



**U.S.A.**

**PRESIDENTIAL  
COMPENSATION  
QUICK START GUIDE**

# Table of Contents

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<b>Presidential - Compensation Quick Start Guide</b>	<b>3</b>
The Success Pathway – Presidential Ranks	3
<b>Earning Opportunities for Presidential Ranks</b>	<b>4</b>
Breakthrough Incentive	4
Binary Bonus	5
Mentor Matching Bonus	5
Quarterly Leadership Pool	6
<b>Reaching the Summit</b>	<b>7</b>
<b>Glossary</b>	<b>8</b>
Personal Volume	8
Qualified Downline Volume (QDV) and Total Downline Volume (TDV)	8
Maximum Volume Rule (MVR)	9
Volume Leg	9
Outside Largest Legs Volume (OLXL)	10
Binary Balancing	10
Generation	11

# Presidential - Compensation Quick Start Guide

Welcome to the Presidential rank, the highest and most exclusive tier of leadership at LifeWave! You've reached the pinnacle of achievement, and we couldn't be more thrilled to celebrate this incredible milestone with you.

This guide is intended to help you develop a strategic understanding of LifeWave Compensation for the Presidential ranks and how to maximize your earning potential at this peak level.

## The Success Pathway – Presidential Ranks

The LifeWave Success Pathway remains your essential tool for understanding advancement through the star levels within our top-tier ranks. The chart below outlines the qualification requirements for progressing through the Presidential ranks.

Rank/ Title	Personal Volume (PV) *	Qualified Downline Volume (QDV)	Maximum Volume Rule (MVR)	Volume Legs	Outside Largest Legs Volume (OLXL)	Binary Balancing
<b>1-Star Presidential</b>	200	600,000	300,000	2 @ 100,000	100,000 OL2L	40,000
<b>2-Star Presidential</b>	200	1,500,000	750,000	2 @ 240,000	240,000 OL2L	40,000
<b>3-Star Presidential</b>	200	3,500,000	1,750,000	3 @ 500,000	500,000 OL3L	40,000

*\*A maximum of 110 Qualifying Volume from your personal purchase can be used to meet your Personal Volume requirement. Any required amount over 110 must be obtained from sales to personally enrolled Customers.*

It's important to note that at the highest leadership level, 3-Star Presidential, you'll be required to elevate the performance of your Volume Legs, both in terms of total volume produced and the number of qualifying Volume Legs.

To qualify for 3-Star Presidential, you must have three enrollment tree legs, each with a minimum of 500,000 in Total Downline Volume (TDV). These three legs will also factor into your Outside Largest Legs Volume (OL3L) calculation. Specifically, all enrollment legs outside of your three largest legs will be counted toward your OL3L requirement of 500,000 in Total Downline Volume.

You've already encountered these foundational concepts as you advanced through the Director and Executive ranks. However, if you'd like a refresher, please refer to the glossary at the end of this document for detailed definitions and explanations of each qualification element.

# Earning Opportunities for Presidential Ranks

At the Presidential ranks you will have the chance to utilize all nine ways to earn available in the LifeWave Compensation Plan. These earning opportunities include:

- Retail Profit
- Customer Premiums
- Product Introduction Bonus
- Enroller Business Launch Bonus
- Level Earnings Bonus
- Binary Bonus
- Mentor Matching Bonus
- Breakthrough Incentives
- Quarterly Leadership Pool

You will continue to earn Retail Profit, Customer Premiums, Product Introduction Bonus, Enroller Business Launch Bonus, Level Earnings Bonus—just as you have at previous ranks. This guide will focus on the enhanced earning opportunities within the Breakthrough Incentives, Binary Bonus, Mentor Matching Bonus and your new earning opportunity, the Quarterly Leadership Pool.

## Breakthrough Incentive

As you summit the Success Pathway and achieve the Presidential Career Titles, you'll unlock a substantial Breakthrough Incentive at each Star level within the Presidential Ranks.

Remember that each Breakthrough Incentive is paid in two parts:

1. **Part 1:** Earned the first week you reach 1-Star Presidential or higher.
2. **Part 2:** Earned after you maintain or exceed that rank for four additional weeks within a 52-week period following the week you earned Part 1. (These weeks do not need to be consecutive.)

