



This promotion encourages and rewards new and existing Distributors whose “paid as” rank is Sapphire Elite or below at the beginning of the promotion period. This global promotion offers Distributors the opportunity to earn one (1) “cash” bonus when they accumulate Personal Group Volume (PGV) and advance in rank during the promotional timeframe. In accordance with the Jeunesse Financial Rewards Plan, participants in this promotion can earn one cash bonus in addition to commissions.

We cannot provide the likelihood of success, as this is the first Run to Ruby promotion offered by Jeunesse.

HOW DOES IT WORK?

To activate your report go to Joffice Distributor Reports and click on the Run to Ruby report during the promotional timeframe.

Achieve ranks Executive through Ruby Director to earn one cash bonus. Accumulate PGV — generated throughout your lines of sponsorship — to earn one bonus, in addition to commissions, and enjoy recognition as one of our global field leaders. Refer to the Financial Rewards Plan glossary for definitions of PV and PGV.

Encourage all your team members to participate. Together, Everyone Achieves More!

“PAID AS” RANK <small>Regardless of your highest achieved rank, you may start at the rank at which you are currently paid, or your “paid as” rank</small>	MONTHLY TIME FRAME TO ACHIEVE BONUS 2021	CUMULATIVE NEW PGV	FULL BONUS FOR NEW RANK	*50% RULE
EXECUTIVE	JANUARY AND FEBRUARY	250	\$75 USD	
JADE EXECUTIVE	JANUARY AND FEBRUARY	750	\$200 USD	
PEARL EXECUTIVE	JANUARY AND FEBRUARY	2,500	\$800 USD	
SAPPHIRE EXECUTIVE	JANUARY AND FEBRUARY	4,500	\$1,500 USD	
SAPPHIRE 25 EXECUTIVE	JANUARY AND FEBRUARY	10,000	\$3,000 USD	
SAPPHIRE 50 EXECUTIVE	JANUARY AND FEBRUARY	15,000	\$4,000 USD	\$2,000 USD
SAPPHIRE ELITE EXECUTIVE	JANUARY AND FEBRUARY	25,000	\$6,000 USD	\$3,000 USD
RUBY DIRECTOR	JANUARY AND FEBRUARY	75,000	\$10,000 USD	\$5,000 USD

Promotion requirements and payout: Distributors can earn one bonus during the promotion qualification period by advancing in rank and acquiring new Personal Group Volume.

*50% Rule: If a Distributor has earned a \$6,000 USD bonus from any previous single promotion in the last two years, they will earn a 50% USD bonus associated with ranks Sapphire 50 Executive and above, if qualifications are met.



HOW TO EARN

Begin at your “paid as” rank and accumulate PGV to advance in rank and earn one bonus. Participants will be awarded the bonus amount, based on cumulative PGV, and achieving the rank of Executive through Ruby Director during the promotional period. Please see the chart above.

HOW TO ACCUMULATE PGV

This promotion requires “new PGV,” which is generated through product sales in your enrollment tree during the promotion period of 11:59 p.m. U.S. ET December 31, 2020 to 11:59 p.m. U.S. ET February 28, 2021. Your enrollment tree includes your lines of sponsorship (Distributors that you personally enroll and their personally enrolled Distributors and Customers).

Qualifying PGV

Qualifying PGV includes:

- New PGV (PGV generated during the promotion period).
- New PGV from SmartDelivery orders exceeding the monthly 60 PV a Distributor must accumulate to remain active. This PGV can originate from your Distributors and Wholesale Customers in your enrollment tree. Personally purchased PV over required 60 will only count for uplines.
- New PGV from event packages purchased by a Distributor’s downline in the region of the country where they are registered.
- All new PGV from Retail Customers and Jeunesse Preferred Customers will count towards this promotion for the uplines of their Sponsor.

Some PGV may be excluded, including:

- PGV generated before or after the promotion period.
- The first 60 PV on each SmartDelivery order placed by your Distributors and Wholesale Customers.
- Distributor-purchased packages at an event outside of the market in which their account is registered.
- Any PGV excluded by the “35% rule.”
- PGV from returned product.
- GV from spillover volume (volume created by Distributors placed in your team tree by a member of your upline).
- Bulk orders (orders with 17 or more of the same product in one order). This rule does not apply in the India market.
- Blocked volume (see promotion rules for details).

