



# COMPENSATION PLAN 2024

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**EUROPE**

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## **WELCOME TO THE AMARE GLOBAL EUROPE COMPENSATION PLAN!**

The world is on the cusp of a complete paradigm shift around mental and physical wellness. As Amare, is proud to lead the mental wellness movement with our unique, clinically validated, and award-winning products that helps facilitate the pursuit of happiness.

Financial health has a tremendous impact on mental wellness, which can affect all areas of life. In fact, over 64% of Americans name money as a significant source of stress.

The good news is that Amare's Compensation Plan is one of the most competitive and innovative business models in the industry — we checked.

We've created lots of tools and resources to help support your Amare journey and we've made it simple.

Mental wellness is something we should all enjoy. With the help from you and the rest of the Amare community, Amare will reach our #MarchToAMillion goal of being in 1 million homes globally within five years.

# VOCABULARY & DEFINITIONS

Understanding a compensation plan starts with understanding the vocabulary used within it.

Acronym	Term	Definition
BP	Brand Partner	A person who enrolls with Amare and wants to share the products with other people. BP's are considered independent business owners. BP's have the opportunity to qualify to earn commissions and other rewards based on their efforts.* * Brand Partner meaning should be interpreted as described in the Amare Policies and Procedures.
C	Customer	A person who purchases Amare products without enrolling as a BP. Customers are not allowed to sponsor (build a downline) and do not receive commissions.
PV	Personal Volume	The total volume of a single BP from orders placed personally and by their personally enrolled Customers.
PTV	Personal Team Volume	Your PV plus the PV of your personally enrolled Customers and BP's. PTV is used for your Me and Three Bonus and Focus On Five Bonus qualification purposes only.
OV	Organizational Volume	The combined total of all of the PV from a BP and their entire downline.
CV	Commissionable Volume	The sales volume on which commissions to BP's are paid. Each product as a CV value that is not always equal to the Euro amount spent.
	Commission Active	A BP must maintain at least 100 PV to be considered active, and to earn commissions for that month. Otherwise they are considered inactive.
	Enroller*	When you sign someone up under you, you automatically become their enroller.
	Qualified	A BP is considered qualified if they meet the paid-as rank requirements for a particular Bonus or title.
	Eligible	A BP is considered eligible to receive a commission if they meet the career or rank title requirements for a particular payout.
	Rank	Your monthly rank is determined by your ability to achieve specific volume and structure requirements. Rank determines commission payouts.
	Sponsor*	The BP directly above another BP in the organization.*
	Leg	A new leg is added to your organization when you personally enroll a new BP. A BP has as many legs as they have first level BP's.



\*For more info, see full Amare Compensation Plan Terms and Conditions.



By sharing clinically-backed formulations, we can work to see that the health of the planet, farmers, and our Customers are all aligned for a better future.

# 7

## Ways

### to

## Earn

### 1. FAST START BONUSES

**First Order Bonus, Me & Three Bonus and Focus On 5 Bonus:** Brand Partners can earn up to 400 €+\* by introducing Amare products and retaining new Customers and Brand Partners. **That's close to 100% payout in commissions on your first 5 monthly enrollments!**

### 2. SOCIAL SELLING BONUS

**Personal Customer Bonus:** Earn and rank advance without building a team! Combined with our First Order and Unilevel Bonuses, you can **earn up to 38% - 48%<sup>1</sup>** (calculated based on CV) **in commission** by selling 9k+ Personal Customer Volume and even earn a spot on the annual international trip!

