



LORDE + BELLE COMPENSATION PLAN

United States

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Lorde + Belle
COMPENSATION PLAN

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INTRODUCTION

The Lorde + Belle ("Company") Compensation Plan ("Compensation Plan") identifies the earning opportunities available to Brand Partners and sets forth the requirements necessary to earn Commissions, Bonuses and Achievement Rewards under this Compensation Plan. This Compensation Plan is designed to compensate Brand Partners for their sales of Lorde + Belle Products that are facilitated through their Replicated Website and/or the Lorde + Belle Website, including (i) their own sales directly to Customers; and (ii) sales that are made to Customers by the sales organization that Brand Partners develop. Earning potential under this Compensation Plan is based upon one's effectiveness as a Brand Partner by selling Lorde + Belle products to end users and by growing one's sales organization of Brand Partners who do the same. Earning potential under this Compensation Plan is not based upon financial investment in the Program. As provided in the Policies and Procedures, Lorde + Belle may, at any time, revise the Consultant Agreement (including the Policies and Procedures and this Compensation Plan). Revisions to the Compensation Plan shall become effective ninety (90) days after notice thereof is provided. Brand Partners must check the Lorde + Belle Website, their respective Replicated Website and the Company Back Office frequently for revised Policies and Procedures and Compensation Plan. Except where otherwise indicated, Brand Partners' continued participation in the Program following the effective date of the amended Policies and Procedures (including this Compensation Plan) constitutes acceptance of any changes or additions.

Although the opportunity is unlimited, as with any other sales opportunity, individual results will vary depending on market conditions, commitment levels and sales skills of each Brand Partner. There will certainly be Brand Partners who will earn less while others will earn much more. People become Brand Partners for various reasons and many Brand Partners may never qualify to receive compensation under this Compensation Plan. Generating meaningful compensation as a Brand Partner requires considerable time, effort and commitment. This is not a get-rich-quick plan, and there are no guarantees of financial success.

Lorde + Belle does not guarantee that a Brand Partner participating in this Compensation Plan will generate any income or advance in this Compensation Plan. Earning income with the Lorde + Belle Compensation Plan results only from hard work, dedication, and leadership. Lorde + Belle is a product-driven company that strongly encourages people to try Lorde + Belle Products as a Customer before deciding to participate as a Brand Partner and build a business. Visit lordeandbelle.com/ids for the latest Income Disclosure Statement.

ENROLLMENT OPTIONS

Lorde + Belle has three types of purchasers and enrollers. Tax is additional.

Retail Customer: receives a 10%-off one time only code after entering their email address and shops at retail price on orders placed thereafter.

Beauty Insider: A customer who participates in the Beauty Insider Program and receives 15%-off Subscribe + Save orders and 15%-off all a la carte orders during the same month when a Subscribe + Save order of \$100 or more is placed and receives \$15 in Product Credits on his/her birthday which expire in 6 months if not redeemed. A Beauty Insider can upgrade to Brand Partner at any time. Product Credits are not eligible for redemption towards the upgrade; however, any unused credits will be transferred to their new Brand Partner account with the same expiration date.

Brand Partner (BP): \$99 annual enrollment, includes digital starter kit with digital downloads and one year of a personal replicated website and will automatically renew at \$99 on their anniversary date. BP can earn a Personal Sales Commission of 20%-35%. BP's can purchase product at a 25% discount off the retail price.

Optionally, at the time of enrollment only, only Brand Partners may choose to purchase one of several Product Builder Kits. Tax and shipping are additional. The \$99 enrollment fee is included in the following Optional Product Builder Kits.

Optional Product Builder Kit	Price	Personal Qualification Volume (PQV)	Personal Sales Volume (PSV)	Bonus Volume (BV)
REALHER Builder Kit	\$199	100	N/A	75
ASSOCIATE Builder Kit	\$199	100	N/A	75
AMBASSADOR Builder Kit	\$399	150	N/A	150
INFLUENCER Builder Kit	\$799	300	N/A	300

RENEWALS

Upon the annual anniversary of a Brand Partner's join date, a \$99 renewal fee will be due. If the renewal fee is not paid within 60 days of its due date, the Brand Partner's business will be deactivated.

Fee	Price	Personal Qualification Volume (PQV)	Sales Volume (SV)	Bonus Volume (BV)
Renewal Fee – one year of replicated website and the Lorde + Belle App	\$99	0	0	0

DEACTIVATIONS

When a Brand Partner has not generated at least 100 PQV in one of the previous six months, they will have their business deactivated.

