count toward PAR, PNV, ALV, or MALV.
7. The Multipure Compensation Plan is subject to change without notice. Please visit [www.multipure.com](http://www.multipure.com) to view the latest version of the Multipure Compensation Plan.
8. Commission Calculated with commissionable Net.
9. A Builder who compresses to the 2nd level of a new upline Builder cannot have their level of achievement credited towards that new sponsor's rank advancement qualification.

*Income Disclaimer: The chart and the earnings figures displayed do not constitute a promise or guarantee of income. The success and potential earnings of a Multipure Independent Builder are dependent upon various factors including, but not limited to, business skill, communication ability, interpersonal relations, work effort, and market conditions. Multipure does not guarantee any level of income or success.*

## Product Commissions

| Product Model      | Retail Price | Commission Net | Master Commission | Senior Commission | Executive Commission | Junior Commission |
|--------------------|--------------|----------------|-------------------|-------------------|----------------------|-------------------|
| <b>Aqualuxe</b>    | \$1,250      | \$1000         | \$350             | \$300             | \$250                | \$200             |
| <b>Aquaperform</b> | \$590        | \$550          | \$252.50          | \$225             | \$197.50             | \$170             |
| <b>Aquaversa</b>   | \$455        | \$400          | \$200             | \$180             | \$160                | \$140             |
| <b>Aquamini</b>    | \$270        | \$180          | \$63              | \$54              | \$45                 | \$36              |
| <b>Aquasource</b>  | \$2,300      | \$1200         | \$420             | \$360             | \$300                | \$240             |

**Drinking Water Systems (DWS):** Commissions on up to 10 levels of your downline network, depending on your current Achievement Level. DWS models include the Aqualuxe, Aquaperform, Aquaversa, and Aquamini.

- Replacement Filters: Commissions on up to 10 levels of your downline network, depending on your current Achievement Level.

**Aquasource:** Commissions on up to 10 levels of your downline network.

- Aquasource replacement filters: Commissions on up to 10 levels of your downline network.

**Bath & Garden:** A flat rate commission is paid to the selling Builder on personal sales only.

- Aquagrow: \$13
- Aquashower: \$10
  - Aquashower replacement filter: \$5
- Aquasplash: \$9
  - Aquasplash replacement filter: \$8

**DWS Starter Kits:** Commissions on up to 10 levels of your downline network. Starter Kit Tools do not earn commission.

\*Commissions on DWS or Aquasource sales are based on Achievement Level. Except where specified for the Aquasource, Bath & Garden commissions are paid only to the selling Builder, and no network commissions are paid from downline sales of Bath & Garden products. Personal replacement filter sales commissions and network replacement filter sales commissions are based on Achievement Level.