### 3. MINIMUM MONTHLY REWARD

At our early Mentor ranks you will earn a Minimum Monthly Reward starting at 640 € per month at the rank of Silver, and up to 1600 € a month at the rank of Platinum.<sup>2</sup>  
\*Must: Focus on 5

### 4. REWARDS & CASH PRIZES

**Rise & Reward & Road to Leader:** Earn cash prizes at every rank starting at Silver!<sup>3</sup>

### 5. VACATIONS OF A LIFETIME

**Path To Paradise:** Provides incentives to earn vacations, prizes and cash (deposited in your bank account) as you go.

### 6. CREATE A LEGACY

As you grow with Amare, get paid 10 levels deep. Our **Dual Compression System** ensures that all 35% of the Unilevel Volume is paid out to the Rank Title that is qualified to receive payments on each level where volume is present. Plus, earn an additional 1% with our **Go Forward Infinity Bonus!**

### 7. BONUS POOLS

Earn Bonus Pools at different ranks based on company revenue — up to 4% commissionable volume for Amare Global Europe.

<sup>1</sup>Qualify with a range of 38-48% (calculated based on CV) for generating 9k+ in Personal Customer Volume to Brand Partners and/or Customers. <sup>2</sup>To qualify and maintain the Minimum Monthly Reward, Brand Partners must maintain their rank by meeting the rank requirements. <sup>3</sup>See Amare's Rise & Reward & Road to Leader Terms and conditions to qualify. \*Earnings are hypothetically offered and are based on a perfect world scenario to show how the Compensation Plan works and are NOT earning representations or guarantees. Actual income require hard work and skills that the Brand Partner devotes to his/her business. A solid customer foundation is an integral part of the Brand Partner success. For more details, please check our Income Disclosure Statement at amare.com.

# AMARE COMMISSIONS OVERVIEW

				Mentor Ranks			Leader Ranks			Global Ambassador Ranks				
	Brand Partner	Brand Builder	Bronze	Silver	Gold	Platinum	Leader	Senior Leader	Executive Leader	Diamond	1 Star Diamond	2 Star Diamond	3 Star Diamond	Presidential Diamond
<b>Rise &amp; Reward &amp; Road to Leader</b> <i>(Prize Value)</i>				400 €	800 €	1.600 €	2.400 €	4.000 €	6.000 €	8.000 €	10.000 €	12.400 €	14.000 €	16.000 €
<b>Minimum Monthly Reward</b>				640 €	1.200 €	1.600 €								
<b>Free Product Rewards**</b>		60 €	160 €	160 €	160 €	160 €	160 €	160 €	160 €	160 €	160 €	160 €	160 €	160 €
<b>PV</b>	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>OV</b> <i>(Placement Tree)</i>		1.000	3.000	5.000	10.000	15.000	25.000	50.000	75.000	125.000	250.000	500.000	750.000	1.000.0000
<b>Volume Outside Largest Leg</b> <i>(Placement Tree)</i>			600	1.500	3.000	4.500	7.500	15.000	22.500	37.500	75.000	150.000	225.000	300.000
<b>Leg Requirement</b> <i>(Enrollment Tree)</i>		1 Brand Partner	2 Brand Builders	3 Brand Builders	3 Brand Builders	3 Brand Builders	3 Bronze	3 Bronze	3 Silver	4 Silver	4 Silver	4 Silver	4 Silver	4 Silver
<b>Level 1</b>	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
<b>Level 2</b>		5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
<b>Level 3</b>			5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
<b>Level 4</b>				5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
<b>Level 5</b>					4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
<b>Level 6</b>						4%	4%	4%	4%	4%	4%	4%	4%	4%
<b>Level 7</b>							3%	3%	3%	3%	3%	3%	3%	3%
<b>Level 8</b>										1%	1%	2%	2%	2%
<b>Level 9</b>											1%	1%	1%	1%
<b>Level 10</b>												1%	1%	1%
<b>Mentor Pool</b> <i>(2% of CV)</i>				1	3	5								
<b>Leader Pool</b> <i>(2% of CV)</i>							2	3	5	7	9	11	13	15
<b>Global Ambassador Pool</b> <i>(4% of CV)</i>										1	2	3	4	5

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\*\*Free Product Reward is valid only for one time as a rank advancement when you hit the new rank.