COMPRESSION

When a Brand Partner is deactivated, the Brand Partners on their first level, if any, will be moved up one level to be on the first level of the Sponsor of the deactivated Brand Partner. Any Beauty Insiders and Customers of the deactivated Brand Partner will also be moved to be attached to the Sponsor of the deactivated Brand Partner.

In the event a Brand Partner is deactivated for a commission period and compression occurs per the Compensation Plan, the commissionable volume that originates directly from that deactivated Brand Partner shall not compress upward and that volume shall be considered breakage and no commissions, bonuses, or otherwise shall be distributed. Under this provision, breakage shall mean commissionable income that would ordinarily be distributed to Brand Partners in accordance with the Compensation Plan will instead be absorbed by Lorde + Belle corporate.

NON-RENEWALS

When a Brand Partner does not renew their business by paying the required annual renewal fee within 60 days past their annual anniversary date, their account will be deactivated.

PRICING AND DISCOUNTS

- Brand Partners receive 25%-off retail purchases.
- Retail Customers receive a 10%-off one time only code after entering their email address and shops at retail price on orders placed thereafter.
- Beauty Insiders receive 15%-off Subscribe + Save orders and 15%-off all a la carte orders during the same month a Subscribe + Save orders of \$100 or more is placed.

RANKS & RANK ADVANCEMENTS

Rank advancements are effective retroactively back to the first day of the month in which the requirements were met. Rank advancement requires leadership in the downline and volume minimums.

Paid-As Legs does not include Brand Partners beyond 4th level in the downline.

While a Brand Partner may have previously earned a rank, their Paid-As Rank is the highest rank for which a Brand Partner is qualified in a commission period. The Paid-As Rank may be the same as or lower than the Brand Partner's actual rank. All Brand Partners are paid based on their Paid-As Rank.

Paid-As Rank	Rank Code	Personal Qualification Volume (PQV)	Paid-As Legs	Organization Qualification Volume (OQV)	Adjusted Organization Qualification Volume (AOQV)**
Ambassador	AMB	100*	-	-	-
Influencer	INF	100	-	1,000	-
Senior Influencer	SRINF	200	2 AMB	2,500	-
Executive	EX	200	3 AMB	5,000	-
Senior Executive	SREX	200	3 INF	-	10,000
Director	DIR	200	3 SRINF	-	25,000
Senior Director	SRDIR	200	3 EX	-	50,000
Vice President	VP	200	3 SREX	-	100,000

*To be Bonus Qualified

** Maximum 60% of the requirement from any one leg.

RANK MAINTENANCE

Rank maintenance requirements are met monthly in order to be paid at the level of one's rank. If a Brand Partner does not meet the maintenance requirements for their rank during a commission period, the Brand Partner will be paid at the highest rank (Paid-As Rank) for which they meet the maintenance requirements.

COMMISSIONS AND BONUSES

PERSONAL SALES COMMISSION

Brand Partners will be paid 20-35% commission based on the sum of the Personal Sales Volume (PSV) of orders placed by Beauty Insiders and Customers. The commission threshold is based on monthly PQV during the month.

Seller Level	PQV	PSV
Base Seller	1 - 499	20%
Power Seller 1	500 - 1499	25%
Power Seller 2	1,500 - 2,499	30%
Power Seller 3	2,500+	35%

Examples:

- In January, Kate's sales to Beauty Insiders and Retail Customers together generated 600 PSV, plus she had 200 in personal purchases which means her PQV total was 800. Kate earned a Personal Sales Commission of 25% of 600 = \$150
- In February, Kate's sales to Beauty Insiders and Retail Customers together generated 2,400 PSV, plus she had 200 in personal purchases which means her PQV total was 2,600. Kate earned a Personal Sales Commission of 35% of 2,400 = \$840

CUSTOMER CONSISTENCY BONUS

All Brand Partners are eligible to earn up to \$300 in Cash Bonuses when they achieve \$800+ in Total Customer Sales Volume (TCSV) from Customers and/or Beauty Insiders each calendar month based on the thresholds below:

\$800+ in Total Customer Sales Volume (TCSV) = \$50 Cash Bonus per Month

\$1600+ in Total Customer Sales Volume (TCSV) = \$150 Cash Bonus per Month

\$3200+ in Total Customer Sales Volume (TCSV) = \$300 Cash Bonus per Month

BUSINESS BUILDER BONUSES

Brand Partners are eligible to earn Business Builder Bonuses when they are Builder Qualified, when new Brand Partners enroll on Levels 1-3 and purchase optional Product Builder Kits. Bonus qualification is calculated on a 4-weekly rolling basis. Once a Brand Partner is Bonus Qualified for the calendar month, they are considered Builder Qualified during the week they become qualified, plus the 4 commission weeks that follow (Sunday – Monday).

