

LivePURE 2026 Signature Trip Qualification Terms and Conditions

By participating in the LivePURE 2026 Signature Trip Qualification (the “Signature Trip”), LivePURE (“PURE”) Brand Partners (“BPs”) accept and agree to be bound by these terms and conditions, which specifically include complying with all obligations set forth in the Brand Partner Agreement.

Overview:

United States BPs who are eighteen (18) years or older and are “Active” and in “Good Standing,” as set forth in the Brand Partner Policies and Procedures, will be eligible to earn the Signature Trip by fulfilling the below Qualification Requirements during the Qualification Period.

Details: The Signature Trip shall include the following:

- (1) Hotel accommodations for two at the Sheraton Dubrovnik Riviera Hotel* at Šetalište Dr. F. Tuđmana 17, 20207 Srebreno, Croatia (the “Hotel”);
- (2) Airfare* for two (up to \$3,000 for both travelers combined) plus transportation to and from the airport; and
- (3) One excursion (details will be released prior to the Signature Trip Dates).

Signature Trip Dates: The dates for the Signature Trip are September 9–14, 2026.

*PURE reserves the right in its sole discretion to change the hotel accommodations and/or location upon reasonable notice to the BPs. Itinerary adjustments and airfare change fees are subject to the restrictions set forth in the Additional Terms and Disclaimers below.

Qualification Period:

The Qualification Period shall run from July 1, 2025 through June 30, 2026.

Qualification Requirements and Signature Trip Rewards:

BPs may qualify for the Signature Trip by meeting the following Rank and/or Sales achievements:

First-Time Achievers: BPs that have never before qualified for a Signature LivePURE trip must achieve the Diamond Director rank**, or higher, at least twice during the Qualification Period.

Past-Trip Achievers: BPs that have previously qualified for a Signature LivePURE trip must (i) achieve the Diamond Director rank**, or higher, at least twice during the Qualification Period, AND (ii) generate at least \$10,000 in New Enrollment Volume*** during the Qualification Period.

Any Achiever: All BPs may qualify for the Signature Trip, regardless of past qualifications, by either (i) generating at least \$100,000 in New Enrollment Volume*** during the Qualification Period, OR (ii) achieving the Presidential Black Diamond rank** at least one time during the Qualification Period.

NOTE: All sales must meet the restrictions set forth in the BP Policies and Procedures, specifically those in Section 9, which restricts, among other things, BPs from selling product in unreasonable amounts or primarily to qualify for an incentive.

**See the LivePURE Compensation Plan for additional details on “Rank” and how to qualify for each level. Ranks shall be updated weekly. BPs can check the Virtual Back Office (“VBO”) to see their progress: <https://vbo.livepure.com>.

***New Enrollment Volume consists of sales from BP-personally enrolled customers and Brand Partners.

Signature Trip Rewards: BPs who have achieved a Lifetime rank of Blue Diamond or above at or before the first day of the Qualification Period (i.e., June 30, 2025) and who advance to a new, higher rank during the Qualification Period, shall receive a \$2,000 cash reward (the “Signature Trip Reward”). The Signature Trip Reward, once earned, shall be paid out through the BPs’ regular commission payment and have no restrictions on its use.

BPs who qualify for the Signature Trip or receive a Signature Trip Reward will be announced weekly in the Facebook Brand Partner Group board. Qualifying BPs and Signature Trip Reward recipients will also receive a direct phone call and registration link from PURE.

Additional Terms and Disclaimers:

Non-Transferability and Limitations. The Signature Trip is not transferable, not assignable, and cannot be redeemed for cash, credit or future trips.

Participation Requirements. BPs must be Active and in Good standing to participate in this Incentive and remain Active and in Good Standing through the time of travels. A BP in good standing is compliant with the BP Agreement, and has not received a compliance sanction, 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 BP Agreement will result in forfeiture of the Signature Trip Reward. Active is defined as having 100PV or more (either personal product purchases or product sales to Retail and Preferred Customers or any combination thereof) every 28 days.

Pursuant to PURE’s Policies and Procedures, BPs should NOT purchase any one product in unreasonable amounts or in excess of what that BP could reasonably consume on his or her own or sell to end-user customers. Before making any purchases, BPs should review Section 9

of the Policies and Procedures, as well as, any additional documents the Company provides regarding BP purchases for this Incentive.

For detailed rank qualification requirements, please see the Compensation Plan published on the corporate website: <https://livepure.com/community/rewards/compensation/>.

Qualifying accounts are verified by PURE at the close of the weekly commission cycle and at the end of the Qualification Period. Returns or cancelled account volume will be removed from the volume used toward the Qualification Requirements. **Only orders billed and shipped to the address on file will count toward the Qualification Requirements.**

PURE assumes no responsibility for notifying BPs of any returns or cancellations that affect their qualification toward the Signature Trip.

BPs with a beneficial interest in more than one account may qualify on only one account, i.e. the primary and/or highest-ranking account. Spouses, partners, other persons residing with the BP, and any persons having a beneficial or equity interest in a business entity account, may qualify on only one account combined.

Similarly, since BPs are deemed to hold a beneficial interest in Customer accounts within the same household and/or Customer accounts using the BP's payment information. Customer accounts within the BP's household and/or using the BP's payment information will not count toward the Qualification Requirements unless adequate proof is provided to the Company showing the Customer account is independently owned and operated by someone other than the BP. Customer accounts owned or operated by BPs will not count toward the Qualification Requirements for the Signature Trip.

PURE reserves the right, in its sole discretion, to recover the total amount of any awarded reward directly or indirectly through the withholding of future commissions if a policy violation, fraud, or other conduct that compromises the integrity of the Signature Trip is identified, as determined by PURE in its sole discretion.

BPs shall be required to obtain and provide where necessary a valid passport/ID and guest details. Failure to provide such, may forfeit any right to the Signature Trip.

Airfare Restrictions. When booking airfare for the Signature Trip, BPs are permitted only up to three (3) itinerary adjustment requests prior to their final ticket issuance. Any additional itinerary change requests beyond the third change will incur a \$25.00 fee per change, which must be paid by the qualifying BP prior to the ticket's finalization.

In the event a BP makes changes to his or her airfare tickets after such tickets have been booked, the BP shall not be guaranteed assistance through the Company and its agents should any issues arise with the airfare. These changes include, but are not limited to, seat upgrades, flight/itinerary changes, and/or accepting airport compensation offers (e.g., giving

up a seat for a voucher). BPs shall also be responsible for the cost of any change fees once the airfare is booked.

The Company does not guarantee that BPs will receive frequent flyer miles, points, or similar rewards via their airfare tickets, as tickets are issued based on the best available pricing. Similarly, the Company cannot guarantee specific seats (e.g., exist rows).

Tax Responsibilities. All applicable taxes are the responsibility of the qualifying BP. The value of the any reward will be included as reportable income in the award recipient's 1099.

Cancellation, Changes, and Force Majeure. All determinations and decisions as to awarding the Cancún Trip Incentive are solely at PURE's discretion. PURE reserves the right to discontinue, cancel, or modify this Incentive or the trip itineraries, details, and awards at any time and in its sole discretion without notice.

Governing Law and Dispute Resolution. Any disputes raised pursuant to this Incentive Agreement shall be resolved via binding arbitration under the AAA rules in Plano, Texas.

The Signature Trip Incentive is sponsored by PURE Gen Holdings, Inc. – 5601 Granite Pkwy, Ste. 750, Plano, TX 75024.

THIS INCENTIVE IS VOID WHERE PROHIBITED BY LAW.