# DUAL COMPRESSION SYSTEM

Combining the best of Standard Compression and Dynamic Compression, Amare's Dual Compression System not only compresses non-qualified, inactive Brand Partners but also compresses people who don't qualify for a specific level of commission payout allowing you to be paid deeper in your organization.

## Standard Compression

When someone is not qualified (100 PV) to receive payment the downline compresses before paying out. 10 Levels is the LIMIT for potential pay.

## Dynamic Compression

Ensures that all 35% of the Unilevel Volume is paid out to the upline RANK TITLE that is qualified to receive payments on each level where Volume is present!



# BRAND PARTNER FIRST ORDER BONUS FOR NEW ENROLLMENTS

Level	Percent Commission
Enroller	20,0%
Silver	1,0%
Gold	1,0%
Platinum	1,5%
Leader	2,5%
Senior Leader	2,0%
Executive Leader	2,0%
Diamond	1,0%
One Star Diamond	1,0%
Two Star Diamond	1,0%
Three Star Diamond	1,0%
Presidential Diamond	1,0%

# CUSTOMER FIRST ORDER BONUS

Generous Bonuses designed to help you earn income quickly.

In order to get your business thriving right away, Amare’s First Order Bonus is designed to help you earn income quickly. As you introduce new Customers and Brand Partners to Amare products, you will be rewarded with generous Bonuses on their first commissionable volume order.

The First Order Bonus is paid weekly to the new Brand Partner’s first and second level upline Enrollers. The first upline level Enroller receives 30%, the second level upline Enroller receives 5%\*.

Level	Percent Commission
Level 1	30%
Level 2	5%

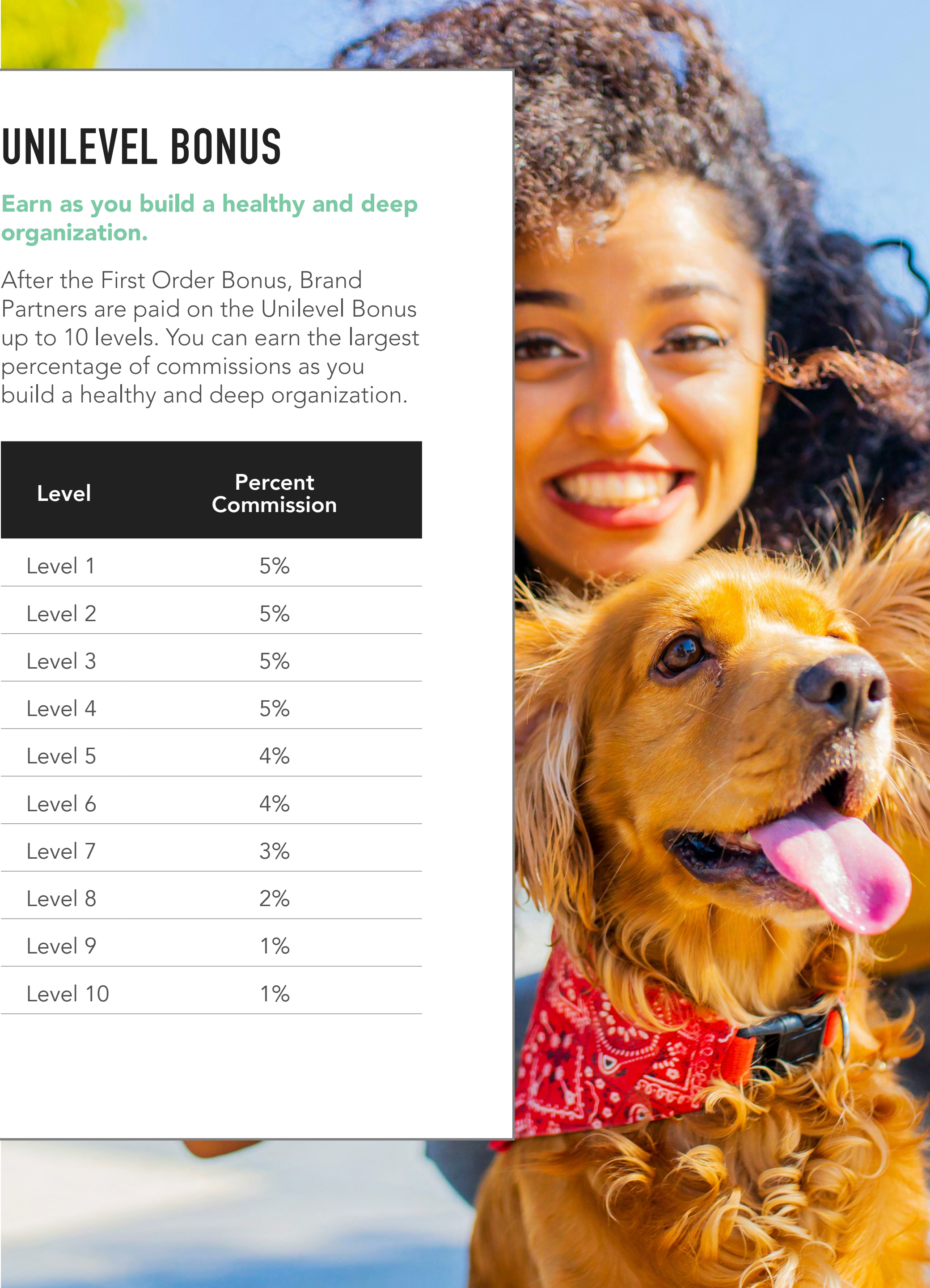
\*First Order Bonus (FOB) does not pay on upgrade orders\*

