

# **Path to Paradise „Embrace Your Light in Iceland“ – Europe**

## Path to Paradise program 2024/2025

Path to Paradise is a rewards program created to celebrate your efforts in helping others and sharing the love with Amare products! On your Path to Paradise, you will earn points and rewards for sharing Amare products with your Customers and Brand Partners and for hitting and maintaining certain Ranks outlined in Amare Compensation Plan—all while you help others on their journey of mental, physical, and financial wellness. This exclusive incentive trip "Embrace Your Light in Iceland" is planned for the top achievers from European Amare markets and from Amare Türkiye.

## Path to Paradise - Incentive trip promotion Terms & Conditions

These Terms and Conditions (hereinafter "Terms and Conditions" and/or "Agreement") govern the PATH TO PARADISE INCENTIVE TRIP PROGRAM (hereinafter the "Promotion"). The Promotion is administered by Amare Global Europe AB, its affiliates, or subsidiaries doing business in Europe, ("Amare", or "Amare Global", or the "Company"). Participation in the Promotion subjects the Participant to the terms and conditions hereof.

### 1. Eligibility and qualification period

The Promotion is only applicable in fully integrated European markets as specified by Amare, for Amare Brand Partners in good standing (hereinafter "Participant"). The list of integrated markets can be found at amare.com. Separate terms and conditions apply for non-integrated markets. By participating in the Promotion, the Participant fully and unconditionally agrees to accept the Terms and Conditions contained herein, which are final and binding. VOID WHERE PROHIBITED BY LAW.

The Promotion commences on July 1, 2024, 00:00:01 CET and terminates June 30, 2025, 23:59:59 CET (hereinafter referred to as the "Qualification Period").

Participants who qualify under the terms herein are eligible to participate in the Promotion. The Rewards (as outlined below) (the "Rewards" include both "Primary Reward" and "Additional Reward" set forth below) based on their accumulation of Trip Points (the "Points") earned through specified actions (as set forth below) within the Qualification Period.

### 2. Definitions

**Trip Points** are awarded SOLELY WITHIN MARKETS THAT OPERATE UNDER THE SAME COMPENSATION PLAN. This means that if a Participant completes one or more of the actions included in Section III. PARTICIPATION AND POINTS with a Brand Partner residing in a market operating under a different Compensation Plan than the Participant's market, the trip points will not be calculated or assigned.

For instance, if a Participant is based in a fully integrated market (operating under the Amare Compensation Plan) and completes one or more of the actions included in Section III. PARTICIPATION AND POINTS in a non-integrated market (operating under the Kyani Compensation Plan), those Trip Points will not be calculated. Trip Points can only be earned and accumulated in the same market operating under an identical Compensation Plan.

**Career Rank** is the highest Paid Rank achieved by Participant for their account as defined in the Amare Compensation Plan. A Brand Partner achieves a new Career Rank by achieving the Paid as Rank requirements for a rank which they have never achieved.

**Paid Rank** is defined as the Rank that the Participant qualifies for in the Monthly Bonus Period as defined below and in the Amare Compensation Plan. Ranks are determined by participants' ability to achieve specific volume and structure requirements as found within the Amare Compensation Plan.

**Enrollment Start Date** is defined as date the Participant enrolls or upgrades their account to a Brand Partner and completes an order containing the Brand Partner Business License.

**Monthly Bonus Period** is defined as a Commission Period that occurs from the first day of the month to the last day of the month.

**Personal Value (PV)** is defined as a value assigned to AMARE products and used within the AMARE compensation plan.

### 3. Participation and points

Participants can earn trip points by completing the following actions.

