

Consultant Policies & Career Plan



CANADA: POLICIES & CAREER PLAN

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A commission period is defined by calendar months. The final cut-off date for monthly commissions is the last day of the month at 11:59 PM EST (refer to Time Zone). The commission period for the prior month closes no later than the 10th day of the following month at which time all promotions, titles and ranks are changed and commission and bonuses are paid accordingly.

DIRECT DEPOSIT

Consult Direct Sales Consultants are paid any commission and bonus via direct deposit once the commission period has closed for the prior month if your ZebraNET profile is set up with direct deposit information. Pink Zebra does not issue cheques and if you have not set your profile up as Direct Deposit, then your funds will be placed in a carryover status and paid going forward once Direct Deposit is set up.

Commission and bonus will be paid no later than the 10th day of the following month. Should you enter incorrect deposit account information into your ZebraNET profile and your direct deposit is returned undeliverable, we will not process a second direct deposit for you – however, we will deposit your funds into your E-Wallet account.

COMMISSIONS PAID THROUGH E-WALLET

E-Wallet is not Available in Canada. Pink Zebra does not issue cheques for commission or bonus and any monies not included in the direct deposit are placed into carryover and will be paid going forward once the direct deposit account is set up.

COMMISSION MINIMUM

There is no minimum amount required to be earned to receive a commission.

SHIPPING & PROCESSING TIME

Pink Zebra will choose the method of shipping depending on the overall cost, weight and zip code of the order's ship-to address. Most product orders will be shipped via a parcel carrier.

Direct Sales Consultants must always provide Pink Zebra with a street address for shipping purposes. *Pink Zebra will not ship to post office boxes.*

Wednesday will be the day which order ship to Canada. All orders will ship bulk across the border and will leave the Sugar Land warehouse each Wednesday (unless otherwise noted due to holiday, etc). All orders must be posted within the given processing time in order to make the Wednesday ship date or will be shipped the following Wednesday. Pink Zebra will attempt to process most orders within one to two business days, but during peak times, it may be necessary to extend shipping times up to five (5) business days. Any order placed via Canada Economy 3-4 Business Day are processed the day after they are placed and then shipped using 3-4 Business Day. Carriers do not count a weekend or holiday as a day.

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Due to the extreme heat in the summer months, there may be limitations to what days of the week orders ship. This is to prevent orders from sitting in the shipper's warehouse and docks over weekends. Any updates will be posted on ZebraNET.

Shipping rates for party, customer, Direct Sales Consultant and shopping cart are as follows:

Effective October 2017

	Consultant Order	Party Order	Host Order	Standard Order	Enrollment Order
Continental US	NA	NA	NA	NA	Deluxe - \$30 Standard - \$20
AK, HI, PR, US Virgin Islands	NA	NA	NA	NA	Deluxe - \$45 Standard - \$35
Canada	\$15 or 10% of Retail whichever is greater	\$15 or 10% of Retail whichever is greater	Free	\$15 or 10% of Retail whichever is greater	Deluxe - \$40 Standard - \$30
Canada Economy 3-4 Day	\$40 up to \$200 and then 40% after	\$40 up to \$200 and then 40% after	\$40 up to \$200 and then 40% after	\$40 up to \$200 and then 40% after	NA

SALES TAX ON ITEMS

All items (including Host items) are charged sales tax based on the full retail of the product even though there may be a discount allowed. This is in compliance with state tax rules applicable to our direct sales industry.

States tax direct sales transactions differently than normal retail sales. Our agreements with states (including California) to collect sales tax at the full retail value is what grants Direct Sales Consultants an exemption on having to individually register for sales tax to re-sell Pink Zebra products. The states assume that all product sold to our Direct Sales Consultants will be resold to an end consumer at retail value. By our collecting the full retail sales tax up front, we are voluntarily acting as a sales tax agent for the Direct Sales Consultants, relieving them of the burden of collecting and remitting sales tax for their orders placed through Pink Zebra.

Guarantee

Pink Zebra guarantees all products. Defective products can be returned within 90 days of product shipment from Pink Zebra for exchange of other products of equal or greater value. If the item being exchanged is a limited edition or seasonal item, and the product is no longer available, it may be exchanged for another item of equal or greater value. At the discretion of Pink Zebra, any defective

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product may be required to be returned to the home office so that Pink Zebra can verify that the item does not meet product specifications. All returned items must be accompanied with a receipt and order number.

When a defective item is returned, Pink Zebra will pay the shipping fees. The Company will provide a Call Tag or Returns Material Authorization (RMA) to cover the shipping charges for a defective item return.

EXCHANGE POLICY

If a customer is not completely satisfied with a Pink Zebra product for any reason, he or she may exchange it within 60 days of the original order's ship date. Order errors resulting from an incorrectly written or entered part number will be handled as exchanges. The exchanged product must be accompanied by the receipt, trouble ticket number and order number. The item must be exchanged for products of equal or greater value and any price difference would be the responsibility of the customer/ Direct Sales Consultant. The item being exchanged must be featured in the current catalog. The customer or Direct Sales Consultant must pay the cost to ship the product back to Pink Zebra and Pink Zebra will ship the replacement product for free. If the item being exchanged is a limited edition or seasonal item and the product is no longer available, it may be exchanged for another item of equal or greater value.