# UNILEVEL BONUS

Earn as you build a healthy and deep organization.

After the First Order Bonus, Brand Partners are paid on the Unilevel Bonus up to 10 levels. You can earn the largest percentage of commissions as you build a healthy and deep organization.

Level	Percent Commission
Level 1	5%
Level 2	5%
Level 3	5%
Level 4	5%
Level 5	4%
Level 6	4%
Level 7	3%
Level 8	2%
Level 9	1%
Level 10	1%



\*The Rank stated are not necessarily representative of the typical income or profit, if any, that a Brand Partner can or will earn through his or her participation in the Amare Compensation Plan. The success of a Brand Partner will depend on personal efforts, including, but not limited to, skill and time invested in developing the business. Amare does not guarantee any level of income or success

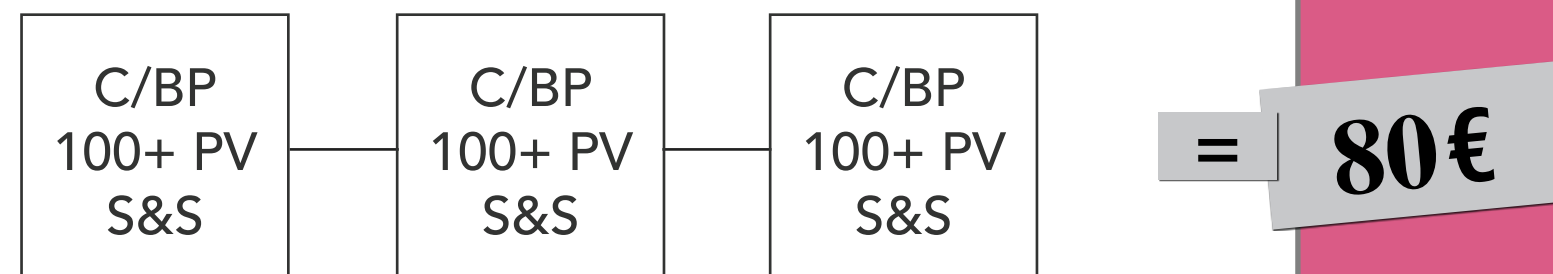


## ME & THREE BONUS

Helps you pay for your own product, then earn additional income.