Paid Rank	Total Award Amount*	Part 1 Award	Part 2 Award
1-Star Presidential	\$50,000	\$25,000	\$25,000
2-Star Presidential	\$75,000	\$37,500	\$37,500
3-Star Presidential	\$100,000	\$50,000	\$50,000

\*The total award amount is paid in two separate payments as demonstrated in Part 1 Award and Part 2 Award columns.

## Binary Bonus

At the Presidential ranks, the weekly earning percentage on BV from your Binary Pay Leg remains maximized at 10%. However, an important distinction at this level is the increase in the Weekly Maximum Binary Bonus Earnings, which is capped at \$25,000 per week for both 2-Star and 3-Star Presidential ranks.

Paid Rank	Weekly Percentage Earnings Rate	Weekly Max. Binary Bonus Earnings
1-Star Presidential	10%	\$20,000
2-Star Presidential	10%	\$25,000
3-Star Presidential	10%	\$25,000

## Mentor Matching Bonus

At this highest level of leadership, the Mentor Matching Bonus becomes your gateway to unlocking your true income earning power.

Presidential ranks gain access to the full depth of this bonus, up to six Generations. Just imagine the depth in your organization you'll reach in identifying six Generations of Paid Rank 1-Star Directors or higher to match.

At this level, your Maximum Match per individual ranges from \$10,000 to \$20,000, offering a significant opportunity to mentor and develop strong leaders to match their Binary and Level Earning Bonuses each week.

Paid Rank	1-Star Presidential	2-Star Presidential	3-Star Presidential
Gen 1	20%	20%	20%
Gen 2	18%	18%	18%
Gen 3	15%	15%	15%
Gen 4	12%	12%	12%
Gen 5	5%	7%	10%
Gen 6	3%	5%	7%
<b>Max Match / Individual</b>	<b>\$10,000</b>	<b>\$15,000</b>	<b>\$20,000</b>

There are two ways to continually increase your Mentor Matching Bonus earnings even at the Presidential ranks:

1. Focus on supporting and mentoring your current 1-Star Director or higher Brand Partners within your 6 eligible Generations. Helping them maximize their weekly earnings directly increases the amount you earn through Mentor Matching Bonuses.
2. Proactively build and develop new 1-Star Director Brand Partners within your six Generations to expand your matching opportunities. Remember the closer the Generation, the higher the percentage you earn.
  - Generation 1 matches earn you a 20% match
  - Generation 6 matches earn between 3% and 7%, depending on your Presidential Rank

## Quarterly Leadership Pool

The Quarterly Leadership Pool is an exclusive earning opportunity reserved for leaders at the Presidential level. This program allows you to earn shares in a bonus pool funded by a percentage of the company's total Bonus Volume (BV) for the quarter.

To participate, you must meet eligibility requirements based on your performance during the quarter preceding the payout quarter. Ensuring consistent activity and rank maintenance is key to unlocking this powerful income stream.

### Eligibility Requirements

Eligibility is determined based on whether you achieved the 1-Star Presidential Career Title before or during the Eligibility Quarter:

1. **Existing 1-Star Presidential**  
(Achieved 1-Star Presidential or higher Career Title before the start of the Eligibility Quarter)
  - Must have a Paid Rank of 1-Star Presidential or higher for at least 10 out of 13 weeks during the Eligibility Quarter.
  - Must maintain an average Qualified Downline Volume (QDV) of 600,000+ over the course of the Eligibility Quarter.
2. **New 1-Star Presidential**  
(Achieved 1-Star Presidential Career Title during the Eligibility Quarter)
  - Must have a Paid Rank of 1-Star Presidential or higher for at least 7 out of 13 weeks during the Eligibility Quarter.

Once you've confirmed your eligibility for the Quarterly Leadership Pool by meeting the requirements outlined above, the next step is understanding how to earn shares. This is your opportunity to maximize your earning potential on the global performance of the entire LifeWave business.

