

# REWARDS PLAN 2021

## Retail Price Based Bonuses

1. Instant Cash Back on all purchase - Paid Instantly

Spend	Receive
\$0-\$99	\$5
\$100-\$149	\$10
\$150-\$199	\$15
\$200-\$249	\$20

\$5 additional dollars every \$50 increment

Retail Customers receive Instant Cash Back. Brand Partners receive 3X Instant Cash Back. Orders under \$50 receive flat Instant Cash. VShield receives a flat per bottle of \$1 to a customer and \$3 to a Brand Partner (\$2 if there was a referring Customer).

2. Matching Instant Cash - When a Retail Customer places an order and receives Instant Cash Back, whoever referred the customer will receive matching Instant Cash.

When a Retail Customer is directly referred by a Brand Partner, the Brand Partner receives 3X matching Instant Cash.

When a Retail Customer who was referred by another Retail Customer places an order, the referring customer receives matching Instant Cash, and the Brand Partner receives 2X Instant Cash.

3. 5% Override - Paid Monthly to Royalty Qualified Brand Partners

Brand Partners who produce \$1,000+ in Personal Group Volume (PGV) in a month earn an extra 5% override on their PGV.

## Rank Qualification and Advancement

To qualify for a given rank, a Brand Partner must be Royalty Qualified in that month. This means that they have a minimum of \$1000 in Personal Group Volume (PGV) or they have \$500 in PGV and they have 2 enrollment lines that are Royalty Qualified as well.

Royalty Qualified Brand Partners qualify for ranks based on Royalty Group Volume.

ACHIEVEMENT LEVEL	RGV	MAXIMUM
Royal 2K	2,000	
Bronze	5,000	80%
Silver	12,500	70%
Gold	25,000	60%
Ruby	50,000	50%
Emerald	75,000	50%
Diamond	100,000	40%
Double Diamond	200,000	40%
Triple Diamond	300,000	40%

Each time you personally enroll a new Brand Partner you start a new line. When a Brand Partner becomes Royalty Qualified in a month, the volume in their position no longer counts as PGV for their upline. Instead it becomes Royalty Group Volume (RGV). There is a maximum percentage of the RGV which can be contributed to the qualification volume by a single line of sponsorship.

- Royal 2K Bonus - The first time a Brand Partner achieves this rank, they will receive a \$100 bonus for the month. This bonus is paid one time only.

Commissionable Volume Based Bonuses

5. Royalties - Paid monthly to Royalty Qualified Brand Partners.

Crescendo pays a Royalty bonus on the CV of their sales. You earn Royalty payments 3 generations deep on Royalty Qualified Brand Partners in your organization.

Generation 1	5%
Generation 2	4%
Generation 3	3%

6. 100% Matching Bonus - Paid Monthly - Requirement Bronze or above

Bronze      1 Generation of Matching Bonus  
 Silver      2 Generations of Matching Bonus  
 Gold        3 Generations of Matching Bonus

As a Bronze or above, you receive a 100% match on the Royalty Bonus on every Brand Partner in your organization up to three generations deep. Looking at your personal group, each time you have a Royalty Qualified Team Member, you have identified a generation. These generations are dynamic and can change depending on who has become Royalty Qualified in that month.

7. Revenue Sharing - Paid Monthly - Requirement Ruby or above

Every month, Crescendo takes 3% of the CV of the ENTIRE company and puts it in a pool. The pool is then divided by the total number of shares given out for the month, based on that month's current achievement levels. This generates the per-share value, which is then multiplied by the number of shares each BP receives.

Rank	Shares
Ruby	1 Share
Emerald	2 Shares
Diamond	3 Shares
Double Diamond	4 Shares
Triple Diamond	5 Shares

Glossary:

**Achievement Level (current)** - When achieving levels of Bronze and up, you are "paid-as" at the level of sales volume you've created at the end of each month. You are recognized at your highest level achieved to date, but you are paid at the level of sales volume created by the end of the month.

**Brand Partner (BP)** - A person who enrolls with Crescendo to independently own their business within the business model, terms and conditions, policies and procedures and rewards plan developed by Crescendo. Brand Partners market Crescendo Products to prospective customers and offer enrollment options to other prospective Brand Partners. Brand Partners are eligible to earn Instant Cash and Bonuses through the Crescendo Rewards Plan.

**Commissionable Volume (CV)** - A value assigned to each product, based on cost of goods sold, after Instant Cash or other direct bonuses are paid.

**Customer** - A person who purchased Crescendo products at retail.

**Generation** - Look down through your personal group. Each time you have a Royalty Qualified Team Member you have identified a generation. These generations are dynamic and can change depending on who has become Royalty Qualified in that month.

**Instant Cash** - A balance of actual USD dollars which is earned from product purchases as well as referred customer purchases. Instant Cash may be redeemed for additional product purchase or may be cashed out to owner's bank account (minimum \$25 cash-out) through our partnership with Hyperwallet.

**Personal Group** - All of your Retail Customers, all of the Brand Partners you personally enroll as well as Brand Partners and Retail Customers subsequently brought in by others in your group.

**Personal Group Volume (PGV)** - Your sales volume plus your personal Retail Customers and the volume of your non-Royalty Qualified Brand Partners. Within an enrollment line, as soon as a generation of Royalty Qualified Brand Partners develops, the volume from that position and lower does not count towards your Personal Group Volume.

**Personal Volume (PV)** - Your sales volume from your own purchases as well as your personal Retail Customers.

**Recognition Level** - A Brand Partner's recognition level is the highest level they have achieved in the lifetime of their Crescendo Business.

**Royalty Group Volume (RGV)** - All volume in your Royalty Qualified teams.

**Royalty Qualified (RQ)** - \$1,000 in sales volume (PGV) or \$500 in sales volume and 2 Royalty Qualified lines.

If any questions or discrepancies arise on the interpretation of any of the descriptions of methods of payment, Crescendo will carry out an interpretation according to the spirit and purpose for which the Rewards Plan was created. Crescendo reserves the right to modify the Rewards Plan, as well as the terms and conditions of use, at any time and without prior notice, after making the appropriate corresponding announcement on the website. I understand that, as a Crescendo Brand Partner, this Rewards Plan is based on the purchase and/or sale of Crescendo products in accordance with the terms and conditions existing in the [www.livecrescendo.com](http://www.livecrescendo.com) website. As a Crescendo Brand Partner, I pledge to present the Crescendo Rewards Plan as well as the products and services of Crescendo as described in the official documentation and in accordance with the policies and procedures.

PLEASE NOTE: The payout figures in this document are intended to explain the components and operation of the Rewards Plan. They are not intended to be representative of the income, if any, that a Crescendo Brand Partner can or will earn through his or her participation in the Crescendo opportunity. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings, whether made by Crescendo or another Crescendo Brand Partner, would be misleading.