The Me & Three Bonus is paid monthly and is built around our primary method of operation – You earn a 80 € Bonus when you personally introduce products and enroll three Customers or Brand Partners who purchase on Subscribe & Save with at least 100 PV that month. Then you will earn an ADDITIONAL 200 € Bonus when you have three people on your team that earn their own Me & Three Bonus.

### ENROLL 3 (with 600 PTV)



#### Personal Retention Bonus

Maintain three Customers or Brand Partners with 100+PV on S&S and 600 PTV and earn 40 € Bonus (if you don't earn the personal enrollment Bonus)

= 40€

#### Team Group Bonus

Earn an ADDITIONAL 200 € Bonus when you have three people on your team that earn their own Me & Three Bonus.

= 200€

\*600PTV includes personal purchases, personal customer purchases and personal enrollments.

## FOCUS ON 5 BONUS

Just share Amare with 5 people!

Introduce products and enroll a total of 5 new Customers or Brand Partners with at least 100 PV Subscribe & Save order with 600 PTV by the end of the month and earn an extra 400 € or more (First Order Bonus 80 € (20% x 500PV), Me & Three Bonus 80 € and Focus on 5 Bonus 240 € = 400+ €)

\* For Customers/ First Order Bonus 120 € (30% \* 500 PV)

### ENROLL 1

BP's or Customer by the 15th with at least 100 PV S&S order and **earn a product credit**

### ENROLL 2

BP's or Customers with at least 100 PV S&S order and **earn your 80 € Me & Three Bonus**

+

### ENROLL 2

(TOTAL MUST BE 600 PTV\*)

BP's or Customers with at least 100 PV S&S order and **earn 80 € First Order Bonus\*** plus your **240 € Focus on 5 Bonus.**

\*PTV includes personal purchases, personal customer purchases and personal enrollments.

= 400+€

Fast

Start

Bonuses



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# PERSONAL CUSTOMER BONUS

When the volume of your personally enrolled Customers reaches certain amounts, you are paid between **5%-48%** in Customer Volume Bonuses.\*

Personal Customer Bonus For First Order Bonus Orders

Volume	First Order Bonus	Customer Bonus	Total Payout
1 - 499	30%		30%
500 - 999	30%		30%
1.000 - 1.999	30%		30%
2.000 - 2.999	30%		30%
3.000 - 4.999	30%	5%	35%
5.000 - 6.999	30%	8%	38%
7.000 - 8.999	30%	11%	41%
9.000+	30%	18%	48%

Personal Customer Bonus For Unilevel Orders

Volume	Unilevel Bonus	Customer Bonus	Total Payout
1 - 499	5%		5%
500 - 999	5%	5%	10%
1.000 - 1.999	5%	10%	15%
2.000 - 2.999	5%	15%	20%
3.000 - 4.999	5%	20%	25%
5.000 - 6.999	5%	23%	28%
7.000 - 8.999	5%	26%	31%
9.000+	5%	33%	38%

**Earn**  
up to **48%\***

**\*Based on CV**

### Amare Refer-A-Friend Program:

Reward yourself and your friends through our referral program. Share your special link to give them 8 € off their first order.

Encourage your Customers to participate in our referral program so they can win as well. Not only does your Customer get rewarded but this new referred Customer now counts towards your personally enrolled volume for commissions.

**\*Please check your backoffice "Refer A Friend" Write up for details.**



## SUBSCRIBE & SAVE REWARDS

**Consistency is KEY - more consistent = more rewards!**

As you order Amare products through the Subscribe & Save program, not only do you save on those purchases, but you'll also earn Rewards Points (SSR Points) that can be redeemed to purchase additional Amare products.\*

The best part? The longer you participate, the more Points you'll earn! You can also earn 100% of your order shipping amount paid as SSR Points!

Months	Points Earned
0-4 Months	10% of Order
5-8 Months	15% of Order
9-12 Months	20% of Order
13+ Months	25% of Order

**SSR Example:** Stacey has ordered consistently for 13+ months and achieved the 25% SSR level. She places a 200 € (net, without VAT) S&S order and earns 62,5 SSR Points (1 Euro = 1,25 Points). Stacey plans to use the SSR points to send out a FREE Product with a maximum SSR point value of 62,5.