Action	Points
<p>During the Qualification Period, personally introduce New Customer(s) or Brand Partner(s). Points will be awarded for the first three (3) orders placed and fulfilled during the Qualification Period for each qualifying account: *</p>	<p>Points awarded based on PV of each qualifying order:</p> <ul style="list-style-type: none"> <li>• 1–99 PV = 1 Trip Point</li> <li>• 100–199 PV = 5 Trip Points</li> <li>• 200–299 PV = 10 Trip Points</li> <li>• 300–399 PV = 15 Trip Points</li> <li>• 400+ PV = 20 Trip Points</li> </ul>
<p>Double Points during a Participants first 31 Days from the Brand Partners start date.</p>	<p>Active during the first 31 days of Participant joining AMARE. Earn Double Trip Points on all qualifying new Customers’ or Brand Partners’ initial qualifying purchase. Does not double points earned from any other point earning actions.</p>
<p>Participant achieves a new Career Rank advancement; first time rank is achieved:</p>	<ul style="list-style-type: none"> <li>• Bronze = 50 Trip Points</li> <li>• Silver = 75 Trip Points</li> <li>• Gold = 125 Trip Points</li> <li>• Platinum = 150 Trip Points</li> <li>• Leader = 250 Trip Points</li> <li>• Senior Leader = 350 Trip Points</li> <li>• Executive Leader = 450 Trip Points</li> <li>• Diamond = 500 Trip Points</li> </ul>
<p>Personal Enrollment of the Participant achieves a new Career Rank; first time rank is achieved:</p>	<ul style="list-style-type: none"> <li>• Bronze = 25 Trip Points</li> <li>• Silver = 35 Trip Points</li> <li>• Gold = 60 Trip Points</li> <li>• Platinum = 75 Trip Points</li> <li>• Leader = 100 Trip Points</li> <li>• Senior Leader = 150 Trip Points</li> <li>• Executive Leader = 175 Trip Points</li> <li>• Diamond = 250 Trip Points</li> </ul>
<p>Participant personally enrolls within qualification period with the following packs receive bonus points: **</p>	<p><u>Main European Packs (available in many European markets):</u></p> <ul style="list-style-type: none"> <li>• Happy Lifestyle Pack Basic – 25 Trip Points</li> <li>• Happy Lifestyle Pack Pro – 75 Trip Points</li> <li>• Triangle Marketing Pack – 75 Trip Points</li> </ul> <p><u>Other Packs (available in some European markets):</u></p> <ul style="list-style-type: none"> <li>• Special Marketing Pack (Czech Rep.) – 25 Trip Points</li> <li>• Special Marketing Pack (France) – 75 Trip Points</li> <li>• Momentum Pack (Germany / Austria / Switzerland / Liechtenstein) – 75 Trip Points</li> </ul>

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Participants may earn additional points for achieving paid as ranks of Global Ambassador Ranks. May earn up to an additional 500 Points total. Achieving a higher rank will result in earning the point difference between the prior rank and newly achieved rank.	<ul style="list-style-type: none"> <li>• Diamond = 300 Trip Points</li> <li>• 1 Star Diamond = 350 Trip Points</li> <li>• 2 Star Diamond = 400 Trip Points</li> <li>• 3 Star Diamond = 450 Trip Points</li> <li>• Presidential Diamond = 500 Trip Points</li> </ul>
Participants who achieve new Career Rank of 3 Star Diamond or Presidential Diamond during the promotion period:	Incentive Trip qualification for 1 person
Participants who achieve the Paid-as Rank of Presidential Diamond for 6 out of 12 months during the promotion period:	Incentive Trip qualification for 1 person

\*Orders which have Points associated with them that are returned or refunded will have Points removed or recalculated depending on product returned.

\*\*Trip Points from purchasing a Launch / Starter Pack can only be earned once per account. Packs can only be upgraded within the first 60 days of a new or upgraded Brand Partner account. Brand Partner and Enroller will receive the difference between the original and upgraded pack.

