

## 2021 Diamond Trip Terms and Conditions

### Overview:

United States, Canada, Australia, New Zealand and Japan Independent Business Owners (IBOs) who are active<sup>1</sup> and in good standing<sup>2</sup> will be eligible to earn the 2021 Diamond Trip by fulfilling the qualification requirements set out below during the Qualification Period beginning October 6, 2020 and ending July 31, 2021.

By participating in the 2021 Diamond Trip Incentive, IBOs accept and agree to be bound by these terms and conditions, which specifically include complying with all obligations set forth in the IBO Agreement.

The 2021 Diamond Trip includes roundtrip airfare and accommodations at the Fairmont Orchid Hawaii\* during the 2021 Diamond Trip, September 7, 2021 through September 11, 2021, for the incentive qualifier and one (1) guest.

### Qualification Requirements:

The Qualification Period begins on October 6, 2020 and ends on July 31, 2021. IBOs will be eligible to earn the 2021 Diamond Trip by fulfilling one of the Two Ways to Earn listed below, during the qualification period.

#### Two Ways to Earn:

1. SALES: Sales to new personally sponsored Customers and/or new personally sponsored IBOs between October 6, 2020 and July 31, 2021 ("Qualifying Sale") must reach a minimum of 42,000PV<sup>3</sup> during the Qualification Period. A maximum of 3,000PV per new Customer and/or new IBO will count toward qualifications.
  - GO FOR HAWAII Promotion: Beginning May 4, 2021 and ending July 31, 2021, the maximum PV per new Customer and/or IBO will increase to 6,000 for your new personally sponsored Customers and/or IBOs enrolled April 6, 2021 or later.

OR

2. RANK\*\*: Fulfill the qualifications below, based on your lifetime<sup>4</sup> rank as of October 6, 2020.
  - Emerald Executives and below:
    - Personally sponsor 6 new Customers and/or 6 new IBOs who place a product order at the time of enrollment, during the Qualification Period; and
    - Help<sup>+</sup> 2 personally sponsored IBOs achieve a new rank advancement or help 2 personally sponsored IBOs achieve a first-time advancement to 5-Star CRB Rank and maintain 5-Star CRB Rank for 2 months, or a combination of the two, during the Qualification Period. (For example: help one personally sponsored

- IBO achieve a new rank advancement and help another personally sponsored IBO advance for the first-time to 5-Star CRB Rank and maintain 5-Star CRB Rank for 2 months, during the Qualification Period.); and
- Achieve the rank of Diamond 2 times during the Qualification Period.
  - **Diamonds and Blue Diamonds:**
    - Personally sponsor 6 new Customers and/or 6 new IBOs who place a product order at the time of enrollment, during the Qualification Period; and
    - Help<sup>+</sup> 2 personally sponsored IBOs achieve a new rank advancement or help 2 personally sponsored IBOs achieve a first-time advancement to 5-Star CRB Rank and maintain 5-Star CRB Rank for 2 months, or a combination of the two, during the Qualification Period. (For example: help one personally sponsored IBO achieve a new rank advancement and help another personally sponsored IBO advance for the first-time to 5-Star CRB Rank and maintain 5-Star CRB Rank for 2 months, during the Qualification Period.); and
    - Achieve the rank of Diamond 4 times during the Qualification Period.
  - **Black Diamonds and above:**
    - Personally sponsor 6 new Customers and/or 6 new IBOs who place a product order at the time of enrollment, during the Qualification Period; and
    - Help<sup>+</sup> 2 personally sponsored IBOs achieve a new rank advancement or help 2 personally sponsored IBOs achieve a first-time advancement to 5-Star CRB Rank and maintain 5-Star CRB Rank for 2 months, or a combination of the two, during the Qualification Period. (For example: help one personally sponsored IBO achieve a new rank advancement and help another personally sponsored IBO advance for the first-time to 5-Star CRB Rank and maintain 5-Star CRB Rank for 2 months, during the Qualification Period.); and
    - Achieve the rank of Diamond 6 times during the qualification period.

**Disclaimers:**

<sup>1</sup> 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.

<sup>2</sup> IBOs must be in good standing to participate in this incentive and remain in good standing through the time of travels. An IBO in good standing is compliant with the IBO 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 IBO Agreement will result in forfeiture of the incentive award.

<sup>3</sup> PV (Product Volume) is the amount of volume assigned to each product.

<sup>4</sup> Lifetime rank is defined as the highest rank a distributor has achieved within the PURE Compensation Plan since enrolling as an IBO with PURE.

\*Itineraries, trip details, and awards are subject to change.

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

+Help means actively assisting a personally sponsored IBO by offering your services or resources to the IBO in pursuit of a rank advancement including but not limited to activities or resources such as: monthly zoom meetings, coaching IBOs, creating business plans, assisting with utilizing a marketing plan, sending weekly emails, etc.

Returns or cancelled account volume will be removed from the qualified volume. Only orders billed to and shipped to the address on file will count toward qualifications.

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

PURE reserves the right, in its sole discretion, to recover the total amount of the 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 Incentive is identified, as determined by PURE in its sole discretion.

IBOs are deemed to hold a beneficial interest in Customer accounts within the same household and/or Customer accounts using the IBO's payment information. Customer accounts within the IBO's household and/or using the IBO's payment information will not count toward incentive qualifications unless adequate proof is provided to the company showing the Customer account is independently owned and operated from the IBO. Customer accounts owned or operated by IBOs will not count toward 2021 Diamond Trip qualifications.

All determinations and decisions as to awarding the 2021 Diamond Trip Incentive are solely at PURE's discretion. PURE reserves the right to discontinue, cancel or modify this Incentive at any time and in its sole discretion without notice.

All applicable taxes are the responsibility of the Incentive award recipient. The value of the Incentive award will be included as reportable income in the award recipient's 1099.

2021 Diamond Trip achievers will be announced at the conclusion of the qualification period on the Company's website and IBO Community Facebook Group.

PURE Destinations [Terms and Conditions](#) apply to all 2021 Diamond Trip Incentive participants.

2021 Diamond Trip Incentive is sponsored by PURE Gen Holdings, Inc. ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

THIS INCENTIVE IS VOID WHERE PROHIBITED BY LAW.