\*A redemption fee (8 € net, without VAT) is applied for each 100 SSR Points redeemed. For more info, see full terms and conditions.

\*1 Point = 0,80 € net, without VAT

\* Participation in the Subscribe and Save Program is optional and subject to the Save and Subscribe Terms and Conditions. Save and Subscribe will not be responsible for any qualifications, Bonuses, or commissions that are missed as a result of declined payments. Please visit [amare.com](https://www.amare.com) for more information.

## MINIMUM MONTHLY REWARD

**Earn Bonus SSR Points and MORE each month!**

Get money and product credits in your pocket quicker! All new and existing Brand Partners can participate! Advance to the ranks of Bronze and above and start earning these additional reward points and a minimum monthly reward for up to 6 months!

### How to Participate:

1. Rank Advance to Brand Builder through Platinum, and earn SSR points!
2. Rank Advance to Silver, Gold or Platinum plus earn your Focus on Five and earn your MMR Bonus for your first time. This will be month one (1) of MMR qualifications.
3. Maintain your Silver, Gold, or Platinum qualification and continue earning your Me and Three Personal Bonus or Personal Retention Bonus and earn your MMR Bonus for an additional five (5) consecutive months.
4. This Bonus will pay you up to six (6) consecutive monthly periods.

Rank	Rewards
Brand Builder	75 SSR Points
Bronze	200 SSR Points
Silver	200 SSR Points and 640 € Minimum Monthly Reward
Gold	200 SSR Points and 1.200 € Minimum Monthly Reward
Platinum	200 SSR Points and 1.600 € Minimum Monthly Reward

\*Participant must rank advance to earn the rank based SSR points.

\*\*For more info, please check your BackOffice.





# PATH<sup>to</sup> PARADISE

Path to Paradise is a rewards program created to celebrate your efforts in helping others and sharing the love with Amare!

On your Path to Paradise, you'll earn points and rewards when you introduce products and enroll Customers and Brand Partners and for hitting and maintaining certain Ranks — all while you help others be mentally, physically, and financially well.

**The ultimate reward? A free trip to paradise to celebrate your success and enjoy time with other like minded, passionate individuals. We can't wait to see you there!**

[Learn More About Path to Paradise](#)

\*Please check your BackOffice.

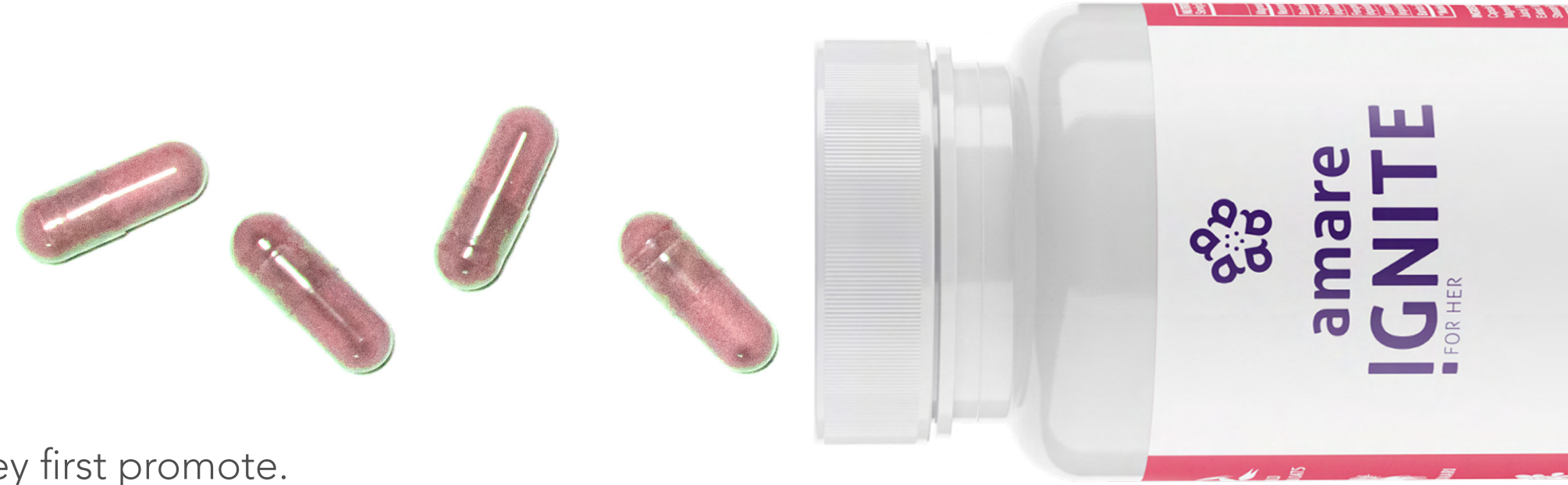
\*Participation in incentive trips and other sales promotions are not typical or guaranteed. Qualification requires hard work, skill and meeting specific sales targets. Most people do not qualify. Most people join only to purchase amazing products for personal use and earn little or no income. To see what's possible, check our Income Disclosure Statement at: [amare.com](http://amare.com).

