

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.
- **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.

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, Drinking Water System Starter Kits, the Ultimate Business Builder Kit, and Multipure Home Essentials (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

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

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 commission 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 to view the latest version of the Multipure Compensation Plan.
8. Commission Calculated with commissionable Net.

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.

COMPENSATION PLAN CHART



Rank Advancement Bonus

\$50

\$100

\$250

\$500

\$1000

Requirements

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

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)

Personal Replacement Filter Sales Commission

2%

3%

3%

3.5%

Network Commission

5% of 2nd level
2% of 3rd level
0.5% of 4th - 5th level

5% of 2nd level
2% of 3rd level
0.5% of 4th - 8th level

5% of 2nd level
2% of 3rd level
0.5% of 4th - 10th level

5% of 2nd level
2% of 3rd level
0.5% of 4th - 8th level
1% of 9th & 10th level

5% of 2nd level
2% of 3rd level
0.5% of 4th - 8th level
1.5% of 9th & 10th level

Network Replacement Filter Commission

5% of 2nd level
2% of 3rd level

2% of active 2nd - 8th level

3% of active 2nd - 10th level

3% of active 2nd - 10th level

3.5% of active 2nd - 10th level

Monthly Bonuses

Requirements

\$500 MALV

\$800 MALV

\$1,400 MALV

\$2,200 MALV

\$2,200 MALV

Personal Replacement Filter Bonus

6%

8%

9%

9%

Activity Bonus

3% on 2nd level
1% on 3rd level

4% on 2nd level
2% on 3rd level
0.5% on 4th - 8th level

5% on 2nd level
3% on 3rd level
1% on 4th - 10th level

5.5% on 2nd level
3.5% on 3rd level
1% on 4th - 10th level

6% on 2nd level
4% on 3rd level
1.5% on 4th - 10th level

Rollup Bonus

5% max

10% max

15% max

15% max

15% max

Network Replacement Filter Bonus

1% on active 2nd - 10th level

1% on active 2nd - 10th level

1% on active 2nd - 10th level

1% on active 2nd - 10th level

1% on active 2nd - 10th level

Product Commissions

Product Model	Retail Price	Master Commission	Senior Commission	Executive Commission	Junior Commission
Aqualuxe	\$1,250	\$350	\$300	\$250	\$200
Aquaperform	\$590	\$252.50	\$225	\$197.50	\$170
Aquaversa	\$455	\$200	\$180	\$160	\$140
Aquamini	\$270	\$63	\$54	\$45	\$36
Aquasource	\$2,300	\$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.

- DWS replacement filters: Commissions on up to 10 levels of your downline network, depending on your current Achievement Level.

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

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

Home Essentials: 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, Home Essentials commissions are paid only to the selling Builder, and no network commissions are paid from downline sales of Home Essentials products. Personal replacement filter sales commissions and network replacement filter sales commissions are based on Achievement Level. **Demo Units are commissioned to the purchasing builder's sponsor.