# Replacement Filter Commissions

| Product Model                 | Price    | Commission Net | Master Builder (3%) | Master Builder (11%)* | Senior Builder (2%) | Senior Builder (8%)* |
|-------------------------------|----------|----------------|---------------------|-----------------------|---------------------|----------------------|
| <b>CB6</b>                    | \$90.00  | \$70.00        | \$2.10              | \$7.70                | \$1.40              | \$5.60               |
| <b>CB6A Subscription</b>      | \$76.50  | \$59.50        | \$1.79              | \$6.55                | \$1.19              | \$4.76               |
| <b>CB6AD</b>                  | \$90.00  | \$70.00        | \$2.10              | \$7.70                | \$1.40              | \$5.60               |
| <b>CB6ADA Subscription</b>    | \$76.50  | \$59.50        | \$1.79              | \$6.55                | \$1.19              | \$4.76               |
| <b>CBMINI</b>                 | \$60.00  | \$45.00        | \$1.35              | \$4.95                | \$0.90              | \$3.60               |
| <b>CBMINIA Subscription</b>   | \$51.00  | \$38.25        | \$1.15              | \$4.21                | \$0.77              | \$3.06               |
| <b>CB11AS</b>                 | \$145.00 | \$125.00       | \$3.75              | \$13.75               | \$2.50              | \$10.00              |
| <b>CB11ASA Subscription</b>   | \$123.25 | \$106.25       | \$3.19              | \$11.69               | \$2.13              | \$8.50               |
| <b>CBLX</b>                   | \$175.00 | \$150.00       | \$4.50              | \$16.50               | \$3.00              | \$12.00              |
| <b>CBLXA Subscription</b>     | \$148.75 | \$127.50       | \$3.83              | \$14.03               | \$2.55              | \$10.20              |
| <b>CB5</b>                    | \$75.00  | \$60.00        | \$1.80              | \$6.60                | \$1.20              | \$4.80               |
| <b>CB5A Subscription</b>      | \$63.75  | \$51.00        | \$1.53              | \$5.61                | \$1.02              | \$4.08               |
| <b>AQSF</b>                   | \$38.00  | \$38.00        | \$5.00              | N/A                   | \$5.00              | N/A                  |
| <b>AQBALL</b>                 | \$45.00  | \$45.00        | \$8.00              | N/A                   | \$8.00              | N/A                  |
| <b>CB20 (3)</b>               | \$400.00 | \$360.00       | \$10.80             | \$39.60               | \$7.20              | \$28.80              |
| <b>CB20A (3) Subscription</b> | \$340.00 | \$306.00       | \$9.18              | \$33.66               | \$6.12              | \$24.48              |
| <b>CB20CLM</b>                | \$460.00 | \$420.00       | \$12.60             | \$46.20               | \$8.40              | \$33.60              |
| <b>CB20CLM Subscription</b>   | \$391.00 | \$357.00       | \$10.71             | \$39.27               | \$7.14              | \$28.56              |
| <b>CB20LSI</b>                | \$460.00 | \$420.00       | \$12.60             | \$46.20               | \$8.40              | \$33.60              |
| <b>CB20LSI Subscription</b>   | \$391.00 | \$357.00       | \$10.71             | \$39.27               | \$7.14              | \$28.56              |
| <b>CB20CLMSI</b>              | \$520.00 | \$480.00       | \$14.40             | \$52.80               | \$9.60              | \$38.40              |
| <b>CB20CLMSI Subscription</b> | \$442.00 | \$408.00       | \$12.24             | \$44.88               | \$8.16              | \$32.64              |
| <b>CBC110</b>                 | \$30.00  | \$8.50         | \$0.26              | \$0.94                | \$0.17              | \$0.68               |
| <b>CBC110 Subscription</b>    | \$25.50  | \$8.50         | \$0.26              | \$0.94                | \$0.17              | \$0.68               |
| <b>CBC112</b>                 | \$40.00  | \$16.00        | \$0.48              | \$1.76                | \$0.32              | \$1.28               |
| <b>CBC112 Subscription</b>    | \$34.00  | \$16.00        | \$0.48              | \$1.76                | \$0.32              | \$1.28               |
| <b>CBROM</b>                  | \$140.00 | \$103.00       | \$3.09              | \$11.33               | \$2.06              | \$8.24               |
| <b>CBROM Subscription</b>     | \$119.00 | \$103.00       | \$3.09              | \$11.33               | \$2.06              | \$8.24               |