REFUNDS/CANCELLATION

Pink Zebra does offer refunds on cancelled orders as long as the receipt is provided. A refund will be for the price of the product and does not include shipping. A refund may take up to 5 business days to be reflected back to the credit card based on the individual's financial institution.

Direct Sales Consultants will comply with applicable consumer protection laws and regulations including any consumer rights to receive specific notices and any rights to return any Pink Zebra product under applicable provincial consumer protection legislation. When making a sale to a consumer, Direct Sales Consultant must provide him/her with an official Pink Zebra retail receipt at or prior to the time of the initial sale and every sale thereafter. Direct Sales Consultants will need to customize the template with his/her personal information. These sales receipts set forth (i) the consumer protection rights afforded by applicable provincial and territorial law for direct sales, including the right to cancel (without any reason) the sale contract up to 10 days after the consumer receives a copy of the contract, and (ii) Pink Zebra's 60-day exchange policy. Direct Sales Consultants must duplicate the form and provide one to the consumer and retain a copy for their records. There are two sets of receipts: one for Quebec, and another for the remaining twelve provinces and territories. Direct Sales Consultants should maintain copies of all such sales receipts for a period of six (6) years and furnish them to Pink Zebra upon request.

INVENTORY RETURNS

Upon cancellation or termination of a Direct Sales Consultant's Agreement, the Direct Sales Consultant may return for a refund inventory and sales aids that he/she personally purchased from the Company if he or she is unable to sell or use the merchandise. A Direct Sales Consultant may only return products

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and sales aids purchased by him or her that are in resalable condition. Upon receipt of the products and sales aids, the Direct Sales Consultant will be reimbursed 90% of the net cost of the original purchase price(s), less shipping charges. The Company shall deduct from the reimbursement paid to the Direct Sales Consultant any commissions, bonuses, rebates or other incentives received by the Direct Sales Consultant which were associated with the merchandise that is returned.

Direct Sales Consultants may return inventory or business aids which they have purchased at any time from the Company within the previous 30-day period (without triggering automatic termination of the Agreement). The products and business aids must be in current reusable and resalable condition and will be repurchased at 90% of the Direct Sales Consultant's original purchase price, less appropriate setoffs, legal claims and commissions and bonuses already paid to the Direct Sales Consultants in connection with the sale of the returned product.

Products and sales aids shall be deemed "resalable" if each of the following elements is satisfied: 1) they are unopened and unused; 2) packaging and labeling has not been altered or damaged; 3) the product and packaging are in a condition such that it is a commercially reasonable practice within the trade to sell the merchandise at full price; 4) products are returned to Pink Zebra within one year from the date of purchase; 5) the product contains current Pink Zebra labeling. Any merchandise that is clearly identified at the time of sale as non-returnable discontinued, or as a seasonal item, shall not be resalable.

The Direct Sales Consultant returning the merchandise is responsible for all return shipping charges.

EXCESSIVE PURCHASES OF INVENTORY PROHIBITED

The Company strictly prohibits the purchase of products in unreasonable amounts solely for the purpose of qualifying for commissions, bonuses or advancement in the Pink Zebra Career Plan. Direct Sales Consultants may not purchase more than they can reasonably resell (or personally consume) nor encourage others to do so. Direct Sales Consultants are not required to carry inventory of products or sales aids. Each Direct Sales Consultant must make his or her own commercially reasonable decision with regard to the carrying of inventory.

SUBSTITUTIONS

From time to time, Pink Zebra may need to make a substitution for a raw material or finished good. Pink Zebra reserves the right to substitute a component of similar value, purpose and quality for a product or component that has changed. These substitutions will not affect the fragrance or quality of any of our products. These substitutions may result in a difference between the specifications of the final product and those included in the catalog or other Pink Zebra publications.

ALTERING PINK ZEBRA PRODUCTS

Any alteration of a Pink Zebra product by Direct Sales Consultants, such as re-melting and repackaging, for reselling is prohibited.

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INTERNATIONAL SALES

You may not sell Pink Zebra products or promote the Pink Zebra opportunity in countries or territories that have not been officially opened by Pink Zebra. You also may not sell or promote Pink Zebra products or literature designed for one jurisdiction, country, or territory in a different jurisdiction, country, or territory. Any violation of this provision could seriously jeopardize or compromise the ability of Pink Zebra to obtain governmental approval to conduct business in countries where approval is pending or planned. Accordingly, if You violate this or any other applicable policy or the laws of any country, territory, or jurisdiction, whether such violation is direct or indirect, intentional or unintentional, You are subject to corrective action, including without limitation, fines, prohibitions of conducting business in such jurisdictions, and/or the termination of your Direct Sales Consultant position, as deemed appropriate by Pink Zebra at its sole discretion.

Consultants may sponsor in the country of Canada and the United States beginning October 7, 2017. Due to the business tax implications, Pink Zebra websites only allow Consultants to make sales in the country in which they reside.

APPLICABLE TERRITORIES

Direct Sales Consultants may hold Home Parties, sponsor new Teams and sell Pink Zebra products in territories, countries or provinces that have been officially opened to Pink Zebra.

MILITARY LOCATIONS

Direct Sales Consultants may sell to Canadian military base locations. Subject to applicable military regulations and licensing rules, someone stationed on a Canadian military base may become a Direct Sales Consultant. Sponsors and Direct Sales Consultants should be fully aware that products shipped to a military base cannot be resold. The military also requires anyone operating a business on a military base to obtain any applicable business license and pay all applicable fees.

