

# Bravenly Glossary

**BRAND PARTNER:** Someone who completes an application and purchases a Business Kit so they can be authorized to sell Bravenly products to customers and enroll other Brand Partners.

**RETAIL CUSTOMER:** A non-participant who purchases a Bravenly product for personal use.

**SUGGESTED RETAIL PRICE (SRP):** The value suggested by the Company for each of its products, when sold to a retail customer.

**AMBASSADOR:** A customer who selects the option to have her own online Wellness Store and promotes Bravenly products to friends, relatives, and others. He/She may receive Bravenly Reward Credits or cash on his/her referred customer sales.

**ACTIVE BRAND PARTNER:** Personally sell 100 PBV each month. When you're Active, you may receive bonuses based on the sales of other Brand Partners in your downline.

**RANK:** As you meet defined performance criteria, you'll earn progressive "ranks" and become eligible to receive more bonuses. You will always carry the title of the highest rank you reach but are "Paid As" the rank for which you qualify each month.

**ACTIVE:** Personally sell 100 PBV each month. 51% of that PBV needs to come from your customers (Retail or Ambassadors) after ramp-up grace period. See term "Ramp-up Grace Period" below for more information.

**AMBASSADOR:** A customer who has paid \$9.99 and is receiving a 10% discount on the SRP and is eligible to earn other perks of the program including promoting Bravenly products to their friends.

**QUALIFIED AMBASSADOR:** An Ambassador who has paid the \$9.99 enrollment fee and placed a 25BV order in the current month or previous 5 months.

**BONUS:** Money you earn as an override on sales made by other Brand Partners in your downline.

**BONUS QUALIFIED:** When you are active in any given month. A Brand Partner in good standing and have met the minimum personal sales requirements for the applicable pay period.

**BONUS VALUE (BV):** The value assigned to each product for the purpose of paying bonuses and used as a qualification for earning ranks & maintaining "paid-as" status.

**SOCIAL MARKETING:** An approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole.

**BRAVENLY SUCCESS STEPS:** Bravenly's provided steps to help you master your growing network, in-personal building, marketing on social media, engaging your team, following up and teaching duplication

**BRAVENLY BUSINESS KIT:** Tools, brochures, workbook, etc. that a Brand Partner receives when they enroll.

**COMMISSION:** Money you earn by personally selling products to customers. You get a base commission or discount for every product you sell, and you can earn additional enhanced commissions, depending on your personal Bonus Value (BV) each month.

**COMPRESSION (Standard):** If a Brand Partner fails to meet the "Active" requirement, the system searches that downline from that Brand Partner until it finds an Active Brand Partner. That Active Brand Partner's Personal BV will then "compress" to include all the volume that may have been generated by any non-Active Brand Partners in between to create the next level until it has satisfied its payout requirements. The term "Compression" is used to describe the temporary condition that occurs when someone fails to meet the "Active" requirement for one pay period.

**COMPRESSION (Generational):** Compression applied to generational volume using the "Paid-as" Director (or higher rank) to determine the boundary of each generation (in the same way "Active" status determines the boundary of each level in standard compression). This also applies to the VP generational compression.

**DIRECTOR PERSONAL TEAM:** As a Director, the Brand Partners in your downline, to unlimited depth in every leg, until another Director or higher is found in that leg, are in your Personal Team.

**DOWNLINE:** Those people directly sponsored by a Brand Partner, plus all the people whose line of sponsorship resulted from and came through that enrolled Brand Partner, including those that were placed in their downline.

**ENROLLEE:** An enrolling or newly enrolled Brand Partner.

**ENROLLER:** The Bravenly Brand Partner who introduces an Enrollee to the opportunity and whom that Enrollee signs with through their website.

**SPONSOR:** The Brand Partner under whom a new Enrollee is placed in the Placement Sponsor tree. Each Brand Partner's Sponsor is responsible for providing ongoing support and assistance to that Brand Partner. The Enroller and the Sponsor of a new Brand Partner may be the same person but are not necessarily so.

**PLACEMENT SPONSOR:** Is a Brand Partner of any rank who is immediately upline in an organization from a new or existing Brand Partner, and is generally responsible for the day-to-day coaching, encouragement, and assistance of the Brand Partners immediately below them.

**ENROLLER AND SPONSOR RELATIONSHIPS:** Bravenly tracks two different types of relationships among its Brand Partners—the “Enroller relationship” and the “Placement Sponsor relationship.” The Enroller is the person who enrolled the new Brand Partner. The Sponsor of a new Brand Partner is the person who the enrollee is directly placed under. This can be the same person if the enrollee keeps their new Brand Partner Front line.

