



## LifeWise Marketing Plan

Cryptaur LifeWise Marketing Plan is a balanced system of rewards that includes the following types of income:

- Retail income
- Unilevel bonus
- Development bonus
- Infinity bonus
- Lux-Maker bonus
- Jump bonus

In addition to the rewards stipulated by the Marketing Plan, there is also a Loyalty Program in Cryptaur LifeWise.

The overall volume of rewards is 56% of LifeWise turnover in CV.

### CV (Commission Volume)

**CV** is a special turnover unit. All Marketing Plan conditions are set in terms of CV.

Each product has its own number of points – the CV base. Product CV base is the same in all countries, which makes it possible to unify Cryptaur's LifeWise Marketing Plan and offer the same marketing plan worldwide.

Each product's CV base is specified in the catalog of the LifeWise web-shop.

The CV base is used to calculate commissions rewards from LifeWise.

### Retail income

Your retail income is the difference between the wholesale price that you pay and the retail price paid by your end customers. A prosumer's minimum order is 71.25 CV.

### Development of one's own client network

LifeWise's main offer is its exemplary high-quality products that enjoy wide recognition from millions of customers worldwide.

While offering other people to improve their life quality and to join the ranks of those who share the LifeWise philosophy and its values, you can get an additional income or even turn your activities into your main source of income by building a network of your own. All depends on your personal goals.

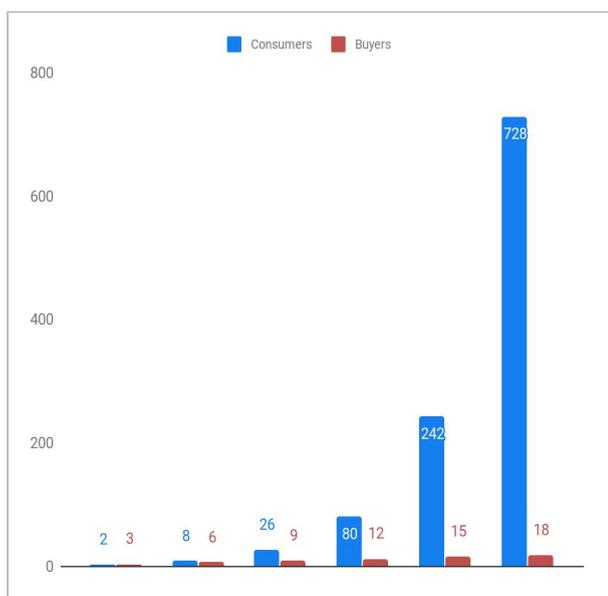
### Example

Let's have a look at the example below.

Imagine you recommend LifeWise products to 3 people each month and they become your customers.

You have 3 customers in the first month, 3 more customers in the second month (6 altogether) and 3 more customers in the third month (9 altogether), and so forth. Your monthly income is constant and equals the retail income from your sales of LifeWise products.

Another scenario is when each month you tell others about the possibility to become your business partner and thus invite not 3, but as few as 2 people to become prosumers. During the second month you also invite two further people whereas each of your 2 partners also invites 2 new people resulting in your organization having 8 people (4 at your first level and 4 at your second level).



During the third month you continue inviting people and your prosumers do the same: you invite 2 people, each of your 4 first-level prosumers invites 2 people, and each of the 4 people on your second level invites 2 people. Thus you will have 27 prosumers in your organization (6 at your first level, 12 at your second level and 8 at your third level). And so forth so that by the sixth month you will have 728 people in your organization! Amazing, isn't it!

This is how the team synergy principle works. However wide the circle of your personal contacts may be, it is still limited. But as you start working with a team—it's not just your contacts anymore,

it's the contacts of your whole organization! As your organization grows, so does the circle of your contacts, which in turn promotes further growth of your organization where the number of your contacts increases, and so forth.

As your team develops, LifeWise pays out a special reward that depends on the turnover of your team. This reward is known as commissions and is governed by the Marketing Plan.

In order to explain the Cryptaur LifeWise Marketing Plan, let's start with some definitions that we will be using along the way.

**Referrer** is the prosumer who invites other prosumers into his or her organization. Your referrer is the person who invited you into Cryptaur LifeWise. To those prosumers who were invited by you or your prosumers, you are the referrer and they are **your organization**.

Prosumers whom you invited personally are your **first line (1st level)**. Prosumers that were invited by your first line prosumers are your **second line (2nd level)** and so forth.

Organizations that stem from your first line prosumers are **the branches of your organization**.

Prosumer who invited you is your **first level referrer**. Prosumer who invited your referrer is your **second level referrer** and so forth. All your referrers comprise your **referral upline**.

## Definitions

**Personal Volume (PV)** is the sum of CV orders personally made by a prosumer.

**Personal Group Volume (PGV)** is the sum of Personal Volumes (including ones' own) of prosumers in an organization, excluding Personal Volumes of prosumers ranked Tutor and their organizations (see the description of prosumer ranks below).