\* commission number includes maximum Activity Bonuses

# COMPENSATION PLAN CHART



|   | Junior Builder   | Executive Builder   | Senior Builder   | Master Builder   |
|---|--|---|--|--|
| <b>Rank Advancement Bonus</b>                       |  | \$50  | \$100  | \$250  |
| <b>Requirements</b>                                 | Submit Builder Application Form, purchase your Multipure Drinking Water System | Accumulate \$1,000 in ALV over any period of time             | Accumulate \$5,000 in ALV over any period of time, or have 4 Executive Builders on 2nd level | Accumulate \$10,000 in ALV over any period of time, or have 4 Senior Builders on 2nd level |
| <b>Personal Replacement Filter Sales Commission</b> |  |   | 2%   | 3%   |
| <b>Network Commission</b>                           | 5% of 2nd level<br>2% of 3rd level   | 5% of 2nd level<br>2% of 3rd level<br>0.5% of 4th - 5th level | 5% of 2nd level<br>2% of 3rd level<br>0.5% of 4th - 8th level                                | 5% of 2nd level<br>2% of 3rd level<br>0.5% of 4th - 8th level<br>1% of 9th & 10th level    |
| <b>Network Replacement Filter Commission</b>        |  |   | 2% of active<br>2nd - 8th level  | 3% of active<br>2nd - 10th level   |
| <b>Monthly Bonuses</b>                              |  |   |  |  |
| <b>Requirements</b>                                 |  | \$500 MALV  | \$800 MALV   | \$1,400 MALV   |
| <b>Personal Replacement Filter Bonus</b>            |  |   | 6%   | 8%   |
| <b>Activity Bonus</b>                               |  | 3% on 2nd level<br>1% on 3rd level                            | 4% on 2nd level<br>2% on 3rd level<br>0.5% on 4th - 8th level                                | 5% on 2nd level<br>3% on 3rd level<br>1% on 4th - 10th level                               |
| <b>Rollup Bonus</b>                                 |  | 5% max  | 10% max  | 15% max  |



|   | Network Director   | National Network Director  | Executive National Network Director   |
|---|--|--|---|
| <b>Rank Advancement Bonus</b>                       | \$500  | \$1000   | \$2000  |
| <b>Requirements</b>                                 | Accumulate \$25,000 in ALV over any period of time, and have 4 Master Builders on 2nd level, or sell a minimum of 500 Drinking Water Systems | Accumulate \$50,000 in ALV over any period of time, and have 8 Master Builders on 2nd level (Annually PAR Qualified) | Be a qualified Executive Council Member and 3 Network Directors on 2nd level (Annually PAR Qualified) |
| <b>Personal Replacement Filter Sales Commission</b> | 3%   | 3.5%   | 3.5%  |
| <b>Network Commission</b>                           | 5% of 2nd level<br>2% of 3rd level<br>0.5% of 4th - 8th level<br>1% of 9th & 10th level  | 5% of 2nd level<br>2% of 3rd level<br>0.5% of 4th - 8th level<br>1.5% of 9th & 10th level                            | 5% of 2nd level<br>2% of 3rd level<br>0.5% of 4th - 8th level<br>1.5% of 9th & 10th level             |
| <b>Network Replacement Filter Commission</b>        | 3% of active<br>2nd - 10th level   | 3.5% of active<br>2nd - 10th level   | 3.5% of active<br>2nd - 10th level  |
| <b>Monthly Bonuses</b>                              |  |  |   |
| <b>Requirements</b>                                 | \$2,200 MALV   | \$2,200 MALV   | \$2,200 MALV  |
| <b>Personal Replacement Filter Bonus</b>            | 9%   | 9%   | 9%  |
| <b>Activity Bonus</b>                               | 5.5% on 2nd level<br>3.5% on 3rd level<br>1% on 4th - 10th level   | 6% on 2nd level<br>4% on 3rd level<br>1.5% on 4th - 10th level   | 6% on 2nd level<br>4% on 3rd level<br>1.5% on 4th - 10th level  |
| <b>Rollup Bonus</b>                                 | 15% max  | 15% max  | 15% max   |
| <b>Network Replacement Filter Bonus</b>             | 1% on active<br>2nd - 10th level   | 1% on active<br>2nd - 10th level   | 1% on active<br>2nd - 10th level  |
| <b>Executive National Network Director Bonus</b>    | 10% Bonus on network Drinking Water Systems Sales. Paid monthly for the year after qualification.  |  |   |