No more than the first three (3) orders per Brand Partner or Customer will generate Points. Brand Partner or Customers assigned to Participant by Amare do not qualify for Points on orders generated before assignment. Participant must be Commission Active with 100 PV in the month that they earn Points through the Qualification Period. Points are awarded upon AMARE’S acceptance of the Monthly Commission Period and assigned to the Participant assigned as the Enroller of the Brand Partner or Customer. If a Brand Partner or Customer is moved to another Enroller, that new Enroller will begin to receive Points for future orders only. Prior points earned and accepted during the Monthly Commission run will remain with the previous Enroller before the move. Points generated in prior Incentive Trip Promotions cannot be applied to this current Promotion.

## 4. Rewards

Redemption Amount		Rewards*
1.800 Trip Points	Step 1	*Trip for one and up to EUR 750 airfare support /reward. The reward trip is limited to max. 50 attendees total from the participating European Amare markets (integrated and non-integrated). Top achievers (and with that the number of attendees) are determined by total points accumulated during the promotion period.

2.200 Trip Points	Step 2	Trip for two and up to EUR 1.500 airfare support/reward. The reward trip is limited to max. 50 attendees total from the participating European Amare markets (integrated and non-integrated). Top achievers (and with that the number of attendees) are determined by total points accumulated during the promotion period.
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Participants who qualify and achieve the promotion requirements may receive the Rewards as stated above. Participants must accumulate at least 1.800 Trip Points to be eligible for the reward (Step 1) or fulfill the qualification “New Career Rank 3 Star Diamond or Presidential Diamond” or “Paid-as Presidential Diamond in at least 6 out of 12 months”.

Promotion Rewards are limited and based upon a participant's total Trip Points earned during the Promotion. The incentive trip for Amare European markets (both integrated and non-integrated) is limited for 50 attendees in total.

In the event where there are more Brand Partners who are eligible to qualify, only the top achievers will attend the trip. Example given, this might be the top 25 qualifiers with at least 2.200 Trip Points (=25x 2 persons = 50 attendees in total) or a mix of Step 1 and Step 2 achievers. New Career Rank 3 Star Diamond or Presidential Diamond” and “Paid as Presidential Diamond for at least 6 out of 12 months” achievers will be prioritized.

Brand Partners who achieve the minimum Trip Point amount of at least 1.800 but do not belong to the top achievers will receive an alternative reward determined by their local market\*\*.

\*The rooms designated for the trip are intended for double occupancy. Due to the limited capacity of hotels, participants will share a double room. Only Step 2 Reward (at least 2.200 Trip Points) top achievers will share the room with their registered guest / partner.

\*\* Participants who qualify for the trip but cannot attend due to the limited space of the exclusive incentive trip will receive a complimentary set of all Amare Global Europe AB products. The promotion period will end on June 30, 2025, at 23:59 CET. The top achievers will be ranked from highest to lowest based on their score / amount of Trip Points or other qualification criteria's regardless of when they achieve at least 1.800 Trip Points during the promotion.

## 5. General terms & conditions

- a. The trip will take place in September 2025.
- b. To qualify the Participant must:
  1. be an active AMARE Brand Partner in good standing.
  2. achieve a Paid-as Rank of Brand Builder or above in June 2025.
  3. be 18 years of age or older.
  4. properly register in advance.
- c. The PROMOTION's end date is June 30, 2025. All qualifications must be completed before June 30, 2025, to be eligible for Trip Points accumulation. Registration will be posted after the Promotion end date.
- d. At any time, AMARE retains the right to disqualify a Participant for what AMARE views as disreputable or adverse behavior including violation of AMARE's Brand Partner Agreement.
- e. Participants and any guests bear the sole responsibility for obtaining their individual passport and entrance visas and any health requirements. Failure to meet passport and visa requirements may disqualify the Participant from participation in the Promotion and is not entitled to compensation.
- f. In no event shall AMARE be responsible for any costs or expenses associated with a disqualified Participant or guest or Participant or guest who does not attend the AMARE Path to Paradise Incentive Trip.
- g. If a Participant is unable to attend the AMARE Path to Paradise Incentive Trip, participation may not be deferred to a subsequent promotion. AMARE will not compensate in cash or kind to a Participant unable to attend the AMARE Path to Paradise Incentive Trip for any reason.
- h. Participant is responsible for any expenses (except as provided herein) for attendance at the AMARE Path to Paradise Incentive Trip. This includes any excursions, events, or activities while on shore or additional activities while on board not covered by Amare. Participants and guests must pay any additional travel expenses