**Group Volume (GV)** is the sum of PGVs of Tutors across all the organization of a prosumer, including that prosumer's PGV.

**GV in Six Levels (GV6)** is the sum of PGVs of Tutors in the first six levels of a prosumer's organization, including that prosumer's PGV.

## Cryptaur LifeWise Commissions Reward

The Marketing Plan consists of two parts:

Part I of the Marketing Plan:

- Unilevel Bonus
- Development Bonus
- Infinity Bonus

This part is the basis of the LifeWise Marketing Plan. It includes 3 bonuses whose total sum equals up to 56% of LifeWise turnover in CV. These bonuses are being awarded from the turnover of your organization.

Part II of the Marketing Plan is made of special bonuses that LifeWise pays on top of the 56%:

- Lux-Maker Bonus is a special bonus shared by the leaders qualified Mentor 2 LUX and above for the development of leadership structures within their organizations.
- Jump Bonus varies from 250 to 10 000 € and is paid to each eligible prosumer.

Commissions rewards are being paid to prosumers on a monthly basis to their wallets in CPTs.

Apart from the bonuses of the Marketing Plan, LifeWise also offers a special Loyalty Bonus Program that lets those prosumers who are constantly active get LifeWise products for free.

Your bonuses are closely tied to the development of your organization. By developing your organization you climb up the career ladder and open up new ways of earning an income.

Let us have a look at how your income grows while your organization develops.

## Prosumer

If you make an order in a given month but your order is worth less than 285 CV, you rank is Prosumer.

## Tutor

If the total of your orders in a given month is 285 CV or more (i.e. your Personal Volume is 285 CV or more), your rank becomes Tutor.

You can reach the rank of a Tutor not just by making personal orders. If your Personal Volume is 71.25 CV or more whereas your Personal Group Volume is 285 CV or more, you rank also becomes **Tutor**.

*By reaching the rank of a Tutor you get qualified for Part I of Cryptaur LifeWise Marketing Plan.*

A Tutor is entitled to the 5% Unilevel Bonus from the PGV of the Tutors in his or her first, second, third, fourth and fifth levels.

Besides, a Tutor is entitled to the 10% Development Bonus based on the PGV of the Tutors in his or her first level who reached this rank for the first time.<sup>1</sup>

## Mentor Qualification

If you are a Tutor while there are 3 or more Prosumers in your first line ranked Tutor and the sum of your first-level Tutors' PGV, including your own PGV, is 1710 CV (6\*285) or more, you attain the first qualification level of our Marketing Plan known as Mentor Qualification.

A Prosumer who qualifies as Mentor is entitled to receive:

1. Unilevel Bonus of 5% from their first- and second-level Tutors' PGV, 10 % from their third-, fourth-, fifth- and sixth-level Tutors' PGV.
2. 5% Development Bonus from the PGV of the Tutors who first reached this rank.

In addition to this, a Prosumer qualified as Mentor, also being a Tutor, is entitled to the Development Bonus that equals 10% from the PGV of the Tutors who first reached this rank.

## Dynamic Compression

Dynamic compression is the principle according to which commissions rewards are calculated and qualifications are determined. To calculate commissions and determine qualifications the so called Compression Tree is built. This is done like this:

- 1) all Prosumers in the rank of a Tutor are determined;
- 2) PV of Prosumers ranked lower than Tutor (i.e. prosumers as such) is included into PGV of the Tutor (this is how each Tutor's PGV is calculated);
- 3) Each Tutor (with his or her PGV) is "pulled up" to their upline referrer who is also a Tutor.

The resulting Compression Referral Tree is used to calculate levels and determine qualifications, as well as to award commissions in accordance with percentages and levels associated with a particular bonus.

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<sup>1</sup> As the PGV of the Tutors who first reached this rank is already used as the base for the Development Bonus reward (10%+5%+5%=20%), the Unilevel Bonus for their referrers from their PGV is only made of 5% from each level 5%\*6=30%).

## Unilevel Bonus Matrix

Level	Unilevel Bonus from prosumers PGV who first became Tutors		Unilevel Bonus from all PGV of all other prosumers ranked Tutors	
	Qualification		Qualification	
	Tutor	Mentor	Tutor	Mentor
1	5%	5%	5%	5%
2	5%	5%	5%	5%
3	5%	5%	5%	10%
4	5%	5%	5%	10%
5	5%	5%	5%	10%
6		5%		10%

### Mentor 1 Lux Qualification

If you are a prosumer qualified as Mentor, and two prosumers in your first line are also qualified as Mentors, and the turnover in the six levels of your organization, including your own order in a month is 6 000 CV, you reach the second qualification level of the Marketing Plan—**Mentor 1 LX (Mentor One Lux)**.

A prosumer qualified as a Mentor 1 LX, in addition to the Mentor's bonuses, is entitled to the Development Bonus of 5% from the PGV of the Tutors who first reached this rank.