Examples:

Kate enrolls with an Ambassador Builder Kit (150 PQV) on Wednesday, August 31. She will be Bonus Qualified through October 2 as outlined below:

Wednesday, August 31 through Sunday, September 4, plus the following 4 weeks

Monday, September 5 through Sunday, September 11

Monday, September 12 through Sunday, September 18

Monday, September 19 through Sunday, September 25

Monday, September 26 through Sunday, October 2

Susan accrues 100 in PQV through her own personal purchases and/or by her Customers or Beauty Insiders on July 5. She will be Bonus Qualified through August 7 as outlined below:

Tuesday, July 5 through Sunday, July 10, plus the following 4 weeks

Monday, July 11 through Sunday, July 17

Monday, July 18 through Sunday, July 24

Monday, July 25 through Sunday, July 31

Monday, August 1 through Sunday, August 7

Real Her or Associate Builder Kit \$199		
Level	Double Business Builder Bonus (earned during a Brand Partner's first four full calendar months)	Business Builder Bonus (earned after a Brand Partner's first four full calendar months)
1	\$37.50	\$18.75
2	\$7.50	\$3.75
3	\$5.00	\$2.50

Ambassador Builder Kit \$399		
Level	Double Business Builder Bonus (earned during a Brand Partner's first four full calendar months)	Business Builder Bonus (earned after a Brand Partner's first four full calendar months)
1	\$75.00	\$37.50
2	\$15.00	\$7.50
3	\$10.00	\$5.00

Influencer Builder Kit \$799		
Level	Double Business Builder Bonus (earned during a Brand Partner's first four full calendar months)	Business Builder Bonus (earned after a Brand Partner's first four full calendar months)
1	\$150.00	\$75.00
2	\$30.00	\$15.00
3	\$20.00	\$10.00

If a new Brand Partner enrolls five new Brand Partners during their first four full calendar months who each purchase an optional Product Builder Kit (\$199 / \$399 / \$799), the Double Business Builder Bonus will continue for their entire career.

POWER START PRODUCT CREDIT

The first four full calendar months in the career of a new Brand Partner is their "Power Start Period." Each Brand Partner's Power Start Period will start with the Brand Partner's enrollment month plus the next 4 calendar months.

All Personal Qualification Volume (PQV) generated by a new Brand Partner during their Power Start Period is their Power Start Personal Qualification Volume (PSPQV). New Brand Partners may earn Power Start Product Credit as follows:

Requirement	Award
For every PSPQV of 500 during Power Start period	\$50 in Product Credit

Product credit can be redeemed only on products (not on sales aids, sales tax, or shipping). Product credit will expire in 6 months if not redeemed. Product Credits will be automatically awarded once their PSPQV reaches 500. The value of the Product Credit, when redeemed, is to be counted by the direct selling software as taxable income to the new Brand Partner when 1099s are generated.

Sales tax will be paid by the Brand Partner who redeems their Product Credit along with applicable shipping fees. Bonus Volume will be adjusted accordingly based on Product Credit redeemed.

POWER START TEAM BUILDING CONSISTENCY BONUS

Brand Partners in their Power Start are eligible to earn up to \$800 in Cash Bonuses for enrolling new Brand Partners who achieve \$800 in Total Customer Sales Volume (TCSV) during their first full calendar month.