JEUNESSE PROMOTION RULES

1. Active and in good standing. A Distributor must be active, as defined by the Financial Rewards Plan (FRP), to participate in this promotion. Active Distributors must remain in good standing, with no open Compliance issues, to participate.

2. Bulk orders: Fewer than 17 of the same product in a single order will not be counted as a bulk order. Seventeen or more of the same product in a single order will count as a bulk order and not count towards the promotion. This rule applies to all

regions and countries except India. The bulk order rule does apply to “Create-a-Packs.” Orders considered bulk will not count towards the promotion.

3. The “35% rule”: The “35% rule” applies to this promotion. No more than 35% of the new PGV can come from any one line of sponsorship or Customer volume.

For example: No more than 262 PGV of your qualifying PGV can come from any one personally sponsored Distributor (and the downline group they and their personally sponsored Distributors enrolled) if you’re working towards the Jade Executive bonus.

4. Blocked Volume: Some PGV may be “blocked” and therefore not included as eligible PGV for this promotion.

- o Eligible PGV for this promotion is PGV that is generated from Distributors in your personally sponsored downline (those in your line of sponsorship) who are at the same rank or a lower rank as your “paid as” rank in this promotion. Once a Distributor in your line of sponsorship surpasses your “paid as” rank, that Distributor’s volume will be blocked from your qualifying PGV. Once you match or surpass your downline’s “paid as” rank, their PGV will begin counting towards your qualifying PGV. Any PGV that was blocked will remain blocked from counting towards your qualifying PGV.

- o Blocked volume is described by the following example:

If you are a Pearl Executive working to achieve the rank of Sapphire Executive, new PGV from Distributors ranked Pearl Executive and below (in your personally sponsored downline) will be included in the promotion until those Distributors achieve Sapphire Executive. Any new PGV the Distributor generates after reaching Sapphire Executive will be blocked from your qualifying PGV. (This rule applies to all the target ranks in this promotion.)

- o Blocked volume is only applicable for promotions and does not apply to the Financial Rewards Plan.

Returned Product: Following the promotion, Distributors and Customers have up to 30 days to return products purchased during the promotion. (See Policies & Procedures for details.) PGV from returned product will be deducted from your qualifying PGV. If PGV is lost due to returned product, that PGV cannot be replaced during the return period. If your qualifying PGV drops below the minimum requirement to earn the bonus, you will not earn the bonus. It is recommended that Distributors close out the promotion period with more volume than is required to avoid this situation.

6. Bonus Payment: After completion of the promotion, there is a 30-day return period. All bonuses will be paid out to the Distributor’s Wallet approximately 2 weeks after the return period has ended. Distributors must be active and in good standing (no open Compliance issues) with Jeunesse to participate in the promotion.

7. “Bonus buying” is not allowed in this or any other Jeunesse promotion.

All sales, to either Customers or new Distributors, must be real



and driven by bona fide product purchases by end users. Bonus buying (aka “gaming”) includes buying product in one’s downline in order to earn greater commissions, bonuses and other rewards, or to advance in rank, and is strictly and absolutely prohibited. Any falsified activity will disqualify the Distributor from the promotion and is grounds for termination of the Distributorship. See the Jeunesse Policies & Procedures for further details. It is recommended to upload a valid government photo ID in your Joffice™ Wallet to help avoid any Compliance-related issues.

8. 50% rule

If a Distributor has earned a \$6,000 USD bonus from any previous single promotion in the last two years, they will earn a 50% USD bonus associated with ranks Sapphire 50 Executive and above, if qualifications are met.

JEUNESSE PROMOTION FAQs

ENROLLMENT & SPONSORSHIP

1. To participate, are Distributors required to enroll before the promotion starts?

No. Distributors who sign up between 11:59 p.m. U.S. ET December 31, 2020 and 11:59 p.m. U.S. ET February 28, 2021 can participate in this promotion. The later the Distributor starts, the fewer days he/she will have to complete the promotion. All participants must complete rank and PGV requirements no later than 11:59 p.m. ET U.S. February 28, 2021.