- associated with the Incentive Trip. Amare is not responsible for any incidental charges, or any other fees charged or incurred, if any due to any action from a Participant.
- i. If an order upon which a Participant relied to earn points toward a Reward hereunder is cancelled or returned, any Reward earned or received will be rescinded and, if previously received, must be returned by the Participant or AMARE may deduct the amount of any such Reward from the Participant's future commission check(s) or recoup such amount by any other lawful means.
  - j. AMARE may partner with 3rd party vendors to fulfill the Rewards of this Promotion.
  - k. A valid credit card may be required at the time of check-in.
  - l. The option to pay for and bring any extra guests might be available on a first-come-first-serve priority as disclosed above. Every effort will be made to honor these requests.
  - m. All Participants and guests are subject to the rules and policies of the location host Amare has partnered with.
  - n. Travel (e.g. flights, on ground transportation) must be booked and paid for solely by the Participant. Participant must submit Travel information to AMARE for Airfare Rewards. Reimbursements will take place upon conclusion of the Incentive Trip.
  - o. In the event that trip Reward is earned and a registered Participant or any registered guest of Participant does not attend the AMARE Incentive Trip, any Reward earned or received will be rescinded and, if previously received, must be returned by the Participant or AMARE may, in its sole discretion, deduct the cost of any such Reward reserved in their name from the Participant's commission check(s) or recoup such amount by any other lawful means.
  - p. All dates and fees within this Promotion are subject to change without notice.
  - q. The value of Reward(s) may be considered taxable income to the Participants, and all taxes are the sole responsibility of the Participants who receive them.
  - r. Participants who wish to cancel after cancellation deadlines are responsible for all associated fees incurred due to the cancellation.
  - s. This Promotion is only valid through the amare.com website

## 6. General disclosures

Any undefined terms herein shall be understood and construed as set forth and used in the AMARE's current Policies and Procedures and Compensation Plan.

AMARE reserves the right to withhold or deny any or all Rewards based upon Participant's noncompliance with the Policies and Procedures or terms of the Promotion.

AMARE retains the right to disqualify a Participant at any time for what AMARE views, in its sole discretion, as disreputable or adverse behavior.

Rewards may only be achieved through the sales/purchases of products as outlined in the Compensation Plan and in Amare Policies and Procedures, and not for pure recruitment of Brand Partners.

The Participant is subject to AMARE's Policies and Procedures and is also subject to the Brand Partner/Customer Application Agreement Terms and Conditions.

BY PARTICIPATING IN THE PROMOTION, PARTICIPANT AGREES TO RELEASE AND HOLD HARMLESS AMARE AND ITS OFFICERS, DIRECTORS, EMPLOYEES, AFFILIATED COMPANIES AND AGENTS (COLLECTIVELY THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF PARTICIPATION IN THE PROMOTION INCLUDING BUT NOT LIMITED TO:

- a. UNAUTHORIZED HUMAN INTERVENTION IN THE PROMOTION;
- b. TECHNICAL ERRORS RELATED TO COMPUTERS, SERVERS, PROVIDERS OR TELEPHONE OR NETWORK LINES;
- c. PRINTING ERRORS;
- d. ERRORS IN THE ADMINISTRATION OF THE PROMOTION;
- e. INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM PARTICIPANT'S OR GUESTS' PARTICIPATION IN THE PROMOTION AND ANY ASSOCIATED EVENTS. PARTICIPANT FURTHER AGREES THAT IN ANY CAUSE OF ACTION, THE RELEASED PARTIES' LIABILITY SHALL BE LIMITED TO THE COST OF PARTICIPATING IN THE PROMOTION, AND IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE FOR ATTORNEYS FEES AND PARTICIPANT WAIVES THE

