

LIFEWAVE®

New Enrollment Pack Brand Partner FAQ

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Q1. Why are the enrollment packs changing?

A1. As LifeWave continues to be one of the fastest growing companies in direct sales worldwide, the importance of respecting regulatory guidelines has never been greater. We are making continuous strides to safeguard our future by evaluating areas that may be at risk and adjusting them as needed. The current enrollment packs pose a couple of challenges that we are addressing by updating the pack structure.

Q2. What is changing with the pack offering?

A2. We are moving to a simplified three-tier structure for the product packs, providing Brand Partners with a good-better-best offering. The Starter Pack will remain as an option for starting a LifeWave business; however, this pack offers no product, BV, or PIB bonus.

Q3. What do the new enrollment packs offer?

A3.

Pack Name	Price (\$)	Number of Sleeves	Volume	PIB
Core	\$295	3 or 6*	180	\$35
Advanced	\$535	6 or 12*	300	\$75
Premium	\$1,750	20 or 40*	745**	\$405

Pack Name	Price (Euro)	Number of Sleeves	Volume	PIB
Core	€280	3 or 6*	180	€33
Advanced	€508	6 or 12*	300	€71
Premium	€1,663	20 or 40*	745**	€385

* 3 Sleeves LifeWave X39 or X49 or 6 sleeves of any other patch.

** The volume of this pack is split into 525 PV awarded the first month and 110 PV awarded in the subsequent two months.

Q4. When will the packs be changing?

A4. The new enrollment pack structure will be in place starting Monday, September 30, 2024, globally for all countries except South Korea.

Q5. What will upgrades look like in the new structure?

A5.

Pack Upgrade	Price (\$)	Number of Sleeves	Volume	PIB
Starter to Core	\$270	3 or 6*	180	\$35
Starter to Advanced	\$510	6 or 12*	300	\$75
Starter to Premium	\$1,725	20 or 40*	745**	\$405
Core to Advanced	\$240	3 or 6*	120	\$40
Core to Premium	\$1,455	17 or 34*	565**	\$370
Advanced to Premium	\$1,215	14 or 28*	445**	\$330

Pack Upgrade	Price (Euro)	Number of Sleeves	Volume	PIB
Starter to Core	€256	3 or 6*	180	€33
Starter to Advanced	€484	6 or 12*	300	€71
Starter to Premium	€1,639	20 or 40*	745**	€385
Core to Advanced	€228	3 or 6*	120	€38
Core to Premium	€1,383	17 or 34*	565**	€352
Advanced to Premium	€1,155	14 or 28*	445**	€314

* 3 Sleeves LifeWave X39 or X49 or 6 sleeves of any other patch.

** The volume of this pack is split into 525 PV awarded the first month and 110 PV awarded in the subsequent two months.

Q6. Will I be able to upgrade my existing pack purchase in the new structure?

A6. Yes, Brand Partners will continue to have the ability to upgrade a pack purchase from the previous structure into the new structure as follows:

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A6. Will I be able to upgrade my existing pack purchase in the new structure? Continued

Pack Upgrade	Price (\$)	Number of Sleeves	Volume	PIB
Bronze to Core	\$170.05	2 or 4*	103	\$20
Bronze to Advanced	\$410.05	5 or 10*	223	\$60
Bronze to Premium	\$1,625.05	29 or 38*	668**	\$390
Silver to Advanced	\$235.05	3 or 6*	135	\$25
Silver to Premium	\$1,450.05	17 or 34*	580**	\$355
Gold to Premium	\$1,250.05	14/1 or 29*	470**	\$305

Pack Upgrade	Price (Euro)	Number of Sleeves	Volume	PIB
Bronze to Core	€161.00	2 or 4*	103	€19
Bronze to Advanced	€389.00	5 or 10*	223	€57
Bronze to Premium	€1,544.00	29 or 38*	668**	€371
Silver to Advanced	€223.00	3 or 6*	135	€23
Silver to Premium	€1,378.00	17 or 34*	580**	€337
Gold to Premium	€1,188.00	14/1 or 29*	470**	€290

* 2, 5, 29, 3, 17, or 14/1 sleeves of X39 or X49™ or 4, 10, 38, 6, 34, or 29 sleeves of any other patch.