## How Shares Are Earned

During the Pay Quarter, shares in the Quarterly Leadership Pool are earned weekly based on the weekly qualifications listed below. Shares can only be earned in weeks you maintain a Paid Rank of 1-Star Presidential or higher.

There are two ways to earn shares each week:

1. **TDV Growth Shares:** You'll earn one share for every 20,000 in Total Downline Volume (TDV) growth above your weekly baseline. Your initial baseline is calculated based on your average TDV from the Eligibility Quarter and increases in 20,000 TDV increments with each share earned during the payout quarter.

### Example:

You have a baseline average TDV of 700,000. In week 1, you increase your weekly TDV to 750,000. The weekly growth over the baseline is 50,000, which earns 2 shares (2 x 20,000). Your TDV baseline would then increase to 740,000 for earning TDV growth shares in week 2.

2. **Qualifying Enrollment Leg Shares:** Earn five shares for every Enrollment Tree Leg that generates 100,000 or more in Total Downline Volume (TDV). Shares are only awarded for additional qualifying Legs beyond your Leg with the highest TDV each week.

### Example:

You have 4 enrollment legs. Leg 1 has 250,000, Leg 2 has 150,000, Leg 3 has 120,000 and Leg 4 has 85,000. Leg 1 is the leg producing the most TDV, so it is excluded from earning shares. Legs 2 and 3 have both produced at least 100,000 TDV so they each earn 5 shares for a total of 10 shares in the week. Since Leg 4 produced less than the required 100,000, no shares are earned for this leg during the week.

## Reaching the Summit

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As a Presidential leader, you've reached one of the most prestigious and impactful positions in the LifeWave community. You're now in a position to guide rising leaders, shape the culture of your organization, and model the behaviors that lead to sustainable, long-term success. Stay active. Stay strategic. Stay inspired.

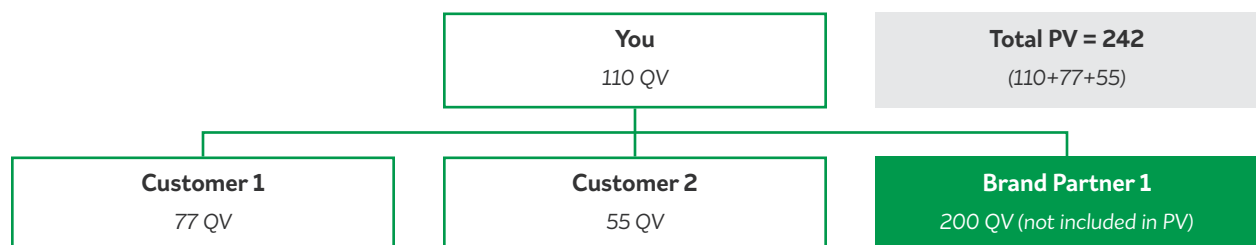
You are now part of the select group shaping LifeWave's future.

# Glossary

## Personal Volume

Personal Volume (PV) is the combined Qualifying Volume (QV) from both your own purchases and sales made to your Customers during a rolling 31-day period.

- Qualifying Volume (QV) is a set value assigned to each product. It is used to determine Paid Rank. This volume amount is currency neutral and is the same for a product regardless of whether the sale is made to a Customer or the product is purchased by a Brand Partner.
- The rolling 31-day period considers the final day of the commission week (Sunday 11:59:59 PM CT globally) plus the prior 30-days.



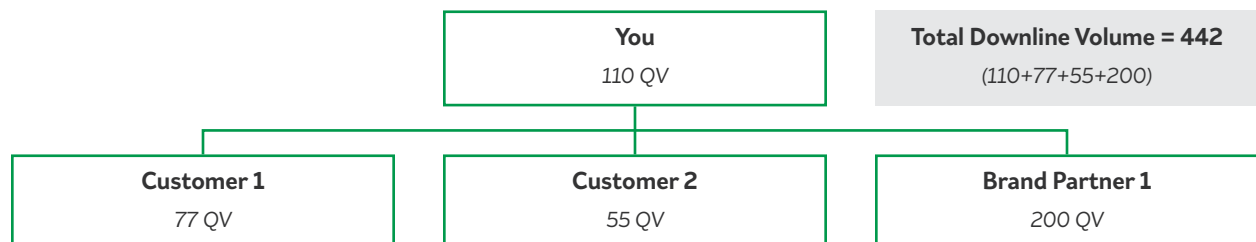
## Qualified Downline Volume (QDV) and Total Downline Volume (TDV)

