

| Phase 1     | Phase 2     | Phase 3      | Phase 4      | Phase 5        | Phase 6        | Phase 7         | Phase 8         | Phase 9          | Phase 10         | Phase 11           | Phase 12           |                           |              |
|-------------|-------------|--------------|--------------|----------------|----------------|-----------------|-----------------|------------------|------------------|--------------------|--------------------|---------------------------|--------------|
| \$5         | \$5         | \$10         | \$10         | \$12           | \$12           | \$10            | \$12            | \$10             | \$12             | \$15               | \$15               | \$ / consumer / month     |              |
| 3           | 9           | 27           | 81           | 243            | 729            | 2187            | 6561            | 19683            | 59049            | 177147             | 531441             | potential consumers       |              |
| <b>\$15</b> | <b>\$45</b> | <b>\$270</b> | <b>\$810</b> | <b>\$2,916</b> | <b>\$8,748</b> | <b>\$21,870</b> | <b>\$78,732</b> | <b>\$196,830</b> | <b>\$708,588</b> | <b>\$2,657,205</b> | <b>\$7,971,615</b> | potential / phase / month |              |
| 1           | 1           | 2            | 3            | 6              | 6              | 9               | 9               | 12               | 12               | 15                 | 18                 | total sponsored           |              |
| <b>\$60</b> | <b>\$60</b> | <b>\$60</b>  | <b>\$60</b>  | \$120          | \$120          | \$180           | \$180           | \$240            | \$240            | \$300              | \$360              | autoship commitment       |              |
|             | BUILDER     |              |              | MASTER BUILDER |                |                 | MANAGER         |                  | GEN. MANAGER     |                    | DIRECTOR           | CEO                       | IBO category |