TIME ZONE

Pink Zebra's corporate office is in Houston, TX, and in the Central Time Zone. Office hours are operated based on the Central Time Zone. Ordering, month end or incentives are based on the ZebraNET, which operates on the Eastern Time Zone.

ACCEPTING CREDIT CARD PAYMENTS FROM CUSTOMERS

Gather ALL the information on the order form, including the name, credit card number, expiration date, and the security code on the back of the card. Pink Zebra accepts American Express, Discover, Visa, and MasterCard. When someone places the order online, Pink Zebra's system will process the credit card. A Direct Sales Consultant may or may not choose to use his or her merchant account to process credit cards.

DECLINED CREDIT CARDS

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Declined credit cards are the responsibility of the user and not Pink Zebra. A credit card processor must align with your financial institution and if not, the credit card processor may decline the charge and or add additional fees. Common declines are:

Transaction Status: Declined. Authorization with the card issuer was successful but the transaction was declined due to an address or postal code mismatch with the address on file.

Transaction Status: Declined. Card declined by issuer – Contact card issuer to determine reason.

Where the Company must deal with the processor it may take up to 7 business days for any adjustment or refund.

CHEQUES OR MONEY ORDERS

Pink Zebra does NOT accept cheques from customers or Direct Sales Consultants. When a Direct Sales Consultant takes a personal cheque from a customer, he or she needs to be sure the cheque has a phone number and to deposit the cheque immediately. The Direct Sales Consultant should make sure the cheque clears the bank before delivering the products. Direct Sales Consultants bear all risk of loss for any returned cheques accepted from a customer.

TAX RATE

Tax rate for an order is generally based on the postal code of the shipping address. Collect taxes based on the rate of the location to which the order is being sent, except for orders to be delivered to a Texas address. Sales tax for orders shipped to Texas will be charged at the current rate applicable for the Pink Zebra Home Office in Sugar Land, Texas. Additionally, certain jurisdictions require collection of sales tax on shipping charges. These taxes will be assessed and collected on Pink Zebra orders in accordance with current laws.

Home Office Support:

Mailing Address

Pink Zebra Home
1601 Gillingham Lane
Suite 120
Sugar Land, TX 77478

Customer Service Hours

Monday – Friday
8 am – 5 pm Central Standard Time

Toll Free Telephone Number

1-833-445-3003

Text Number

778-770-1441

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Fax Number

713-467-7334 or 832-944-6921

Services E-mail

customerservice@pinkzebrahome.com

Suggestions

ideasandfeedback@pinkzebrahome.com

Pink Zebra Public Website

www.pinkzebrahome.com

CUSTOMER SERVICE SUPPORT

Customer Service Email Expectations

- Customer Service is committed to handling all issues/inquiries received within 2 business days if not sooner. Please keep in mind that many times we also have to wait for additional information before we can complete the investigation and resolve all issues.
- If Customer Service is not able to resolve these issues within the 2-business day timeframe, we will communicate via email or phone to ensure that the Direct Sales Consultant/Customer is kept informed.

Customer Service Trouble Ticket Expectations

- Trouble Tickets will be resolved within 7 business days, providing all pertinent information is included upon receipt and are worked in the order they were received. If Customer Service has to request additional information to resolve the issue, the 7-day window does not apply.
- An email will be sent to the Direct Sales Consultant advising him or her that their Trouble Ticket cannot be resolved until we receive additional information. The Direct Sales Consultant then needs to respond to the email with the requested information. Customer Service will make two attempts to obtain needed information from the Direct Sales Consultant via email. If Customer Service has not received the needed information after two weeks, the Trouble Ticket will be closed with comments stating that if the issue has not been resolved, a new Trouble Ticket needs to be opened and should include the requested information.
- Items requiring immediate attention such as change of address, any shipping related issues, order cancellations, help closing a party, etc., should be handled with a phone call to Customer Service at 855-746-5932 rather than submitting a Trouble Ticket.
- Texting is available. This is a wonderful way for those quick easy questions that are ideally 144 characters or less. Please include: ID and name. Note the texting system will not accept images and does not replace the current Trouble Ticket system used on ZebraNET.

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RETAILING AND MARKETING

Direct Sales Consultants may sell Pink Zebra on a cash and carry basis at fairs, shows, expos and any other TEMPORARY retailing events, but may never sell Pink Zebra in a retail store of any kind including but not limited to consignment, re-sell shops, and kiosks of any kind. Flea Market type events are allowed as long as product is set up and taken down at the beginning and end of the short-term days in attendance. The same Direct Sales Consultant cannot display at the same location each week or week-end, year round.

Direct Sales Consultants may NOT repackage Pink Zebra's products for sale other than adding a personalized sticker that does not obstruct Pink Zebra's logo or labeling and must ensure that the products are sold and delivered in their original packaging to any customer. This includes selling any discontinued items to other Direct Sales Consultants. At a Candle Bar, the customer can create an individual Glimmer Candle but pre-made individual Glimmer Candles cannot be sold. Sample scoops or any other type of sample cannot be sold to a customer.

Direct Sales Consultants may use the Pink Zebra logo in marketing efforts, but it must only be a logo provided in ZebraNET. Direct Sales Consultants must always use the term "Independent Consultant" when promoting, marketing, or advertising their business. There is a Pink Zebra Independent Consultant Logo provided.

