



COMPENSATION

PAY PLAN

Compensation Pay Plan

Be part of our mission to promote longevity through personalized products and services!

- Earn 20 - 40% on all Personal Volume (PV) from customer orders, including your own.
- Earn a \$50 enrollment rebate by achieving 500 PV within your first 30 days of business.
- Earn Level & Generational Pay.
- Earn Title Advancement, One-Time, & Monthly Lifestyle Bonuses.
- Earn exciting incentives including cash, swag, & travel.
- Earn performance based recognition.
- Join us at business retreats, leadership training, & personal development.

PAY ON PERSONAL VOLUME (PV)

MONTHLY PV	EARNED % ON PV
0-499 PV	20%
500 PV	25%
2,000 PV	30%
5,000 PV	35%
8,000 PV	40%

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LEVEL, GENERATION, AND BONUS PAY

RANK	PERSONAL VOLUME	DOWNLINE VOLUME	MVR	OUTSIDE VOLUME	LEVEL PAY				GENERATION PAY					ONE-TIME BONUS*	MONTHLY BONUS	LEADER POINTS
					L1	L2	L3	L4	G1	G2	G3	G4	G5			
Brand Partner (BP)																
Qualified Brand Partner (QBP)	250		---		3%											
Advanced Brand Partner (ABP)	300	700	350		5%											
Lead Brand Partner (LBP)	300	1,500	750		7%	2%								\$150		
Senior Brand Partner (SBP)	400	2,500	1,250		8%	3%								\$250		
Team Manager (TM)	400	4,000	2,000		10%	4%	2%							\$400		
Advanced Manager (AM)	500	7,000	3,500		10%	5%	3%							\$500		
Senior Manager (SM)	500	10,000	5,000		10%	6%	5%	3%						\$600		
Director (D)	600	20,000	10,000	2,000	10%	7%	5%	3%	2%					Custom Jewelry	\$500	
Advanced Director (AD)	600	40,000	20,000	5,000	10%	7%	5%	3%	3%	2%				Custom Jewelry	\$1,000	
Senior Director (SD)	600	80,000	40,000	12,000	10%	7%	5%	3%	3%	3%	2%			Custom Jewelry	\$1,500	
Executive Director (ED)	600	150,000	75,000	25,000	10%	7%	5%	3%	3%	3%	3%	2%		Branded TUMI Luggage	\$2,000	250
Advanced Executive Director (AED)	600	300,000	150,000	60,000	10%	7%	5%	3%	3%	3%	3%	3%	2%	Designer Bag + Charm	\$3,000	250

*See "Advancement Bonus" definition for full bonus details

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KEY TERMS

ACTIVE QUALIFIED	A Brand Partner must maintain at least 250 Personal Volume (PV) to be considered qualified for that period to earn Level Pay. Many bonuses require a Brand Partner to be Active Qualified to receive the bonus. Please refer to the individual bonus definitions for requirements for the respective bonus.																								
ADVANCEMENT BONUS	The amount paid is determined by when the Career Title was achieved. The amount earned is reflected in the chart below and is based on if the Career Title was achieved within the time frame listed or not. <table><tr><th>Title</th><th>Time Frame</th><th>Bonus in Time Frame</th><th>Bonus After Time Frame</th></tr><tr><td>LBP+</td><td>2nd Full Month</td><td>\$150</td><td>\$50</td></tr><tr><td>SBP+</td><td>3rd Full Month</td><td>\$250</td><td>\$100</td></tr><tr><td>TM+</td><td>4th Full Month</td><td>\$400</td><td>\$200</td></tr><tr><td>AM+</td><td>5th Full Month</td><td>\$500</td><td>\$250</td></tr><tr><td>SM+</td><td>6th Full Month</td><td>\$600</td><td>\$300</td></tr></table> Advancement Bonuses for each Career Title may be earned once for each tier up to the Director level. Bonuses at the lower levels can be stacked if multiple rank advancements have been achieved in a single month.	Title	Time Frame	Bonus in Time Frame	Bonus After Time Frame	LBP+	2 nd Full Month	\$150	\$50	SBP+	3 rd Full Month	\$250	\$100	TM+	4 th Full Month	\$400	\$200	AM+	5 th Full Month	\$500	\$250	SM+	6 th Full Month	\$600	\$300
Title	Time Frame	Bonus in Time Frame	Bonus After Time Frame																						
LBP+	2 nd Full Month	\$150	\$50																						
SBP+	3 rd Full Month	\$250	\$100																						
TM+	4 th Full Month	\$400	\$200																						
AM+	5 th Full Month	\$500	\$250																						
SM+	6 th Full Month	\$600	\$300																						
BRAND PARTNER	A generic term for someone who has accepted the Independent Contractor Agreement and all enrollment requirements.																								
CANCELLATION POLICY (BRAND PARTNER)	Brand Partners must have a minimum of 300 PV within a rolling 6-month period (Total PV from the current and previous 5 monthly periods) to remain a Brand Partner in good standing and keep their downline. If they fail to meet this requirement in any rolling 6-month period, they will be canceled which causes them to be removed from the company downline organization. Their downline and customers will be compressed to the next upline Brand Partner who is in good standing. In addition to meeting a PV requirement each month, Brand Partners are required to pay a monthly recurring \$8 technology fee. Failure to pay any required recurring technology fee will result in the Brand Partner’s suspension which means that all commissions due will be held until the required fees have been paid. If the renewal is not paid within 1-month of suspension, then the Brand Partner’s account will be canceled.																								
CAREER TITLE	A Brand Partner’s Career Title is their recognition Title. It is the highest Title they have achieved. This Title does not change unless they are promoted or demoted, unlike a Paid-As Title which may vary from month to month.																								