**RIGHT TO CLAIM ANY FURTHER DAMAGES, INCLUDING, BUT NOT LIMITED TO, PUNITIVE, CONSEQUENTIAL, DIRECT OR INDIRECT DAMAGES.**

This Agreement shall be governed by the laws of Sweden, regardless of conflict of law principles. In the event of any controversy between Amare and Amare’s Business Partners requires either party to file legal action to interpret or enforce the terms of this Agreement, such action may be brought in the courts of Sweden. In case of disputes, Amare and the Business Partner may engage in alternative dispute resolution methods such as mediation or arbitration, prior to any legal action. Amare reserves the right to terminate or modify the terms of these Terms & Conditions. Notification of any such changes will be communicated to Participants through being posted on the designated website and where these Terms & Conditions are available. All changes will become effective immediately upon their posting on the website, unless otherwise specified. In cases where changes significantly affect the nature of the promotion, a transition period will be provided to allow Participants adequate time to adjust their plans.

The Participant gives the Company permission to utilize their name, photo, personal narrative, and/ or image in promotional or advertising materials related to the Company’s operations, foregoing any right to compensation for such usage. Should a Participant prefer to opt-out of being featured in Amare Global’s sales and marketing content, they are required to submit a formal request to the Amare Global Compliance Department. If any provision of these Terms & Conditions is found to be invalid or unenforceable, the remaining provisions will continue in full force and effect. No waiver by Amare of any term or condition set forth in these Terms & Conditions shall be deemed a further or continuing waiver of such term or condition or a waiver of any other term or condition. This Agreement will be provided in English, ensuring accessibility and understanding for all Participants.

Amare will also provide translation support for any inquiries regarding the terms of this Promotion. In case of a conflict between the English version and any translation, the English text shall prevail.

The Participant agrees to the use of his/her name and photograph in broadcasts, newspapers, brochures, and other media without compensation. AMARE will exercise reasonable efforts to respect my privacy and ensure that any personal information captured in the photographs and /or videos will be used in accordance with applicable privacy laws and regulations. However, I understand that AMARE cannot guarantee absolute privacy and confidentiality regarding the use of photographs and/or videos. The Participant hereby releases Amare Global, its representatives, employees, and authorized personnel from all claims, demands, actions cause of actions, suits or liabilities arising from or related to the use, reproductions, distribution, display, or publication of the photographs and/or videos, including but not limited to any claims for defamation, invasion of privacy, or infringement of intellectual property rights. The Participant warrants that all statements made herein are true and correct and understands that the Released Parties have relied on them in allowing the Participant to participate in the Promotion.

**Participation in the Path 2 Paradise Program is optional.**

**Eligible Participants**

To participate in the Award Program, a participant must be a Brand Partner in any participating department of AMARE and have an active account in said company.

**Point Distribution**

AMARE management and/or the Award Program administrator oversees the distribution and awarding of points to participants based upon requirements in Section III PARTICIPATION.

All awarding of points, including the number of points, is at the discretion of AMARE Management and/or the AMARE Rewards Program administrator. AMARE has the right to change, limit, modify or cancel the criteria in which points are awarded at any time.

Participants will see points and the description of the award as they are posted in each participant’s account.

**Taxable Income**

REDEEMED points during a 12-month, calendar period ending on December 31st may be considered taxable income and as such will be reflected on the participant’s applicable tax forms.

### **Correction and Termination of Points**

AMARE reserves the right to correct any point distribution mistake. For example, if a manager gives a participant too many points, they can deduct the points from the participant's account at any time. The system will track all point reductions. If a participant resigns or AMARE terminates their contract, regardless of the reason, all points are immediately nullified.