DIRECT SALES CONSULTANT STATUS

INDEPENDENT STATUS & COMPLIANCE WITH APPLICABLE LAW

As an independent Contractor, each Direct Sales Consultant is responsible for his or her own business activity. A Direct Sales Consultant is considered neither an employee of Pink Zebra nor of his or her upline. Direct Sales Consultants are required to follow the tax codes and business reporting requirements in the respective jurisdiction where their business activities take place, and it is recommended that they consult with a local professional advisor for more information related to their business. Pink Zebra Direct Sales Consultants are responsible for the following:

- Complying with all federal, provincial, municipal and local laws and regulations as they relate to the possession, distribution, sale, stocking, receipt and advertising of Pink Zebra products or the operation of a business;
- Acquiring any applicable licenses or business registration, filing all necessary reports and paying all appropriate taxes and/ or fees legally required in order to operate a Pink Zebra business;
- Pink Zebra will collect the applicable taxes on orders placed through Pink Zebra. Pink Zebra, in turn, remits these taxes to the government tax authorities on behalf of Direct Sales Consultants;
- Reporting all earnings to the Canada Revenue Agency and provincial revenue departments when applicable and being responsible for maintaining records and receipts of all business activities;

RESPONSIBILITIES OF PINK ZEBRA DIRECT SALES CONSULTANTS

Direct Sales Consultants are required to do the following:

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- Familiarize themselves with the Pink Zebra Consultant Manual as well as all guidance provided through Home Office newsletters and other official announcements;
- Manage their Pink Zebra business in a way that is consistent with the Pink Zebra Consultant Manual, Statement of Policies, Terms and Conditions and any other amendments or publications made available by Pink Zebra;
- Avoid making any claims or representations regarding the Pink Zebra product line that are inconsistent with the current catalog or publications made available by the Company;
- Avoid making any claims or representations relating to potential compensation, except for those representations made in Pink Zebra publications;
- Understand and adhere to the exchange and guaranty provisions of product sales;
- Protect each customer's or Direct Sales Consultants payment and payment information, and submit and deliver each order in a timely manner;
- Coordinate and carry out parties and other sales avenues according to Pink Zebra policies and procedures.
- Income Claims Prohibition. A Direct Sales Consultant is prohibited from making false, misleading, or unrepresentative claims regarding earning potential. If a Direct Sales Consultant does make an income claim, it must be based on actual earnings and the Company's current Annual Typical Income Disclosure Statement, posted on the Company's website, must be presented concurrent with the income claim. Also, in any presentation to a prospective new Direct Sales Consultant, the current Annual Typical Income Disclosure Statement must be provided at the same time. The Company's Annual Typical Income Disclosure Statement changes from time to time to reflect changes in compensation earned under the compensation plan. Currently, it reads:

"There are no guarantees regarding income. Our estimate of what the typical Direct Sales Consultant is likely to earn is approximately CDN\$600 per year. A Direct Sales Consultant for the purposes of this estimate, includes all Direct Sales Consultants who make a sale of Pink Zebra products within the one-year period. This estimate is subject to change after the first six months of our operation in Canada and will be updated annually thereafter. This 'typical' figure is representative of the smallest range of compensation expected to be earned by over 50% of all Direct Sales Consultants in the plan."

- Direct Sales Consultant shall make clear to prospective Direct Sales Consultants that (i) profits are not guaranteed and that the Company Compensation Plan is based upon sales of Products, and (ii) the financial success of a Direct Sales Consultant depends entirely upon that Direct Sales Consultant's individual effort, dedication, and the training and supervision the Direct Sales Consultant provides to his or her Downline.

CONSULTANT'S CODE OF ETHICS

- As a Pink Zebra Consultant:
- I will uphold the high standards of professionalism expected of a Pink Zebra Direct Sales Consultant and diligently market and sell Pink Zebra products. I further agree to require and monitor those same standards of professionalism with my Team.

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- At all times, I will conduct myself with honesty, fairness and an ethical and professional manner. I will conduct my business in an ethically, morally, legally and financially sound manner. I will not engage in activities that would disparage Pink Zebra or myself, nor will I criticize Pink Zebra, its Management, other Pink Zebra Direct Sales Consultants, the products or the competition.
- I shall not, by my words or actions, bring Pink Zebra or the image of the direct sales industry into disrepute.

I will continue to actively promote and encourage the growth, cooperation and support of all Direct Sales Consultants, including those outside of my own organization.

- I will provide support and encouragement to my customers to ensure that their experience with Pink Zebra is a successful and happy experience. I understand that it is important to consistently provide follow-up service and to continue to actively support my customers.
- I will not willfully manipulate the Pink Zebra Career Plan at any time, without exception.
- I will ensure that I operate and market my business in an ethical manner that does not compromise the opportunity for other Direct Sales Consultants or misrepresent the income opportunity.
- I will abide by the Pink Zebra Policy and Career Plan as stated and understand that any changes to the policy and Career Plan are effective within 30 days of notice.
- I will continue to honor the confidentiality of Pink Zebra and other Direct Sales Consultants for all information I receive as a result of my relationship with Pink Zebra. This includes all information including but not limited to names, phone numbers, e-mail addresses, mailing addresses, and any other contact information of individuals associated with Pink Zebra; compensation plan information; and all intellectual property the Direct Sales Consultants are permitted to use as a result of their business relationship with Pink Zebra.

