

## TERMS AND CONDITIONS

### FIVE30 Cash Incentive

#### **OVERVIEW:**

By participating in the FIVE30 Cash Incentive (“Cash Incentive”) sponsored by PURE Gen Holdings, Inc. (“the Company” or “PURE”), you accept and agree to be bound by these terms and conditions. IBOs participating in the FIVE30 Cash Incentive must also comply with all obligations set forth in the IBO Agreement.

The Cash Incentive are valid for Customers and IBOs in the United States and Canada who are at least 18 years old (“Incentive Participant”). IBOs must be in good standing at the time of earning or receiving any Incentive award and while participating in the Incentive. An IBO in good standing is compliant with the IBO Agreement and has not received a compliance sanction that is unresolved, including but not limited to a sanction for probation, suspension, or termination. Additionally, any notice for breaches of the Non-Solicitation, Non-Competition, Confidentiality, or Proprietary Information provisions of the IBO Agreement will result in forfeiture of any Incentive award.

---

#### **FIVE30 CASH INCENTIVE DETAILS:**

##### ***Incentive Period***

The Incentive Period begins November 23, 2021 and ends on March 31, 2022.

##### ***Incentive Details***

Independent Business Owners (IBOs) may earn a Cash Incentive by meeting the below requirements:

(1) **Weekly Incentive Awards:** An IBO that is one of the top three (3) sellers of the FIVE30 Challenge Packs and/or of orders over 150PV\*\* for the week\*\*\* will be rewarded with an Incentive Award as set forth below. There is no limit to the number of weeks each IBO can earn an Incentive Award.

(2) **Grand Total Incentive Award:** An IBO that is one of the top three (3) sellers of the FIVE30 Challenge Packs and/or of orders over 150PV\*\* during the entire Incentive Period (November 23 through February 28) will be rewarded with an Incentive Award as set forth below.

\*\*Qualifying sales for the Cash Incentive include sales to existing and new personally sponsored customers and IBOs. Sales of both the FIVE30 Challenge Packs and of orders over 150PV will be

added together to determine a total number to determine the top three (3) IBO sellers for each week and for the entire Incentive Period.

\*\*\*The Weekly Incentive Awards will be awarded every week during the Incentive Period.

### ***Incentive Awards***

**(1) Weekly Incentive Awards:**

1<sup>st</sup> Place – \$200

2<sup>nd</sup> Place – \$180

3<sup>rd</sup> Place – \$150

**(2) Grand Total Incentive Award:**

1<sup>st</sup> Place – \$2,510

2<sup>nd</sup> Place – \$1,510

3<sup>rd</sup> Place – \$1,010

---

All determinations and decisions as to awarding a Cash Incentive Award are solely at PURE's discretion. PURE reserves the right to discontinue, cancel or modify the Cash Incentive at any time and in its sole discretion without notice.

All applicable taxes are the responsibility of the Cash Incentive Award recipient. The value of the award will be included as reportable income in a 1099 issued to the award recipient.

The Cash Incentive is sponsored by PURE Gen Holdings, Inc., ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

THIS CASH INCENTIVE IS VOID WHERE PROHIBITED BY LAW.