

# COMPENSATION PLAN



Maybe you've always wanted to be your own boss. Maybe you want to be a part of a company you can really believe in. Maybe you've seen how Veo has changed your life, and now you want to help your loved ones too. No matter what brought you to Veo, this is your chance to create the lifestyle that you've always wanted.

## A PRODUCT (AND COMPANY) YOU CAN BELIEVE IN.

Backed by more than 30 years of clinical experience, Veo represents a real turning point in nutritional botanicals. The finest ingredients are cultivated from around the world and paired with specific adaptogens to maximize efficacy. And it's not a one-size-fits-all option either, Veo's success is grounded in personalization. We offer comprehensive wellness testing that pairs specific products with what your body needs.

**BE YOUR OWN BOSS.** As a Veo Associate, you'll have the backing of decades of industry experience, world-renowned nutritionists and a cutting-edge sales and marketing team. Whether you want to share the products with your friends and family or throughout your community and beyond, we've got you covered.

## THE FIVE WAYS TO MAKE MONEY.

### 1) WHOLESALE TO RETAIL: 20%

The most basic way to make money with Veo is to buy product at wholesale prices and sell it at retail prices. The wholesale price is 20% less than retail, and you keep that difference.



**AS A VEO ASSOCIATE,** you can leverage the Veo product line with your own entrepreneurial spirit and create a lasting business.

As you set up your Veo business keep in mind that your monthly payout is based on a few key metrics:

- **PEOPLE SPONSORED (PS):** Individuals you sign up to be a Veo business owners. These people (and the people they in turn sponsor under them) are generally referred to as your downline.
- **PERSONAL VOLUME (PV):** This is the Veo that you order each month, a combination of what you use personally and resell.
- **GROUP VOLUME (GV):** The PV of all the people in your downline.
- **RANK VOLUME (RV):** The points you get for enrollment packs (200 each) plus the points you get from the group volume matching system (see figure 2).

As you build your Veo business, you'll want to keep all of these figures in mind (don't worry, it will get easier as you go along).



# VEO NATURAL COMPENSATION PLAN

## 2) FASTSTART BONUS: 50%

Veo pays out 50% of enrollment packages when a new Associate gets started. There are two categories of starter packages (wellness and weight management) and three pricing options for each category (\$199, \$299, and \$499). When a person you've enrolled orders their starter package, you get 25% of that order. The person who sponsored you, gets 10% of that order and the first Premiere 2, Bronze and Silver ranked people in the line also make 5% each of that order.

This means that as your downline grows, you could be receiving additional payouts. Make sure you watch your ranking closely to make sure you're eligible.

## 3) TEAM COMMISSIONS: up to 27%

As you start sponsoring new Veo Associates, and they sponsor people of their own, your group volume will begin to grow. Each month you'll get a percentage (up to 5%) of the PV of everyone in your downline (up to nine levels). This means that as your business grows, you'll get a percentage of sales from everyone in your downline (within 9 levels, see figure 1).

## 4) CHECK MATCH: up to 100%

Associates ranked Silver and above will qualify for Check Match. Each month, Veo looks at all the people you've personally sponsored and will cut you a check based on their team commission earnings for the month. Here's how it breaks out by the rankings:

<b>Silver:</b>	<b>25%</b>
<b>Gold:</b>	<b>50%</b>
<b>Platinum:</b>	<b>75%</b>
<b>Diamond:</b>	<b>100%</b>

So if a associate that you've personally sponsored get's a check for \$1,000, you'll get \$250 if you're a Silver (but \$1,000 if you're a Diamond). Again this only applies to the people you've personally sponsored.



### WEIGHT, WELLNESS OR BOTH?

Enrollment packages represent serious earning potential for Veo Associates. They are the basis for your fast-start bonuses and new associates will never have access to that deep of discount (almost 50%) again. So encourage the people you enroll to take advantage of this special pricing on multiple enrollment packages.

# VEO NATURAL COMPENSATION PLAN

## 5) EXECUTIVE GLOBAL POOL: 2% of global sales

Associates ranked Silver and above get a share of Veo’s global sales. Earn one share of this reward pool for every 500 GV you have for the month.