SALES AND RESELLING OF CURRENT CATALOG PRODUCTS

Pink Zebra is a consumable product for personal use or is sold to a consumer (customer) through but not limited to parties, events, Pink Zebra replicated shopping cart, and one on one. Our product (not applicable to enrollment kits) is a premium product and any discount or promotion given should be for a short period of time to not create the sense of a new discounted retail (catalog price) or everyday low price.

Any current Direct Sales Consultant may not promote the sale of current product or supplies to another Direct Sales Consultant. This includes but is not limited to emailing campaigns, out of season, overstock, close out and Social Media sites or groups. This is not permitted whether at full retail (catalog), Consultant price or discounted prices.

**Note: There is no requirement for Direct Sales Consultants to personally purchase/consume products in order to become a Direct Sales Consultant, move up in rank, or to fully participate in*

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the Pink Zebra Career Plan at any specific rank, except purchase of the Enrollment Kit when joining the plan, which is sold at Pink Zebra's cost: CDN\$600. Sale of the Enrollment Kit is not commissionable. The Career Plan is built on retail sales to customers. The Company recognizes that (i) Direct Sales Consultants may wish to purchase products in reasonable amounts for their own personal or family use, (ii) buying product for any reason other than bona fide resale (or for personal use in reasonable amounts) is prohibited, and (iii) Direct Sales Consultants must not purchase any excessive inventory nor encourage others to do so.

DISCOUNTS OR PROMOTIONS REGARDING ENROLLMENT KITS

You may not publicly advertise any join specials (except those provided by Pink Zebra). This will be defined as any personal offer made in print, electronically, through SMS, newsletter or in any other way made public. This does not prohibit special situations where you provide a personal special, but these may only be communicated privately one-to-one. It does not prohibit the ability to market and advertise the Pink Zebra business opportunity, product or host opportunity.

COMPETITIVE RECRUITING & COMPETITIVE SELLING

Direct Sales Consultants may not use the association and drawing power of their Pink Zebra Home business to recruit/sponsor or develop any other direct sales organization during the term of the Consultant's Agreement. Direct Sales Consultants may not recruit/sponsor other Pink Zebra Home Consultants or customers for any network marketing, party plan or direct sales business.

The term "recruit/sponsor" means actual or attempted solicitation, enrollment, encouragement, or effort to influence in any other way, either directly or indirectly, another Pink Zebra Home Consultant or customer to enroll or participate in another multilevel marketing, network marketing or direct sales opportunity. This conduct constitutes recruiting even if the Consultant's actions are in response to an inquiry made by another Direct Sales Consultant or customer.

Furthermore, Direct Sales Consultants may not use the association and drawing power of Pink Zebra Home as a platform to personally gain from sales, marketing, advertising, promotion or other such activity that may be viewed as a conflict of interest.

BECOMING AN INDEPENDENT CONSULTANT

As a Pink Zebra Consultant, you have the opportunity to participate in the Career Plan and be an Direct Sales Consultant. The basic requirements of becoming a Pink Zebra Consultant are that a Direct Sales Consultant must:

- Be of the age of majority in the province or territory in which you reside;
- Be a legal resident of Canada;
- Possess a legitimate Social Insurance Number;
- May only have one single Consultant account any one time;
- Sign and submit a Consultant Agreement.

ACTIVE

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"Active" is defined as any Consultant who reaches \$150 in sales volume (SV) in a six-month calendar period.

INACTIVE

Any Direct Sales Consultant who does not accumulate at least \$150 sales volume (SV) in a rolling six-month period will see his or her status change to "In-Active." Any Direct Sales Consultant who is on Hold status is considered inactive even if they have met the sales requirements as defined in "Active".

MONTHLY REQUIREMENTS

In order to earn monthly bonuses or commission based on personal or team volume, there are minimum requirements that must be achieved each calendar month. At any time, the monthly minimum is not met, no bonuses or commission will be earned or paid for the commission period. No overage is allowed, and there is no carryover on bonus or commission amounts which are not earned for a particular month due to monthly requirements not being met. Refer to specific personal sales and leadership for monthly requirements.

ZEBRANET/ZEBRANET APP/ZEBRAREACH FEES

A nominal fee of \$11.95 USD/ \$14.50 CAD plus any applicable tax will be billed to your credit card on file on or around your enrollment date each month. Each Direct Sales Consultant who joins receives 30 days FREE. This fee is required in order to place orders, have a personal website and be found on the website (based on qualifications).

TEAM ROLL-UPS

At any time, a Direct Sales Consultant terminates his or her Agreement or is terminated, all of his or her Team(s) will be automatically rolled up to the next direct upline. Team roll-ups occur after the close of a commission period. In the event of a roll-up, the former Direct Sales Consultant will completely and permanently lose all rights to his or her former downline. The former Direct Sales Consultant will not receive any commissions or financial benefits derived from his or her former downline.

SWITCHING UPLINES

Because of the nature of the business model, Direct Sales Consultants may not switch uplines. To change uplines, a Direct Sales Consultant must terminate his or her Agreement or be terminated and wait for a period of no less than six (6) calendar months to sign a new Consultant Agreement and purchase a new Enrollment Kit to begin selling under a new upline. There are no transfers of Team, sales, or career titles.