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KEY TERMS CONTINUED

CLAWBACK	A term that represents when a sales transaction is returned, and the earnings issued in association to that transaction are paid back to the company.
COMMISSIONABLE VOLUME (CV)	CV is 70% of QV (Qualifying Volume) and is used to calculate upline commissions. The percentages earned on CV is based on the Paid-As Title earned for the commission period.
COMPRESSION (GENERAL)	When a Brand Partners account is terminated - their account is converted to a customer account, and their downline is then compressed to their Active upline.
COMPRESSION (DIRECTOR TITLE AND HIGHER) POLICY	If a Brand Partner's account was terminated (voluntarily or involuntarily) and they were Paid-As Director or above in the last four commission periods, their downline will only be compressed up under the following conditions: 1. If their Enroller has been Paid-As a Director or higher at least once in the last four commission periods, then the downline will immediately be compressed up. 2. If their Enroller has not been Paid-As Director or above at least once in the last four commission periods, they will be given six commission periods to be Paid-As a Director or higher at least two times. If the Enroller promotes to Director in the final (sixth) commission period, then they will be given the following commission period to achieve a second Paid-As Director or higher qualification and satisfy the two-period requirement. If the Enroller qualifies under either of these conditions, then the downline of the canceled Brand Partner will be compressed up upon the completion of the qualifications but no retroactive commissions will be paid. If the new Enroller doesn't qualify under either condition, the canceled position will remain permanently empty and no one below it will move up. For example: If Sarah was a Director at Level 1 and her account was canceled, then Julie (at Level 2) would stay at Level 2 and the Enroller wouldn't earn commissions on the empty Level 1 spot.
CUSTOMER	A generic term for an individual who purchases products for personal use and has not signed an Independent Contractor Agreement with the company.
DEMOTION	A Demotion occurs when a Brand Partner fails to requalify for their Career Title. Please refer to the Requalification Policy.

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KEY TERMS CONTINUED

DOWNLINE	All of the people below an individual within the genealogy tree are considered to be part of the individual's downline.
DOWNLINE VOLUME (DV)	The total Qualifying Volume (QV) from a Brand Partner and their entire downline organization. It includes sales from the Brand Partner, their customers and ALL downline Brand Partners and customers, regardless of their Titles.
DV MAXIMUM VOLUME RULE (MVR)	For Title qualification purposes only, there is a maximum amount of DV that can be counted from any single source. No more than a specified amount (see Career Path table) will be counted toward your DV requirement from either: - Your personal volume (PV) — the total QV generated from your own purchases and your customers' purchases. - OR - Any single leg — the total QV from one downline leg, including all Brand Partners and customers within it.
ENROLLER	When someone joins the company, the person who brought them in is called their Enroller. If an Enroller's account is ever canceled, their downline members don't lose their Enroller connection, they simply move up one level. The canceled Enroller's own Enroller becomes the new Enroller for everyone that person had brought in. Example: Sarah enrolls Tom. Tom enrolls Jake. If Tom's account is canceled, Sarah becomes Jake's new Enroller.
ENROLLMENT REBATE	New Brand Partners can earn a \$50 rebate within their first 30 days of business (enrollment day, plus the following 29 days) when they achieve 500 in Personal Volume (PV). When earned, this "rebate" will be issued in the following month's main monthly commission run.
GENERATION (SENIOR MANAGER)	A Generation is a group that has formed in a downline. It starts with a Career Title Senior Manager (SM) or higher and includes everyone below them, down to but not including the next SM or higher, based on Career Titles. If a Senior Manager or higher is not Paid-As a SM, they are still considered a Generation to their upline up to six months before they need to requalify as a Senior Manager or higher to be considered a generation.