** The volume of this pack is split into separate amounts over three total months. The two months after purchase receive 110 PV each with the remaining amount awarded in the month of purchase.

Q7. I purchased a Platinum Pack. Am I able to upgrade in the new pack structure?

A7. No, the Platinum Pack will not be eligible for upgrade in the new pack structure. The last opportunity for a Platinum Pack purchaser to upgrade will be no later than September 29, 2024, by upgrading to the existing Diamond Pack.

Q8. If I purchased a Diamond Pack, am I able to upgrade in the new pack structure?

A8. No, the Diamond Pack will not be eligible for upgrade in the new pack structure.

Q9. How do I earn the PIB for a new Brand Partner enrollment?

A9. To be eligible to earn Product Introduction Bonuses, you must be active in the compensation plan with 55 PV in a rolling 31-day period, in the commission week you personally enroll your new Brand Partner.

Q10. What happens to the PIB split for some packs between the enrolling Brand Partner and their upline?

A10. In the new pack structure, none of the PIB will be paid to any upline Brand Partner. The only Brand Partner earning PIB will be the one personally enrolling the new Brand Partner.

Q11. Is there still a Fast Start Platinum and Diamond-type bonus with the new packs?

A11. No. Since there will be no upline portion of the PIB to be paid in the new structure, there is no need for a different PIB amount to be paid based on rank or pack. The only requirement of an enrolling Brand Partner to be eligible for PIB is to be active in the compensation plan with at least 55 PV in a rolling 31-day period.

Q12. How will this impact rank qualifications for Manager?

A12. Manager rank qualifications will be modified slightly from the previous qualifications of purchasing a Gold Pack OR having a lifetime PV of 300. Additionally, the current required Silver legs will be replaced with compensation-plan active Brand Partners (55 PV in a rolling 31-day period). The new rank qualifications for Manager will be as follows:

Manager Rank Qualifications

- Must have a valid Status - Active
- Must have purchased a Gold Pack or upgrade OR Lifetime PV of 300
- 110 Rolling PV (31 Days)
- 2 personally sponsored active Brand Partners in your left leg
- 2 personally sponsored active Brand Partners in your right leg

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Q13. How will this impact rank qualifications for Director?

A13. Director rank qualifications will have similar modifications to support the new pack structure related to the Gold Pack requirement or lifetime PV of 300 and replacing the current Silver leg requirements with compensation-plan active Brand Partners (55 PV in a rolling 31-day period). The new Director rank qualifications will be as follows:

Director Rank Qualifications

- Must have a valid Status - Active
- Must have purchased a Gold Pack or upgrade OR Lifetime PV of 300
- 110 Rolling PV (31 Days)
- 3 personally sponsored active Brand Partners in your left leg
- 3 personally sponsored active Brand Partners in your right leg
- 1 personally sponsored Manager left leg
- 1 personally sponsored Manager right leg

Q14. Why are rank qualifications changing?

A14. We need to remove the association of rank qualifications with pack purchases. This is why we are introducing the new option of qualifying for Manager and Director ranks with a lifetime PV amount.

Q15. How will this impact cycle-bonus eligibility?

A15. To be cycle-bonus eligible, a Brand Partner will need to meet the following criteria:

Binary Qualified Requirements

- Be active with a minimum of 55 PV within a 31-day period
- Have one personally sponsored active BP (55 PV in a rolling 31-day period) on each leg
- Have at least 660 BV on the power leg and 330 BV on the profit leg

Q16. How will this impact qualifications for the matching bonus?

A16. For the 3rd-level matching bonus, a Brand Partner will need to meet the following criteria:

3rd-Level Matching Bonus Requirements

- Be active with a minimum of 110 PV within a 31-day period
- Be paid-as Manager Rank or above
- Have three personally sponsored active BPs (55 PV in a rolling 31-day period) on each leg
- One Brand Partner on each leg must qualify for 2nd-Level Matching Bonus
- Have a minimum of 10 cycles in the paid commission week

Q17. Will my pack rank change in the Back Office?

A17. No, existing pack ranks will continue to display as they do today in the Back Office. These pack ranks will only be updated if a pack in the new structure is purchased.

Q18. Will the maintenance packs also be changing?

A18. Yes, to align with the new enrollment pack offering, we will also be making modifications to the existing maintenance packs.