The only exception that would override this rule is within the first 24 hours of enrollment, when there may have been a human error in enrolling (not systemic error). The enrolled Consultant may CANCEL this transaction, without any penalty of obligation, within 24 HOURS FROM ENROLLMENT with written notice to customer service. Email must be submitted and time stamped within 24 hours of the error taking place AND no other order besides the Enrollment Kit order may have been placed. Pink Zebra will work to change sponsors but the Direct Sales Consultant could be responsible for any unforeseen

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charges due to shipping or cancellations. Email must be sent to customerservice@pinkzebrahome.com.

TERMINATION

Termination of the Consultant Agreement may occur either voluntarily by the Direct Sales Consultant as termination or involuntarily through disciplinary action by Pink Zebra or cancellation by Pink Zebra upon 30 days' written notice without cause; Each one of these methods is considered "termination." Any proceeds earned from commissions will be paid on the next commission process. Any product credits such as Pink Dollars do not have a cash value, nor may they be transferred. Any re-enrollment eligibility must wait a minimum of six months and prior records of discipline will be reviewed to determine if a Direct Sales Consultant is eligible to enroll.

RESIGNATION

Should a Direct Sales Consultant wish to terminate his or her Agreement, he or she must provide the written notification to Pink Zebra. Once a Direct Sales Consultant terminates his or her Agreement, he or she will not be permitted to sign a new Consultant Agreement and purchase a new Consultant Kit until he or she has waited six (6) calendar months from the actual termination date.

- Direct Sales Consultants who cancel their Consultant Agreement through termination must sign and submit a letter of intent to terminate to Pink Zebra. This letter must include the Direct Sales Consultant's name, ID number and signature, and it may be sent via e-mail, fax or regular mail to the attention of the Pink Zebra Customer Services Department. E-mail may be submitted to customerservice@pinkzebrahome.com
- The termination will take effect immediately.

PROMOTIONS

Promotions to new leadership levels will occur on the first of the month following the month in which a Direct Sales Consultant meets all requirements for advancement. To be promoted to the next leadership level, all sales or sponsoring requirements must be complete by 12:00 AM EST of the last day of the month in which all qualifications are met.

LEADERSHIP AWARDS

Pink Zebra is excited to recognize Direct Sales Consultants with leadership awards at the Manager, Executive Manager, Director, Executive Director and Presidential Director level. Awards are as follows:

Manager – Receive custom Pink Zebra Manager pendant to be awarded at Rallies or Reunion.
Executive Manager - Receive custom Pink Zebra Manager bracelet to be awarded at Rallies or Reunion. In addition, the registration fee for Reunion is waived and entry into the product preview at Reunion (must hold paid as title at time of registration).

Director – Awarded an all-expense trip to the Home Office in Houston to tour the facility, to be fitted for custom boots (to be awarded at Reunion), receive special recognition and have a special dinner with

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the Founders. Trip includes airfare, rental car for weekend, overnight stay and expenses. Expenses not included are travel to and from the airport, baggage fees or any meals prior to landing in Houston. If the Direct Sales Consultant is within driving distance, the Company will reimburse for miles at the standard rate. This trip must be completed within 120 days from the promotion date (unless cause from natural disaster) or will be voided. Entry into the product preview at Reunion and free registration to Reunion are also awarded (must hold paid as title at time of registration). Reunion is where the custom boots are presented.

Executive Director – Awarded an upgraded all-expense trip to the Home Office in Houston to tour the facility, be awarded custom tennis bracelet (or male version award) and have a special dinner with the Founders. Trip includes airfare, upgraded weekend rental, upgraded overnight stay, spa package and expenses. Expenses not included are travel to and from the airport, baggage fees or any meals prior to landing in Houston. If the Direct Sales Consultant is within driving distance, the Company will reimburse for miles at the standard rate. This trip must be completed within 120 days from the promotion date (unless cause from natural disaster) or will be voided. Where available at any Company sponsored event upgraded rooms will be provided, along with receiving the Fall/Holiday catalog prior to Reunion, entry into the product preview at Reunion and free registration to Reunion (must hold paid as title at time of registration).

Presidential Director – Awarded an all-expense paid 4-day trip anywhere in the Continental United States with the Founders. Trip includes airfare, upgraded overnight stay and expenses. Expenses not included are travel to and from the airport, baggage fees or any meals prior to landing in Houston. This trip must be booked within 120 days from the promotion date or will be voided. Where applicable at any Company sponsored event upgraded rooms will be provided, along with first to see the Fall/Holiday catalog, entry into the product preview at Reunion and free registration to Reunion (must hold paid as title at time of registration).

Leaders must be in good standing to earn and receive leadership awards.

TITLES

Direct Sales Consultants are promoted to new titles, and there are two types of titles that will be reflected.

- Pay Rank – Title by which the Direct Sales Consultant is paid any commission, bonus or recognition. This can vary depending on the commission period.
- Current Rank – The highest title earned. Titles are never taken away. This is the title that the home office uses and the Direct Sales Consultant may use on a business card or any other marketing piece.

SELLING OR TRANSFERRING A BUSINESS

Selling or transferring a Consultant's Business is not permissible. The Agreement with each Direct Sales Consultant is a personal contract with Pink Zebra and may not be transferred by the Direct Sales Consultant to a third party.

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DEATH

In the event of a Direct Sales Consultant's death, any bonuses or commissions accumulated through the date of death will be paid to the Direct Sales Consultant's estate. See the Dana Napier Survivor Benefit for a succession plan.