Qualified Downline Volume (QDV) is the combined Qualifying Volume (QV) from:

- A Brand Partner's own purchases
- Sales made to the Brand Partner's personally enrolled Customers
- Purchases made by all Brand Partners and their sales to their Customers within the Lines of Sponsorship (i.e., the entire Enrollment Tree Downline).

This volume is calculated over a rolling 31-day period, which includes the final day of the commission week (Sunday) and the prior 30 calendar days.

QDV does factor in the Maximum Volume Rule (MVR), meaning no more than 50% of the required QDV can come from any one Line of Sponsorship. Total Downline Volume (TDV), however, does not consider the Maximum Volume Rule (MVR).



## Maximum Volume Rule (MVR)

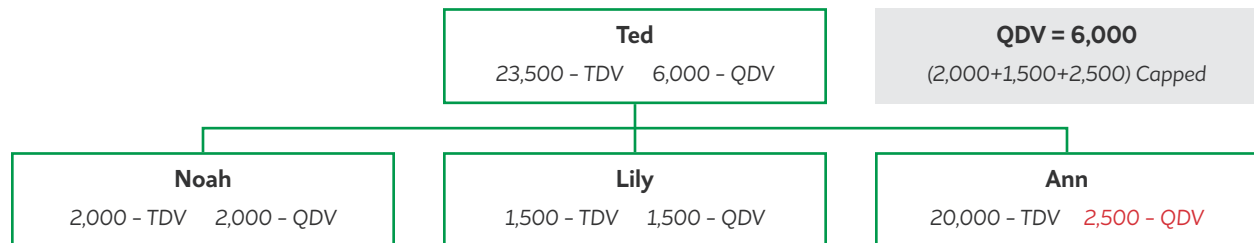
The Maximum Volume Rule (MVR) limits the amount of Total Downline Volume that can be applied toward rank qualification from any single Line of Sponsorship (i.e., Enrollment Tree Leg). Specifically, no more than 50% of the required Qualified Downline Volume for any rank can come from one Line of Sponsorship or from Personal Volume.

### Example:

To qualify as a 1-Star Director, you need 5,000 in Qualified Downline Volume. Under the MVR, up to 2,500 of that can come from any single Line of Sponsorship or your Personal Volume.

In the example below, Ted has a Total Downline Volume of 23,500, but most of that volume is concentrated in the business of personally enrolled Brand Partner, Ann. Due to the MVR, the excess volume from Ann is capped, and there is insufficient volume from Noah or Lily. Resulting in a Qualified Downline Volume of 6,000, qualifying Ted at the 1-Star Director title.

As volume increases in the businesses of Noah and Lily, the Qualified Downline Volume will also rise. This will allow Ted to qualify for 2-Star Director and above, since the MVR cap from Ann increases with each rank level.

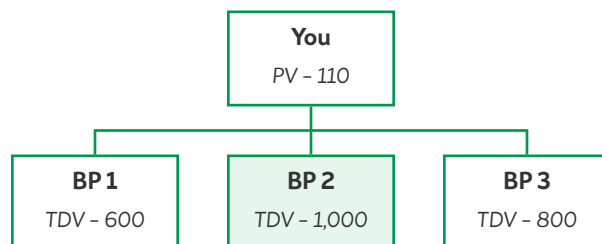


## Volume Leg

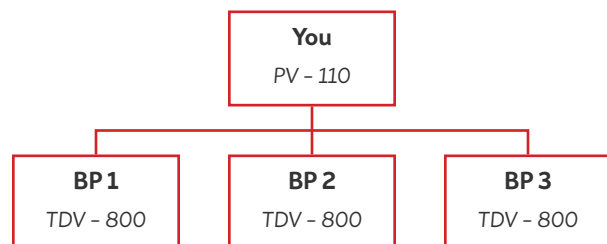
The count of Enrollment Tree Legs that meet or exceed the required Total Downline Volume amount.