### **Termination of Participant**

If AMARE believes you have (a) violated any of these Terms, (b) acted in a manner inconsistent with applicable law, regulations, ordinances, or the Brand Partner Agreement, (d) engaged in any misconduct or wrongdoing in connection with the Award Program, or (e) engaged in abusive, fraudulent, inappropriate, or hostile conduct in connection with the Award Program, AMARE reserves the right to revoke, cancel, or suspend your participation in the Award Program and revoke, cancel, or suspend any and all unredeemed points, or take other action at its discretion, at any time with immediate effect and without written notice.

### **Privacy**

Your participation in the AMARE Reward Program is subject to Amare and any Vendor responsible for fulfilling rewards. Privacy Policy. Please review the Privacy Policy, which also governs the Site and informs Participants of data collection practices in use.

### **Links to Third Party Sites/Services**

The AMARE Reward Program site may require links to other websites. The linked sites are not under the control of AMARE. AMARE is not responsible for the contents of any linked site, including without limitation any link contained in a linked site, or any changes or updates to a linked site.

Certain services made available via the AMARE Reward Program are delivered by third party sites and organizations. By using any product, service or functionality originating from the AMARE Reward Program site domain, you hereby acknowledge and consent that AMARE may share such information and data with any third party with whom AMARE has a contractual relationship to provide the requested product, service, or functionality on behalf of AMARE Reward Program users and customers.

### **Release**

By participating in the Award Program and by earning any point(s) for an reward as part of the Promotion, you forever release, discharge and hold harmless AMARE and its affiliates, directors, officers, partners, representatives and agents from any all damages, injuries, death, loss or liability to person or property, due in whole or in part, whether directly or indirectly, by (i) participating in Award Program and (ii) the acceptance, redemption, participation, use or misuse of any item.

AMARE extends absolutely no representations or warranties in respect of any item and accepts no liability arising in respect of such an item or the use thereof.

### **Transfer Of Trip**

There are international trips organized by Amare Global that are earned with the points collected as a result of the activities carried out by Brand Partners. Brand Partners who were not able to participate in these trips, even though they were entitled to 5 consecutive company trips, due to documented reasons that the company deems reasonable, will have the right to transfer. The transfer will only be given to the Brand Partner who is in the own organization of these eligible Brand Partners and has been in a Platinum rank for at least the last 6 months.

### **Travel Health Insurance**

All participants are responsible for obtaining their own travel insurance. Although we take every precaution to ensure a safe and enjoyable experience, any unexpected events or expenses that may occur during the event or trip are the sole responsibility of the participant. We strongly recommend that you obtain comprehensive travel insurance to protect against medical emergencies and other unforeseen circumstances.

## **7. Path to Paradise FAQs**

### **1. What is the Path to Paradise?**

Path to Paradise is an exclusive trip to celebrate Brand Partners' efforts to share Amare products and create and grow their business throughout the year or a 12 month period.



**2. How Do I participate?**

This program is available to all active Brand Partners within the participating markets. Brand Partners earn Trip Points through sharing Amare products, achieving metrics with the Amare Compensation Plan, and introducing new Customers and Brand Partners starting from July 1, 2024, to June 30, 2025.

**3. Do my points from last year’s trip roll over to this year?**

No, Trip Points from prior Incentive Trip programs do not roll over to this year’s trip program.

**4. If I cannot make the trip, can I defer it to next year?**

No, unfortunately trips are not deferrable or transferable to a different date.

**5. How does the airfare credit work?**

Airfare credit will be reimbursed within 30 days of the trip's completion. Participants must attend the trip to be eligible for airfare credit. A copy of the airfare receipt(s) needs to be sent to Amare Global Europe AB (Customer Experience Department at: [cs.eur@amare.com](mailto:cs.eur@amare.com)) prior to or latest 5 working days after the trip.

*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. By referring customers, you can earn meaningful supplemental income based on actual product sales. Most people join only to purchase amazing products for personal use and earn little or no income. To see what's possible, visit our Income Disclosure Statement at [amare.com](http://amare.com).*