Enroll 1 new BP with at least \$800 in TCSV in their first full calendar month = \$80 Cash Bonus
 Enroll 2 new BPs each with at least \$800 in TCSV in their first full calendar month = \$200 Cash Bonus
 Enroll 3 new BPs each with at least \$800 in TCSV in their first full calendar month = \$350 Cash Bonus
 Enroll 4 new BPs each with at least \$800 in TCSV in their first full calendar month = \$500 Cash Bonus
 Enroll 5 new BPs each with at least \$800 in TCSV in their first full calendar month = \$800 Cash Bonus

Payout Example:

Kate enrolls and her first BP gets to \$800 TCSV = Kate gets paid \$80

Her 2nd achieves \$800 TCSV = Kate gets paid \$120 (\$200 bonus less the \$80 she was already paid)

Her 3rd achieves \$800 in TCSV = Kate gets paid \$150 (\$350 bonus less the \$200 she was already paid)

Her 4th achieves \$800 in TCSV = Kate gets paid \$150 (\$500 bonus less the \$350 she was already paid)

Her 5th achieves \$800 in TCSV = Kate gets paid \$300 (\$800 bonus less the \$500 she was already paid)

TEAM BONUSES

As a Bonus Qualified Brand Partner, you can earn Team Bonuses on up to 8 levels of your enrollment tree downline Brand Partners (L1, L2, L3, L4, L5, L6, L7, and L8).

Team Bonuses are calculated on the Bonus Volume (BV) of the order.

A level is a positional relationship between Brand Partners based on the enrollment tree. If A enrolls B who enrolls C, then B is on A's first level and C is on A's second level, and B's first level of the enrollment tree.

If a Brand Partner is not Bonus Qualified, the Level Bonus will be rolled up to the first upline Brand Partner who is Bonus Qualified.

Paid-As Rank Code	Team Bonuses							
	L1	L2	L3	L4	L5	L6	L7	L8
AMB	5%	0%	0%	0%	0%	0%	0%	0%
INF	5%	5%	0%	0%	0%	0%	0%	0%
SRINF	6%	6%	5%	0%	0%	0%	0%	0%
EX	8%	7%	6%	4%	0%	0%	0%	0%
SREX	9%	7%	6%	4%	3%	0%	0%	0%
DIR	9%	7%	6%	4%	3%	2%	0%	0%
SRDIR	9%	7%	6%	4%	3%	2%	1%	1%
VP	10%	7%	6%	4%	3%	2%	1%	1%

INFINITY BONUSES

Bonus Qualified Brand Partners with a Paid-As rank of SRDIR or higher are eligible to earn Infinity Bonuses. Infinity Bonuses are in addition to the Team Bonuses.

Paid As Rank	Infinity Bonus %
Senior Director	1%
Vice President	1%

Paid-As Senior Directors and Vice Presidents earn 1% Infinity Bonuses on the Bonus Volume (BV) of Brand Partners below and beyond the 8th Bonus Qualified level of their downlines, stopping at the first Brand Partner with a Paid-As Rank of SRDIR or higher. The infinity pay will end when it reaches another SRDIR.

RANK ADVANCEMENT BONUSES

When a Brand Partner advances rank for the first time in their career to a new rank, they will earn a Rank Advancement Bonus. If a Brand Partner advances to more than one new rank in the same month, they will earn more than one Rank Advancement Bonus in the same month.

Paid-As Rank	Rank Promotion Bonus
Influencer	-
Senior Influencer	\$100 in Product Credit
Executive	\$200 in Product Credit
Senior Executive	\$500 in Product Credit
Director	\$1,000 in Cash Bonus
Senior Director	\$2,000 in Cash Bonus
Vice President	\$5,000 in Cash Bonus

EXECUTIVE POOL BONUSES

Each month, 1% of the Bonus Volume (BV) of all Brand Partners will be placed into the Executive Bonus Pool. Every Brand Partner who is paid as an Executive or higher will earn one share of this pool. The value of one share is the total amount in the pool divided by the number of shares issued.

REVSHARE POOL

REVSHARE BONUSES

Each month, 2% of the Bonus Volume (BV) of all Brand Partners will be placed into our RevShare Bonus Pool. Brand Partners with a Paid-As Rank of Senior Director or above are eligible to earn RevShare Pool Bonuses. The total number of shares in the pool is the sum of all shares earned by all Participants in a monthly commission period. Every month, the amount in this pool will be totaled and divided by the total number of shares earned to obtain the value of each share. Then, all pool Participants will be paid the value of their shares.

Paid-As Rank	Shares Earned
Senior Director	Proportional – your Adjusted Organization Qualification Volume (AOQV) this month equals the number of shares earned
Vice President	

Pool Amount = 2% of the SUM of all Brand Partners' BV
 Total Shares = Sum of the AOQV of all SRDIR and VP
 Value of each share = Pool Amount / Total Shares

Each of one's enrollment downline legs begins with a personally enrolled Brand Partner and includes all the Brand Partners personally enrolled by that Brand Partner and their personally enrolled Brand Partners, all the way down the leg.