So the greater your group volume is for the month, the more shares you get of the 2%. Watch your GV closely as it approaches multiples of 500 to make sure you don’t miss out on shares.



**LET AUTOSHIP BE THE SECRET TO YOUR SUCCESS.** As you advance through the ranks, you’ll want to keep a close on your personal volume. Setting up an autoship is the easiest way to make sure you have the right PV numbers for each month. Encourage the people in your downline do the same.

Figure 1. Rank Advancement Matrix

PAID MONTHLY	PAID AS RANK		Veo Associate	Premiere 1	Premiere 2	Bronze	Silver	Gold	Platinum	Diamond	
	Rank Advancement	Personal Volume (PV)	100	100	100	100	200	200	200	200	200
		Rank Volume (RV)		500	1,000	3,000	10K	30K	80K	210K	
Personally Sponsored (PS)			2	3	4	6	8	10	12		
PLACEMENT LEVEL	1st	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	2nd	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	3rd		5%	5%	5%	5%	5%	5%	5%	5%	
	4th			2%	2%	2%	2%	2%	2%	2%	
	5th				2%	2%	2%	2%	2%	2%	
	6th					2%	2%	2%	2%	2%	
	7th						2%	2%	2%	2%	
	8th							2%	2%	2%	
	9th									2%	

# VEO NATURAL COMPENSATION PLAN

## ADVANCE THROUGH THE RANKS.

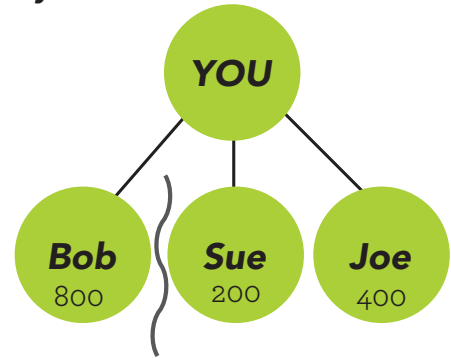
As you start to build your Veo business, you'll want to watch your ranking closely to maximize your monthly payout. Rank is determined by: Personal Volume (PV), Rank Volume (RV) and Personally Sponsored (PS).

### THE VEO MATCHING SYSTEM

In addition to the points you earn for enrollment packages (200 each), your RV is determined by the Veo matching system. Each month, your downline is divided into two sections, a large and small leg. The person you sponsor (and their subsequent downline) that has the greatest volume is referred to as the large leg. The rest of your downline is called the smaller leg. Each month Veo will match the volume of your smaller legs (up to the volume of your largest leg). So the sum of your small leg plus the Veo match is point total that contributes to your RV.

This is where your entrepreneurial spirit comes in. As you continue to sponsor new people, you'll want to place them strategically in your downline as a way to jump-start a struggling leg and maximize your potential payouts.

**Figure 2. The Veo Matching System**

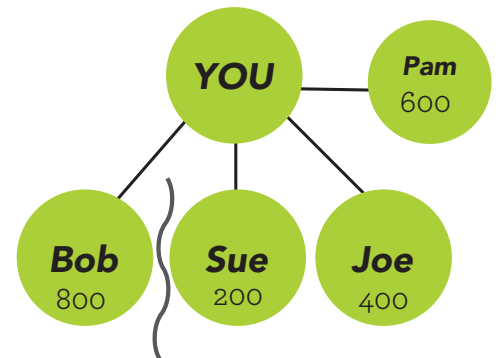


**IN THIS EXAMPLE,** Sue and Joe represent your small legs. Their total volume is 600, so Veo matches that for a total of 1,200. That 1,200 goes toward your RV for the month.



### HEALTHY ROLLS IN STYLE: THE VEO CAR BONUS

Once you advance to the rank of Gold, you'll qualify for Veo's car bonus. If you choose a qualifying car, you get \$500. If you want to buy something else, you get \$250.



**IN THIS EXAMPLE,** Sue, Joe and Pam still represent your small legs. Their total volume is 1,200, but Veo only matches up to your large leg. So 1,200 from your small legs plus 800 from the Veo match makes 2,000 that goes toward your RV for the month.