

Cancún, Mexico LivePURE Trip Incentive Terms and Conditions

By participating in the Cancún, Mexico LivePURE Trip (“the Cancún 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 Cancún Trip by fulfilling the below Qualification Requirements during the Qualification Period.

The Cancún Trip includes all-inclusive hotel accommodations at the AVA Resort Cancún, Mexico.*

The dates for the Cancún Trip are April 10–13, 2026.

*PURE reserves the right in its sole discretion to change the hotel accommodations and/or location upon reasonable notice to the BPs.

Qualification Period: June 1, 2025 through December 31, 2025.

Qualification Requirements:

BPs may qualify for the Cancún Trip through rank or sales, and will be awarded as set forth below (“Cancún Trip Rewards”) based on Total Sales and/or Tier Achievements:

CANCÚN TRIP REWARDS

TRIP TIER	REWARDS	TOTAL SALES MARK	PRIZE
Tier 1	Hotel accommodations for two	\$5,000	Owala® FreeSip® 24 oz. Bottle
Tier 2	Hotel accommodations for two plus airfare** (up to \$1,000 for both travelers combined)	\$10,000	JBL Go 3, Portable Waterproof Speaker
First 30 Qualifiers of either Tier	Exclusive dinner with Founder & CEO Dae Geun Jung and President Rick Redford	\$15,000	LivePURE Branded Aluminum Carry-On

**Itinerary adjustments and airfare change fees are subject to the restrictions set forth in the Additional Terms and Disclaimers below.

RANK QUALIFICATION DETAILS

To qualify for Tier 1 or Tier 2 via Rank, First-Time Achievers (those BPs who have never before qualified for LivePURE-sponsored trip) must achieve a specific rank—or higher—a set number of times during the Qualification Period, as set forth below. Past-Trip Achievers (those BPs who have qualified for a LivePURE-sponsored trip in or before 2025) must achieve a specific rank—or higher—a set number of times and meet a personal new enrollment volume requirement within the Qualification Period, as set forth below. Note that all sales must meet the restrictions set forth in the BP Policies and Procedures, specifically in Section 9, which restricts, among other things, BPs from selling product in unreasonable amounts or primarily to qualify for an incentive.

FIRST-TIME ACHIEVERS		
RANK***	TIER 1	TIER 2
Gold Director	X 4 times	X 6 times
Platinum Director	X 3 times	X 4 times
Sapphire Executive	X 2 times	X 3 times
Ruby Executive	X 1 time	X 2 times

PAST TRIP ACHIEVERS		
TIER 1		TIER 2
Gold Director	X 1 time	X 2 times
	+ \$15,000 in new enrollment volume	+ \$20,000 in new enrollment volume

***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>.

SALES QUALIFICATION DETAILS

To qualify for Tier 1 or Tier 2 via Sales, BPs must meet the following Sales totals during the Qualification Period:

TIER 1		TIER 2
Total Sales****	\$30,000	\$40,000
	Up to \$5,000 in existing customer volume may count toward the \$30,000	Up to \$10,000 in existing customer volume may count toward the \$40,000

****Total sales must come from new enrollment volume (i.e., new personally enrolled customers and BPs within the Qualification Period).

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

Additional Terms and Disclaimers:

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

Participation Requirements. IBOs 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 Cancún 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 Cancún 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 Incentive 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 qualifications for the Cancún Trip.

PURE reserves the right, in its sole discretion, to recover the total amount of any awarded prize directly or indirectly through the withholding of future commissions if a policy violation, fraud, or other conduct that compromises the integrity of the Cancún Trip Incentive 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 Cancún Trip.

Airfare Restrictions. When booking airfare for the Cancún 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. Additionally, BPs shall be responsible for the cost of any change fees once the airfare is booked.

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 Cancún 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.