THE DANA NAPIER SURVIVOR BENEFIT

Upon the death or incapacitation of a Direct Sales Consultant, all rights to the Direct Sales Consultant's position and downline, including rights to commissions and bonuses, may be transferred to a successor as provided in the Direct Sales Consultant's will or as otherwise ordered by a court of competent jurisdiction or other testamentary process. Successor(s) must present Pink Zebra with proof of death or incapacitation, along with proof of succession in accordance with the laws of the deceased Direct Sales Consultant's jurisdiction of residence. Any successor will be bound by all current and future terms and conditions set forth in the Company's Policies and Career Plan. If the successor is already an existing Direct Sales Consultant, Pink Zebra will replace the original account with the successor and will roll any downline into one account.

REFERRALS

Pink Zebra offers a referral program to provide leads generated from the home website (interest in holding a party or joining) to Direct Sales Consultants who have achieved the level of Executive Consultant or above. Referral leads are distributed based on the Direct Sales Consultant's proximity to the referral and the number of referrals the Direct Sales Consultant has already received within the last 30 days. Although the program is offered free of charge, Pink Zebra requires a Direct Sales Consultant who accepts a referral to agree to contact the lead within 48 hours of receiving the referral. If a Direct Sales Consultant fails to contact leads within 72 hours, they may be removed from the referral program and not receive subsequent leads. Pink Zebra reserves the right to alter, suspend or cancel the referral program. Pink Zebra also reserves the right to determine the geographical area from which referrals are drawn for each Direct Sales Consultant.

WEBSITE "FIND A CONSULTANT" LOCATOR

The Pink Zebra Home locator allows a search by name, province or postal code. In order to be part of the locator, the Direct Sales Consultant must: 1) Have a \$150 in SV for the prior month. When searching by letter, postal code or province, the locator is based on the following hierarchy when pulling Direct Sales Consultants: 1) Highest Pay Rank, 2) Highest SV for the current month (live), 3) Location within the 25-mile radius and 4) Reflects the top 25. However, if a Direct Sales Consultant is identified through the use of the Consultant ID or Consultant Website, the search criteria is not used.

Recognition badges may be reflected on Direct Sales Consultants' names when populated through the locator that represent:

- Top Seller Ribbon – Min of \$1,000 in SV in the prior month (reflected when month committed).
- Top Sponsor Ribbon – Min of 2 personally enrolled team members in the prior month (reflected when month committed).

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- Top Leader Ribbon – Holds the Current Rank of Executive Manager, Director, Executive Director or Presidential Director (reflected when month committed).

CRITICAL STATUS

Critical status is granted in emergency situations to defer the qualification requirements of leadership. Critical status must be requested by the Direct Sales Consultant and is subject to Pink Zebra's approval. Critical status is approved on a 90-day basis in accordance with the unique circumstances of the Direct Sales Consultant. Emergency situations for which critical status may be granted include but are not limited to the following:

- Death in the immediate family;
- Medical emergency in the immediate family;
- Birth or adoption of a child;
- A call to active duty in the military (the activation of the Direct Sales Consultant himself or herself and not a member of the Direct Sales Consultant's family);
- Military commitments;
- Non-military relocation outside of Canada.

Requests for critical status must be made in writing and must be received by the home office prior to the end of the calendar period during which the Direct Sales Consultant was incapable of meeting qualifications. All requests for critical status must be e-mailed to Pink Zebra Customer Service. Email must be received by 5 PM CST no later than the 15th of the calendar month.

The request will be reviewed upon receipt. If Pink Zebra approves a Direct Sales Consultant's request for critical status, the term of critical status will begin on the first day of the month for a maximum of 90 days. During the period a Direct Sales Consultant has critical status, the Pay Rank will be maintained, and he or she may earn bonuses and commissions. Should extenuating circumstances continue, the Direct Sales Consultant may request an extension of critical status, which will be approved on an individual basis. An extension may be granted one time only after an initial approval, and it will not count as an additional status. Any further extension requests will count as a new request for critical status.

Notwithstanding the above, a Direct Sales Consultant may not be granted or extended critical status more than three (3) times in any five-year consecutive period.

Critical status is not in place to protect against loss of incentives

INCOME TAX

Because Direct Sales Consultants are considered independent contractors, it is the responsibility of the Consultant to pay income taxes and all other applicable taxes. Pink Zebra does not deduct any taxes from Direct Sales Consultant commission cheques.

DISCIPLINARY ACTIONS

If a Direct Sales Consultant violates the Consultant Policies and Career Plan or engages in any illegal, fraudulent, deceptive, or unethical business conduct, Pink Zebra may, at our sole discretion, invoke any

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disciplinary actions that we deem appropriate. These actions are among the potential disciplinary actions:

- Issuance of a written warning or admonition with a time period to make changes or cease
- Reassignment of all or part of downline organization
- Adjustment of Direct Sales Consultant status
- Suspension, which may result in termination or reinstatement with conditions and/or restrictions
- Termination of Consultant Agreement and status.

We will use our best efforts to first give notice of the alleged violation, by using the current e-mail address on file, and to allow the Direct Sales Consultant to present facts that show that there has been no violation. However, if we believe that the violation is of a serious nature, we reserve the right to make our determination and take action without prior notice.