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KEY TERMS CONTINUED

GENERATION BONUS	Paid-as Director Title and higher may receive Generation Bonuses on the Commissionable Volume (CV) from their downline Generations. For example, a G1 would pay out on the sales from the first downline Senior Manager or higher Title (based on Career Title) and all the people below them, down to but not including the next Senior Manager or higher (Career Title).
GROUP (SENIOR MANAGER)	A Brand Partner themselves and their entire downline, down to but not including the next Senior Manager (SM) (Career Title) or higher (which would be the start of a generation).
LEADER POINTS	At the Executive Rank Titles, a minimum of 250 Leader Points needs to be acquired and then maintained within a rolling 12-month period. Leader points are earned the following way: Maintaining Rank 20 Points First Generation Senior Manager 50 Points Second Generation Senior Manager 10 Points Advance to Executive Director or higher 50 Points (per Title)
LEVEL	The position a Brand Partner has in a downline relative to another upline or downline Brand Partner within a genealogy tree. Brand Partners personally sponsored (i.e., first level) are Level One. Those Brand Partners sponsored by Level One Brand Partners are Level Two, relative to the original Brand Partner. Customers are not considered when counting levels and do not occupy a position in a Brand Partner's genealogy.
LEVEL BONUS	Brand Partners may receive a percentage of the Commissionable Volume (CV) from the sales of their downline. The percentages and number of levels that a Brand Partner receives are based on their Paid-As Title regardless of the Titles of the people below them. Brand Partners with 0 Personal Volume (PV) within the period will have the bonus rolled over them to the next upline Brand Partner who does have PV.

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KEY TERMS CONTINUED

MONTHLY LIFESTYLE BONUS	Paid-As Directors and higher may receive a Lifestyle Bonus based on their Paid-As Title within the monthly period.
OUTSIDE VOLUME RULE (OVR)	This metric represents the total Qualifying Volume (QV) that exists outside of a Brand Partner's two strongest volume sources. Each Brand Partner Leg, as well as a Brand Partner's Personal Volume (PV) are considered as volume sources. In the event of a tie, no more than two volume sources will be considered as the two strongest volume sources for purposes of this metric.
PAID-AS TITLE	Each Brand Partner is paid at the Title for which they qualify during the period. The requirements to be Paid-As a Title are the same as those to be promoted to that Title. If in any period they fail to achieve their Career Title requirements, they are paid at the lower Title to which they do qualify during the period.
PERSONAL VOLUME (PV)	The volume associated with each retail sales SKU in the system. It does not represent the retail price of the product. Personal Volume is used to calculate Personal Sales Commissions and Volume requirements in the EllieMD pay plan. If a product is 'on sale' or discounted, the PV credited for the retail purchase may also be discounted.
PROMOTE (PROMOTION)	A Brand Partner promotes to a new Career Title when they meet all of the qualifications for that Title in the period. The promotion is effective the first day of the same period meaning that regardless of what day within the period the promotion was actually qualified for, the new Career Title is effective for the entire period. For example, if a Brand Partner meets the qualifications for a Director on July 23rd, they "promote" to the Title of Director for the entire period of July (effective July 1) and will be Paid-As a Director for the entire period of July.
QUALIFYING VOLUME (QV)	Each inventory item has both a Qualifying Volume (QV) and Commissionable Volume CV assigned to it. QV is a currency-neutral point value used for various volume metrics and is used to determine if the Brand Partner is qualified based on the terms of their respective Title.

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KEY TERMS CONTINUED

RECOGNITION AWARDS	A one-time gift is earned at each leader level, starting with the Director Title. Awards include exclusive jewelry, luggage, and designer bag awards. More information is included in commission and bonus training in the BP back office.
REQUALIFICATION POLICY	Senior Directors and higher must be Paid-As their Career Title at least once every 12 months to keep their Career Title. If a Brand Partner is not Paid-As their Career Title at least once within 12 consecutive months their Career Title will be demoted to their Paid-As Title in the 12th month to be effective in that same period. There are no demotions for Titles lower than Senior Manager. If the Title they were Paid-As in the 12th month is lower than Advanced Manager the lowest, they will be demoted to would be Advanced Manager
ROLL-UP	Roll-up refers to the “rolling up” of payouts due to a Brand Partner being inactive or unqualified and giving it to a Brand Partner that is active and qualified. In this plan, roll-up is used in some bonuses.

Ellie LLC does not guarantee that any Brand Partners participating in the outlined business opportunity will generate any income. Brand Partner's business results will vary and will be based on, among other factors, each Partner's individual capacity, business experience, expertise and motivation. We do not believe in get-rich-quick schemes, only in hard work, adding value, and serving others.