- A Brand Partner has as many legs as they have personally enrolled Brand Partners. However, for a leg to count as a Volume Leg toward rank qualifications, it must meet the required Total Downline Volume (TDV) threshold.
- This means that to qualify as a 3-Star Manager you must have at least one personally enrolled Brand Partner who has a minimum of 1,000 Total Downline Volume.

### Meets the Volume Leg with BP #2



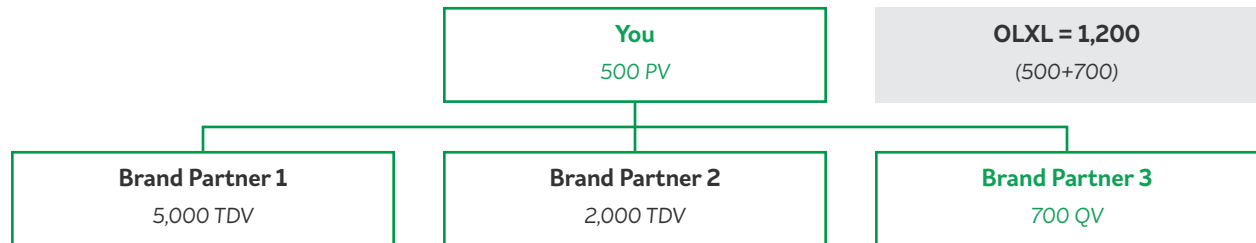
### Does Not Meet the Volume Leg Requirement



## Outside Largest Legs Volume (OLXL)

Outside Largest Legs Volume (OLXL) is the combined Qualified Volume (QV) from a Brand Partner's Personal Volume (PV) and the Total Downline Volume from all Enrollment Tree Legs, excluding the largest Legs used to meet the rank's Volume Leg requirements.

- For most ranks, two Volume Legs are required, so the OLXL is referred to as OL2L—meaning the volume from all legs outside your two largest. However, at the 3-Star Presidential rank 3 Volume Legs are required which means the Outside Largest Legs (OL3L) Volume considers all enrollment legs outside the 3 largest legs.



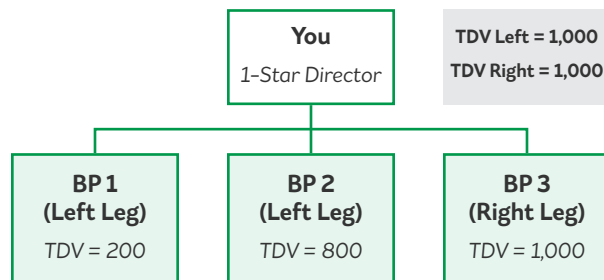
## Binary Balancing

Binary Balancing ensures a minimum amount from personally enrolled Brand Partners Total Downline Volume is located on each side of the Binary Tree (left and right).

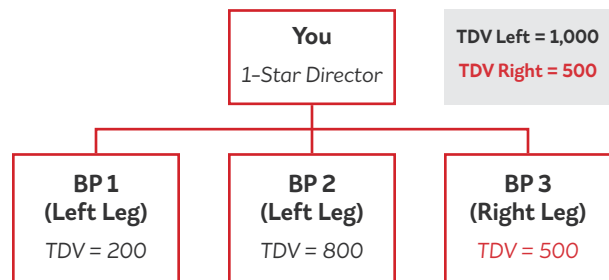
### Example:

To qualify as a 1-Star Director, you need a minimum of 1,000 in Total Downline Volume from personally enrolled Brand Partners on both the left and right sides of your Binary Tree.

### Meets the Binary Balancing Requirement



### Does Not Meet the Binary Balancing Requirement



## Generation

A Generation includes all Brand Partners within an organization down to the next Brand Partner who has reached the qualifying rank or higher.

- For the Mentor Matching Bonus, the qualifying rank is 1-Star Director.
- Once a Brand Partner reaches 1-Star Director or above, they begin a new Generation (e.g., Generation 1, Generation 2, and so on).