Also, on top of the Mentor's bonuses, you are entitled to yet another bonus—the **Infinity Bonus**. This bonus equals 1% for a Mentor 1 LX and is paid from all the levels of your organization starting from the first level and all the way down to infinity.<sup>2</sup>

If you qualify as a Mentor 1 LX during the first two months after your registration in the system, you are entitled to yet another reward for your quick progress—the Jump Bonus. The Jump Bonus for a Mentor 1 LX is 250 €.

### Development of Your Organization

Your career progress within LifeWise does stop at this point. You can reach higher qualifications of Mentor 2 LX, Mentor 3 LX, Mentor 4 LX, Mentor 5 LX and also the qualification of a Rector, while increasing your Infinity Bonus to 2-3-4-5-6%.

LifeWise offers Jump Bonuses ranging from 1,000 to 10,000 € to those prosumers who are quickly progressing up the career ladder and reach qualifications from Mentor 2 LX to Rector.

You can participate in the distribution of a special Lux-Maker Bonus starting from the Mentor 2 LX qualification level.

<sup>2</sup> A Mentor's Infinity Bonus does not include the sum of the Infinity Bonuses of the Mentors down in his or her organization.

## Lux-Maker Bonus Distribution

The minimum requirement to participate in the Lux-Maker Bonus distribution:

1. to be qualified Mentor 2 LX or above;
2. to have at least one branch with a prosumer qualified Mentor 1 LX or above;
3. to have at least 3 novices in the first line with an incoming transfer of at least 50,000 CPT to the wallet of a novice.

The sum of the Lux-Maker Bonus is comprised of the proceeds from the percentage difference paid to prosumers ranked Tutors and those qualified Mentor from levels 3-5 of the organization.

Distribution of the Lux-Maker Bonus:

Lux-Maker Bonus is distributed among eligible prosumers as proportionate to their Lux-Maker Bonus points:

Award of the Lux-Maker Bonus points depends on the qualification of the leader and the number of leaders qualified 1 LX or above in his or her organization.

A leader's qualification has impact on:

- A. Number of generations of prosumers qualified Mentor 1 LX or above who participate in the award of points to the leader (generations count is predicated on the compression across prosumers qualified Mentor 1 LX or above).
- B. Maximum point that a leader can get from each prosumer qualified Mentor 1 LX or above in his or her organization.

Leader's Qualification	Number of generations in point award	Points for each Mentor 1 LX	Points for each Mentor 2 LX	Points for each Mentor 3 LX	Points for each Mentor 4 LX	Points for each Mentor 5 LX	Points for each Rector or above
Mentor 2 LX	2	1	2	2	2	2	2
Mentor 3 LX	3	1	2	3	3	3	3
Mentor 4 LX	4	1	2	3	4	4	4
Mentor 5 LX	5	1	2	3	4	5	5
Rector	6	1	2	3	4	5	6

Points are summed up.

The sum of the Lux-Maker Bonus is distributed among qualified prosumers proportionally to the number of points they got.

## Career Plan Matrix and Jump Bonus

Qualification	First Level Condition	GV6, CV	Branch Volume <sup>3</sup> , CV	Infinity Bonus	Qualification Condition	Jump Bonus, Number of months to close
Mentor 1 lx	2 Mentors	6000		1%	1 month	250€, 2 months
Mentor 2 lx	2 Mentors	23100	6000	2%	2 months	1 000€, 4 months
Mentor 3 lx	3 Mentors	43050	17400	3%	3 months	2 000€, 6 months
Mentor 4 lx	4 Mentors	68700	34500	4%	4 months	3 000€, 8 months
Mentor 5 lx	5 Mentors	114000	57000	5%	5 months	5 000€, 10 months
Rector	6 Mentors	171000	85500	6%	6 months	10 000€, 12 months

## Rector LX Matrix

Qualification	Number of Rectors at levels 1 to 3 in different branches	Number of Lux-Master Bonus shares	Qualification closing condition
Rector 1 LX	1	1	12 months
Rector 2 LX	2	2	12 months
Rector 3 LX	3	3	12 months
Rector 4 LX	4	4	12 months
Rector 5 LX	5	5	12 months
Guru	6	6	12 months

## Loyalty Program Conditions

Loyalty Program points are awarded to prosumers ranked Tutor and above.

Prosumers ranked Tutor get 5% of PV in CV in a month to their special virtual account called "Loyalty Program CV". If a prosumer does not have any orders in a given month, the Loyalty Program CV sum remains unchanged.

A prosumer can choose a gift for an accumulated sum within an order worth 71.25 CV and above. Prosumer is not obliged to use these Prize CV but can rather go on accumulating them.

Should a prosumer make no orders with CV>0 within 6 months, his or her Loyalty Program Prize CV sum shall expire.

<sup>3</sup> Branch Volume is a Prosumer's GV less maximum GV of his or her first-level Tutor.