

## Twice as Nice Promotion Terms and Conditions

By participating in the Twice as Nice Promotion, you accept and agree to be bound by these terms and conditions.

### *Details and Promotion Period.*

An IBO who purchases tickets/registers for the PURE Aspire event\*\* will be eligible to earn a double Sponsor Bonus on any qualifying purchase\* made from September 1 to October 9, 2021. (IBOs will not be eligible to earn a double sponsor bonus on any qualifying purchases made prior to purchasing their PURE Aspire event ticket.)

An IBO who attends the PURE Aspire event\*\* will be eligible to earn a double Sponsor Bonus on any qualifying purchase\* made from the date of the PURE Aspire event until December 31, 2021.

\*The double Sponsor Bonus is equal to 40% of the total product volume (PV) of the first order of any personally sponsored Customers and IBOs. An IBO may receive up to \$800 per first order of each new personally sponsored Customer or IBO.

See the IBO Compensation Plan for more information on the Sponsor Bonus, <https://livepure.com/pureinsider/rewards/compensation/>.

\*\*The PURE Aspire event will take place in Denton, Texas on October 8–9, 2021. See <https://livepure.com/aspire2021/> for more information on details of the event.

*Eligibility.* This Promotion is valid for Independent Business Owners (IBOs) in the United States who register for and/or attend the PURE Aspire event.

To be eligible for this Promotion, IBOs must be in good standing at the time of a qualifying personally sponsored Customer/IBO purchase. 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. 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 Twice as Nice Promotion.

**Pursuant to PURE's Policies and Procedures, an IBO should NOT purchase any one product in unreasonable amounts or in excess of what that IBO could reasonably consume on his or her own or sell to end-user customers. Before making any purchases, IBOs should review Section 9 of the Policies and Procedures, as well as, any additional documents the Company provides regarding IBO purchases for this Promotion.**

IBOs who purchase a PURE Aspire event ticket but who are unable to travel to the event due to extenuating circumstances, may submit an email request to the Company at [SalesSupport@livepure.com](mailto:SalesSupport@livepure.com) to receive the Promotion award offered to event attendees. The

Company will review requests from non-attendees on a case-by-case basis and the Company may grant approval, in its sole discretion, for non-attendees to receive the event Promotion award.

IBOs must abide by the PURE Policies and Procedures. PURE reserves the right to disqualify an IBO if a policy violation, fraud, or other conduct that compromises the integrity of the Promotion is identified, as determined by PURE at its sole discretion.

Qualifying accounts are verified by PURE at the close of the weekly commission cycle and at the end of the Promotion Period. In the event that a Customer or IBO returns a product that contributed to an IBO's Sponsor Bonus or double Sponsor Bonus, PURE reserves the right in its sole discretion to withhold the value of any bonus that was awarded based on that product purchase from the sponsoring IBO's next commission payout.

PURE assumes no responsibility for notifying Twice as Nice Promotion participants of any event cancellations that affect qualifications.

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

All determination and decisions as to awarding promotion bonuses are made solely at PURE's discretion. PURE reserves the right to discontinue, cancel, or modify this Promotion at any time and in its sole discretion without notice.

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

The Twice as Nice Promotion is sponsored by PURE Gen Holdings, Inc., ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

**THIS PROMOTION IS VOID WHERE PROHIBITED BY LAW.**