2. If a Distributor is inactive, but has PGV coming up from their downline(s), can they participate in this promotion?

No. A Distributor must be active to accumulate PGV. A Distributor must be active as defined by the Financial Rewards Plan to participate in this promotion.

3. If a Distributor has one personally sponsored line of sponsorship that produces all the required PGV needed to earn a bonus, will they earn the bonus?

No. Only 35% of the required PGV for any bonus can originate from a single line of sponsorship. A Distributor must have at least three personally sponsored lines of sponsorship working in order to earn a bonus.

PERSONAL GROUP VOLUME (PGV)

4. What is PGV:

Personal Group Volume (PGV) is the Commissionable Volume (CV) that is generated through your lines of sponsorship and from sales to your Customers. It does not include GV volume from spillover.

5. What is spillover?

Distributors placed in your Team Tree by your upline are known as spillover. Their sales are included in your GV and do not count towards this promotion.

6. What is “new PGV”?

“New PGV” is defined as PGV accrued during the promotion period.

7. Will PGV from event packages and power leg packages count toward this promotion? What are the specifics?

All event package standard CV will count towards the upline’s promotion and not to the purchaser.

8. Will Commissionable Volume (CV) from Jeunesse Preferred Customers count?

Yes. All Jeunesse Preferred CV will count, including volume from orders on SmartDelivery, but the “35% rule” applies here as well.

9. Is PGV cumulative for this promotion?

Yes. PGV is cumulative in this promotion.

For example, if a Distributor has 375 qualified PGV, the Distributor would need to accumulate an additional qualified 375 PGV and achieve Jade Executive or above to earn the associated \$200 USD bonus. For a more in-depth description of the Jeunesse ranking system, please see the Financial Rewards Plan.

10. While a Distributor must have 60 CV each month to remain active, does that CV count toward their Sponsor’s PGV in this promotion?

No. But if a Distributor is on SmartDelivery, any volume greater than the required 60 CV that goes toward their weak leg will count toward their Sponsor’s required PGV in the promotion.

11. What is the best report for a Distributor to use if they want to check their qualified PGV that counts toward the promotion?

The “Sales Volume by Enroller Tree (without spillover) Report.” Internationally, this is located in Joffice™ under Reports > Distributor Reports. For the United States, this report is available in Joffice under My Business > Distributor Reports.

12. Will Personal Volume from Customers count towards their Sponsor’s required PGV to earn a bonus?

No. PV from Customers will not count towards their Sponsor’s required PGV to earn a bonus. All Customer volume counts for the Distributors who are upline in the enrollment tree.

13. Will weak leg volume count towards the required PGV to earn a bonus?

No. Weak leg volume will not count for the Distributor that receives it on his/her left or right. Weak leg volume will count for Distributors who are upline in the enrollment tree.

RANKS

14. Does a Distributor start this promotion based on their highest achieved rank or “paid as” rank?

This promotion is based on “paid as” rank.

For example: If a Distributor’s highest achieved rank was Sapphire Executive, and the Distributor is now being paid as an Executive, the Distributor’s starting rank for this promotion is Executive. The next goal for that Distributor is Jade Executive. However, the Distributor will not lose their highest achieved rank in the system and will be recognized as a Sapphire Executive.



15. What is a “paid as” rank?

A “paid as” rank is the earned rank of an existing Distributor who is participating in the promotion as of 11:59 p.m. U.S. ET December 31, 2020. Purchased temporary ranks will not count toward the promotion; ranks must be earned/built. For a more in-depth description of the Jeunesse ranking system, please see the Financial Rewards Plan.

16. What is a “temporary rank”?

A temporary rank is a short-term paid as rank associated with the purchase of a package or another promotion. Temporary rank assignments will not count towards this promotion.

For example: In many countries, Distributors who purchase a Supreme Package are paid as a Pearl Executive for 60 days. This type of “temporary rank” is not considered an achieved rank.

17. Is it possible for a Distributor to earn a rank bonus more than once during the promotion period?

No. Each participant can only earn one rank bonus during the promotion.

This promotion will recognize newly achieved “paid as” ranks Sapphire 25, Sapphire 50, Sapphire Elite and Ruby Director that will update on March 1st, 2021.

