

“New Customer Sales Bonus” Promotion Terms and Conditions

Promotion Period. The Promotion begins April 14, 2020 and ends at 11:59 pm Eastern Time on June 30, 2020.

Promotion Details.

25 PAR POINTS Bonus for a New Customer’s First Order. During the Promotion Period, Active IBOs will receive 25 PAR POINTS for every personally sponsored Customer or Preferred Customer who enrolled during the Promotion Period and makes a first order (i.e., in a single transaction), that totals at least \$25 USD (“Qualifying Purchase”)*. The Qualifying Purchase must be made within the Promotion Period. The \$25 USD threshold does not include any additional fees for applicable taxes or shipping.

PAR POINTS Bonuses will be paid to qualifying IBOs at the end of each week through the Promotion Period.

*Since only a Customer/Preferred Customer’s *first order* constitutes a Qualifying Purchase, IBOs are eligible to receive only 25 PAR POINTS per Customer/Preferred Customer pursuant to the terms set forth herein. Any orders placed on household accounts do not count toward the Qualifying Purchase.

\$25 USD Bonus for New Customer Sales. During the Promotion Period, Active IBOs will receive \$25 USD every time the purchases of a personally sponsored Customer/Preferred Customer—who enrolled during the Promotion Period—reaches an increment of 250 PV***. Any combination of purchases will count toward the 250 PV (or increment of 250 PV) requirement, provided that the purchases are made within the Promotion Period.

Cash Bonuses will be paid to qualifying IBOs at the end of each week through the Promotion Period.

**Eligible IBOs will receive the \$25 USD bonus when the Customer/Preferred Customer’s purchases hit 250 PV, 500 PV, 750 PV, and 1000 PV. IBOs are eligible to receive a max of \$100 USD (1000 PV) for each newly enrolled personally sponsored Customer/Preferred Customer. Any orders placed on household accounts do not count toward the PV requirements for this bonus.

Leaderboard Contest for Top Customer Sales. Following the Promotion Period, the 20 IBOs with the most*** Customer/Preferred Customer PV purchases will also be eligible for the following cash prizes, which will be paid out within 30 days following the close of the Promotion Period:

Place	Cash Prize in USD
#1	\$7,500
#2	\$5000
#3	\$3000
#4	\$3000
#5	\$3000
#6	\$2000
#7	\$2000

#8	\$2000
#9	\$2000
#10	\$2000
#11	\$1000
#12	\$1000
#13	\$1000
#14	\$1000
#15	\$1000
#16	\$750
#17	\$750
#18	\$750
#19	\$750
#20	\$750

***To be eligible for a Leaderboard Contest Top 20 Cash Prize, an IBO must sell a minimum of 6500 PV during the Promotion Period to personally sponsored Customer/Preferred Customers who enrolled during the Promotion Period. However, only 2000 PV per Customer/Preferred Customer will count toward the Leaderboard Contest, and orders placed on household accounts do not count toward the Leaderboard Contest.

Eligibility Details. NO Independent Business Owner (IBO) PURCHASE NECESSARY TO PARTICIPATE IN THE PROMOTION.

By participating in the New Customer Sales Bonus sponsored by PURE Gen Holdings, Inc., (“the Company” or “PURE”), you accept and agree to be bound by these terms and conditions, which specifically include complying with all obligations set forth in your IBO Agreement.

The Promotion is valid for active Independent Business Owners (IBOs) in the United States, Canada, Australia, and New Zealand. IBOs must be active and in good standing at the time of earning, receiving, or participating in the Promotion. 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. PV (Product Volume) is the amount of volume assigned to each product. 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 the Promotion bonus or reward.

Further qualification details. 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 Preferred Customer returns a product that was part of a qualifying order for this promotion, PURE reserves the right in its sole discretion to withhold the value of any bonus or reward that was awarded based on that product purchase from the sponsoring IBO’s next commission payout.

PURE assumes no responsibility for notifying New Customer Sales Bonus participants of any returns or cancellations that affect bonus awards.

PURE reserves the right to discontinue, cancel or modify this Promotion at any time and in its sole discretion without notice.

The New Customer Sales Bonus is sponsored by PURE Gen Holdings, Inc., ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

THIS PROMOTION IS VOID WHERE PROHIBITED BY LAW.