**FRONT LINE:** Refers to all Brand Partners that are personally enrolled (in the Enroller tree) or sponsored (in the Placement Sponsor tree) by a Brand Partner and put in Level 1.

**GENEALOGY:** The complete set of relationships (as defined by “Enroller tree,” Placement Sponsor tree,” “Levels” and “Legs”) between a Brand Partner and his or her upline and downline. It is the “family tree” of any Brand Partner.

**GENERATION:** Each new Director or VP that promotes in your downline starts a new generation in that Leg and the generation is made up of that Director or VP’s TGBV.

**“PAID-AS” RANK:**“RANK: You will retain your highest earned rank title indefinitely. However, if you don’t meet the specified maintenance requirements for that rank in a pay period, you will be “Paid-as” the rank for which you did qualify.

**PERSONAL BONUS VALUE (PBV):** The sum of the BVs for all products purchased by your retail customers, your Ambassadors and you in one month.

**PERSONAL VICE PRESIDENT TEAM:** As a Vice President (VP), all the Brand Partners in your downline, to unlimited depth in every leg, until another VP or higher rank is found in that leg, are in your Personal Leadership Team.

**LEG:** Each Independent Brand Partner on your first level represents a separate “Leg” in your team. A Brand Partner’s Legs grow as your first level BPs begin to build their own organization.

**LEVEL:** The Brand Partners you personally sponsor (whether you directly enrolled them, or they were strategically placed under you by an upline Brand Partner) are your “Level 1” or “L1.” Their L1’s are your L2’s, and so on. Levels generally define and refer to the Placement Sponsor tree.

**MAINTENANCE:** The standard of performance required for a Brand Partner to continue being “Paid-as” a rank after meeting the initial qualification requirements for that rank.

**QUALIFIED:** An Active Brand Partner that is qualified to be “Paid-as” a particular rank is considered Qualified at that rank (see “Paid-as”).

**QUALIFIED LEG:** A leg with at least one Active Brand Partner somewhere in the depth of the leg.

**QUALIFICATION VOLUME (QV):** The value assigned to each product for meeting rank promotion and maintenance qualification.

**RETAIL CUSTOMER:** A customer who is paying the Suggested Retail Price for a product and not receiving any perks of the Ambassador Program.

**RETAIL SALES REQUIREMENTS:** Although the primary function of the Company is to sell products and services to the general consuming public, the Company realizes that its Brand Partners may wish to purchase product for personal or family use in reasonable amounts. For this reason, the Company defines a retail sale to include sales to non-participants, as well as purchases for personal or family use in reasonable amounts, which are not made solely for purposes of qualification or advancement. This is a standard followed by leading direct selling companies. In furtherance of this policy, the Company has adopted a requirement that no more than 49% of the monthly Active status requirement for a Brand Partner in this plan may be met by personal purchases. A Brand Partner will not be considered Active, and thus eligible for bonuses or overrides, unless he or she has made sales per month to non-participant retail customers totaling at least 70% of the Active requirement (see “Active”, above).

**RAMP-UP GRACE PERIOD:** In order to maintain active status you must have 100PBV with 51% of that coming from customers. We have given a new Brand Partner a grace period of 3 months to accumulate this 51%. So once they enroll they have to have 100PBV to be active by that 4th month (with the first month being “join month”) 51% of that BV must come from either Retail Customers or Ambassadors.

**SPONSOR:** The Brand Partner under whom a new Enrollee is placed in the Placement Sponsor tree. The Enroller and Sponsor of a Brand Partner may be the same person, but are not necessarily so.

**SUGGESTED RETAIL PRICE (SRP):** This is the dollar value recommended by the Company for each of its products when sold to a retail customer.

**TOTAL GROUP BONUS VALUE (TGBV):** This is the total PBV created by you and all your Brand Partners in the Sponsor genealogy calculated to infinite depth, sometimes subject to 60% / 40% Rule.

**60%/40% RULES:** No more than 60% (or 40%, as specified by rank) of the TGBV required for rank qualification or maintenance can be counted from any one leg. The purpose of this rule is to encourage each Brand Partner to build multiple strong Legs. Any amount greater than 60% (or 40%) of the rank required TGBV that comes from one Leg of a Brand Partner’s downline will not be counted toward the total required for advancement to, or maintenance of, that rank. However, the Brand Partner will be paid bonuses on all the volume, from whatever source, that the Brand Partner is entitled to be paid upon for the “Paid-as” rank for which that Brand Partner is qualified, AFTER application of the 60% (or 40%) Rule, regardless of whether or not the TGBV corresponding with that volume was used to determine the “Paid-as” rank.