Adjusted Organization Qualification Volume (AOQV) is one's Organization Qualification Volume (OQV) adjusted so that no more than 60% is counted from a Brand Partner's largest leg toward the requirements for your paid-as rank. AOQV is the basis upon which one can earn shares in this pool. For each point of AOQV, eligible Participants will earn one share in this pool.

RevShare Bonus Pool Example:

The Bonus Volume in July was 1,500,000; the July RevShare Bonus is funded with 2% of 1,500,000 = \$30,000. In the example below, the value of each share would be \$30,000 / 300,000 = \$0.10 each.

BP ID #	Paid-As-Rank	Shares Earned in July Based on AOQV	July RevShare Bonus Pool Payout
90960	SRDIR	50,000	\$5,000
61761	SRDIR	60,000	\$6,000
81627	VP	110,000	\$11,000
71618	SRDIR	80,000	\$8,000
Total Shares		300,000	\$30,000

INCENTIVE TRIPS AND ACHIEVEMENT REWARDS

To the extent a Brand Partner performs under this Compensation Plan and is in Compliance with the Lorde + Belle Policies and Procedures, they may be eligible to earn incentive trips and other Achievement Rewards that are offered by Lorde + Belle, at Lorde + Belle's sole discretion. Incentive Trips or Achievement Rewards may not be deferred for future acceptance. No payment or credit will be given to those who cannot or choose not to attend Incentive Trips or to accept Achievement Bonuses or Awards. Although Lorde + Belle pays some or all of the costs of such Incentive Trips, the Brand Partner agrees to indemnify and hold harmless Lorde + Belle and its affiliates for any injuries sustained in connection with the trip by the Brand Partner and/or her or his guests. The Brand Partner cannot make claims upon, or rely upon, any insurance policy of Lorde + Belle to cover the costs and expenses of any injuries to the Brand Partner and/or their guests. Lorde + Belle may be required by law to include the fair market value of any Incentive Trips and Performance Bonus awards on the Internal Revenue Service (IRS) Form 1099 NEC (non-employee compensation) earning statement that is provided by Lorde + Belle to each U.S. Brand Partner who had earnings of more than \$600 in the previous calendar year or made purchases from Lorde + Belle during the previous year in excess of \$5,000. For more information on incentive trips and other Achievement Rewards, please visit the Terms and Conditions for each of these programs.

BEAUTY INSIDER PROGRAM

This free Loyalty Program will reward Customers for activating recurring orders known as Subscribe + Save as follows:

- 15% off Subscribe + Save orders
- 15% off ALL a la carte orders with \$100 or more in Subscribe + Save orders within same month
- FREE gifts after 2, 4, 6 months and every additional 2 months of Subscribe + Save orders of \$100 or more (e.g. Swag, L+B/RealHer Products, L+B test products). Orders do not have to be consecutive.
- Free ground shipping on product order subtotals of \$100 USD or greater
- Birthday Gift of \$15 Product Credit (which expire in 6 months if not redeemed)
- 60-day Money Back Guarantee

COMMISSION ADJUSTMENTS FOR RETURNED PRODUCT

When Product is returned for credit or refund, the Commission Period of the original purchase is used to determine the qualifications on that sale and to determine the amount of qualification and Commission adjustment for the returned Product. The adjustment to Commissions will be made for the Commission Period in which the Product was returned in for the Brand Partner who received qualifications, Commission and all Upline Brand Partners who received Commission on that sale.

DEFINITIONS

ADJUSTED ORGANIZATION QUALIFICATION VOLUME (AOQV): The sum of the Personal Qualification Volume of the Brand Partner and all of the Brand Partners in the downline of the Brand Partner, with the limitation that at most 60% of a rank's OQV requirement is counted from the largest leg of a Brand Partner's enrollment tree downline.

BEAUTY INSIDER: The name of a special type of customer who may participate in the Beauty Insider Program.

BONUS QUALIFIED: Bonus Qualified Brand Partners are eligible to earn upline compensation upon the BV of others, Rank Advancement Bonuses, Executive Bonus Pool and RevShare Bonuses. A Brand Partner is Bonus Qualified when they have met the following requirement:

- They have 100 or more in PQV in the current monthly commission period.
- This amount increases to 200 when the Paid-As Rank is Senior Influencer and above.