# MENTOR, LEADER, & GLOBAL AMBASSADOR BONUS POOLS

In true partnership, Amare believes in sharing in the success of the company revenues with those Mentors, Leaders and Global Ambassadors who truly share in our mission. The Revenue Bonus Pools are earned and paid each month to Silver ranks and above. They collectively represent eight percent of the Company Commissionable Volume—the Mentor Pool (2%), the Leader Pool (2%), and the Global Ambassador Pool (4%). A Brand Partner qualifies to earn one or more shares from these pools, paid pro rata, each month that they meet the rank requirements

	Mentor Bonus Pools		
	Silver	Gold	Platinum
# of Shares	1	3	5
Extra Shares*	1+	1+	1+

**2%** of Amare Global Europe  
**CV**



\*Earn a one-time additional share for each new Brand Builder you introduce products and personally enroll in the month they first promote.

	Leader Bonus Pools							
	Leader	Senior Leader	Executive Leader	Diamond	1 Star Diamond	2 Star Diamond	3 Star Diamond	Presidential Diamond
# of Shares	2	3	5	7	9	11	13	15
Extra Shares*	1+	1+	1+	1+	1+	1+	1+	1+

**2%** of Amare Global Europe  
**CV**

\*Earn a one-time share for each new Silver you introduce products and personally enroll in the month they first promote.

	Global Ambassador Bonus Pools				
	Diamond	1 Star Diamond	2 Star Diamond	3 Star Diamond	Presidential Diamond
# of Shares	1	2	3	4	5
Extra Shares*	1+	1+	1+	1+	1+

**4%** of Amare Global Europe  
**CV**

\*Earn a one-time additional share for each new Gold you introduce products and personally enroll in the month they first promote.

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## **A MILLION STARTS WITH ONE.**

Global mental wellness is a economy with no sign of slowing down.

There is something special about the timing of all this. The business, the science, and the growing societal need for mental wellness have aligned in a rare and remarkable way. And now you can see how Amare's compensation plan is unique and competitive. It makes sharing Amare rewarding for those you help—and you—with Bonuses that make your business simple from day one and programs that reward and delight.

By linking arms with our Brand Partners, this community will unquestionably make a difference around the world, and the rewards will be much greater than compensation alone.

We're poised for exponential growth and new market expansion to bring the benefits of Amare to more people all over the world. With your help we can bring mental wellness and Amare to a million homes in five years with our #MarchToAMillion goal.

A million starts with one. **A MILLION STARTS WITH YOU.** 

## **FOR MORE**

Please check the Amare Compensation Plan Terms and Conditions in your BackOffice.