BONUS VOLUME (BV): Used to payout Unilevel Team Sales Commission and Infinity, Executive and RevShare Bonuses (with exception of kits, calculated at 73% of USD). BV is generated by:

1. Downline product sales
2. Downline product purchases
3. Downline Builder Kits

BRAND PARTNER (BP): A term for any person or entity who has completed the Brand Partner Agreement with the Company and fulfilled all requirements to participate within the career path. A Brand Partner is able to enroll fully purchased with Product Credit are not commissionable items and do not generate QV, SV, or BV. Items partially purchased with Product Credit will generate QV, SV, and BV proportionally on the portion that is not paid for with credits.

BUILDER QUALIFIED: A Brand Partner is Builder Qualified and eligible to earn Business Builder Bonuses once they are Bonus Qualified for the calendar month, plus the 4 commission weeks that follow (Sunday – Monday).

Example: Kate must be qualified or active in the same week that she adds a new Brand Partner, or she will not be qualified to receive the Business Builder Bonus for her new team member.

CUSTOMER: The name of a customer who purchases Company products and does not engage in building a business or retailing products. Receives 10% product discount on their initial order, full retail price thereafter. They have no annual enrollment fee.

DOWNLINE: A term used to describe the Brand Partners personally enrolled by a Brand Partner and all the Brand Partners enrolled by them, etc.

LEG: Includes a personally enrolled Brand Partner and all their enrollment tree downline Brand Partners. If a Brand Partner with two or more legs deactivates, their Sponsor will gain additional legs as a result of the Brand Partner's deactivation.

LEVEL: A positional relationship between Brand Partners.

NON-COMMISSIONABLE SALES: Sales aids, non-commissionable starter kits, samples, and items

ORGANIZATION: The Customers, Beauty Insiders, and Brand Partners placed below a particular Brand Partner.

ORGANIZATION QUALIFICATION VOLUME (OQV): The sum of the Personal Qualification Volume of the Brand Partner and all Brand Partners in the downline of the Brand Partner.

PAID-AS RANK: While a Brand Partner may have previously earned a rank, their Paid-As Rank is the highest rank for which a Brand Partner is qualified in a commission period. The paid-as rank may be the same as or lower than the Brand Partner's actual rank. All Brand Partners are paid based on their Paid- As Rank.

PAID-AS-RANK LEG: A leg that contains one or more Brand Partners with a certain Paid-As-Rank or above in the commission period. For example, a Paid-As Rank Executive Leg is a leg that contains a Brand Partner who has a Paid-As-Rank of Executive or higher.

PERSONAL QUALIFICATION VOLUME (PQV): The total of all Qualification Volume credited to a Brand Partner in a calendar month. Used for qualification purposes for Rank Advancements, Power Seller Thresholds, and Incentives (with exception of kits, is equal to USD). PQV volume may be generated by

1. orders placed with Lorde + Belle by the Brand Partner themselves and/or
2. by Customers and Beauty Insiders of a Brand Partner who are not Brand Partners themselves.
3. The PQV for your initial personal enrollment kit

PERSONAL SALES VOLUME (PSV): Used to payout Personal Sales Commission (calculated at 73% of Total Customer Sales) and are orders placed with Lorde + Belle by customers and/or Beauty Insiders of a Brand Partner who are not Brand Partners themselves.

QUALIFICATION VOLUME (QV): The basis upon which rank qualifications and activity requirements are measured. For each commissionable item, QV will be set up to equal the Brand Partner price in

USD. QV is used to measure Personal Qualification Volume, Power Start Personal Qualification Volume, Organization Qualification Volume, and Adjusted Organization Qualification Volume.

RANK: signifies the position attained in the Compensation Plan

SPONSOR: The term given to a Brand Partner who introduces the business opportunity to a new Brand Partner (immediate upline). The new Brand Partner is personally enrolled by their Sponsor.

TOTAL CUSTOMER SALES VOLUME (TCSV): Total USD amount generated from product sales to Retail Customers and Beauty Insiders.

UPLINE: A term referring to the Brand Partner or Brand Partners above a particular Brand Partner in a sponsorship line up to the Company. It is the line of Sponsors that links any particular Brand Partner to the Company.

VOLUME: Each transaction upon which commissions and/or bonuses are paid generates Qualification Volume, Sales Volume, Total Customer Sales Volume, and Bonus Volume.

Last Revised Date: January 6, 2023