RALLIES AND REUNION PRESENTER GUIDELINES

This provides a guideline used when determining a presenter or speaker for a Company sponsored event such as a Rally and Reunion. There is an additional responsibility for leading a Rally or speaking at Reunion and being chosen is based on character, attributes and business results. Being chosen is both an honor for the Company and should be considered a personal honor and is a form of recognition for those chosen to represent the Company. Guidelines include. Guidelines are reviewed from the prior Rally / Reunion period to the current:

- Hold a leadership title of Manager or higher.
- Be following the Consultant Manual guidelines.
- Achieving results toward the EZPZ 2 Step for Manager or higher (in the area of sales, parties, sponsoring).
- May not be enrolled as a "Consultant / their description" with another direct sales company.
- Attend Company sponsored events.
- Commit to attending any and all training(s) prior to or after the event.
- Proximity to the event due to limitations in travel budgets.
- Be willing (if asked) to travel to a location away from your home town (Rallies specific).
 - Normal travel expenses to be paid by Company are: hotel, travel (flight or miles), car rental (if required), and normal meals while at hotel.
- Be considerate of any confidential information that may be shared prior to the event.

As interest in presenting at Rallies continues to grow and to provide awareness internally of potential presenters, all interested parties will need to submit an Interest Application (to be posted on ZebraNET).

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RIGHT TO MAKE CHANGES

We reserve the right to make changes at any time to the Career Plan, Consultant Agreement, Policy & Procedure (Consultant Manual), and major price changes related to product or service.

We will communicate changes through the normal Company communication channels providing a 30-day notice of the date the change(s) will go into effect. This does not include minimal product price changes that may take place with the inception of a new catalog. Changes will not apply retroactively to actions or activity that occurred prior to the effective date of the change.

ORDERS

TYPES OF ORDERS

The Pink Zebra Career Plan offers the following order types to give the Direct Sales Consultant flexibility in managing his or her business. The order types are either commissionable or non-commissionable as noted below.

1. Party Order
 - a. Defined as any order made by a host and a group of customers where the order is at least \$150 or more.
 - b. Host benefits are awarded,
 - c. The order is either shipped to the host, the individual guests who attended the party or a combination of both.
2. Customer or Website Order
 - a. Defined as a single order that is processed through ZebraNET or a Direct Sales Consultant's replicated personal website, with no minimum order amount.
 - b. The order is shipped to the customer.
3. Direct Sales Consultant Order
 - a. Defined as an order used to purchase product and business supplies where the Consultant buys at a discounted rate.

***Note: There is no requirement for Direct Sales Consultants to personally purchase/consume products in order to become a Direct Sales Consultant, move up in rank, or to fully participate in the Pink Zebra Career Plan at any specific rank, except purchase of the Enrollment Kit when joining the plan, which is sold at Pink Zebra's cost: CDN\$600. Sale of the Enrollment Kit is not commissionable. The Career Plan is built on retail sales to customers. The Company recognizes that (i) Direct Sales Consultants may wish to purchase products in reasonable amounts for their own personal or family**

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use, (ii) buying product for any reason other than bona fide resale (or for personal use in reasonable amounts) is prohibited, and (iii) Direct Sales Consultants must not purchase any excessive inventory nor encourage others to do so.

BACK ORDERS

Pink Zebra does not accept back orders at this time. Items that show "Out of Stock" or "No Inventory" may not be ordered at that time. Pink Zebra creates an Out of Stock PDF and posts this on ZebraNET to communicate product availability.

COMMISSIONABLE AND NON-COMMISSIONABLE ORDERS

The following orders are considered commissionable, and a Direct Sales Consultant is able to earn volume-based commissions or bonuses accordingly:

- Sales submitted under a Party Order.
- Sales submitted as a Consultant Order.
- Sales submitted as a Customer or Website Order.

The following orders are considered non-commissionable:

- Sales submitted as business supply orders.
- Enrollment Kit Orders.
- Pink Dollars or Point Redemption Awards.

ORDER STATUSES

Three order statuses that are applicable to orders are defined as:

- Entered Status – An order has been added to the shopping cart and does not have a completed or valid payment against the order. In this status (except for Party Settlement), the order may be changed or deleted by the Direct Sales Consultant. Once an order is in "Entered" status, there are multiple ways to view and edit the order:
 - Party Order, can be found under View Party Summary.
 - Consultant Order, can be found under Shopping> My Consultant Orders.
 - Customer Order, can be found under Shopping>My Customer Orders.
 - Any of these orders may be viewed and edited during the actual order process.
- Posted Status - An order has been closed or paid for using a valid form of payment. An order that is in this status has begun the process to be picked and packed in the Warehouse and this order may NOT be changed.
- Shipped Status – An order in this status has been picked, packed and has begun the shipping process. At this stage, the order may NOT be changed and a tracking number can be found by clicking on the invoice number in Orders Report.

Due to the processing of the system and the definitions of these statuses it is important to have a full understanding that in Posted and Shipped status, the Company may not be able to make changes to the order.

ORDERS OLDER THAN 60 DAYS

Any order in entered status 60 days or older will be voided by the system. This applies to all order types.

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MARKETING AND ADVERTISING

E-COMMERCE AND WEBSITE ADVERTISING

The Direct Sales Consultant may not use or register any name that uses the words Pink Zebra, Pink Zebra Home or any derivatives, for a URL/domain (web address), an e-mail address, a nickname, an online alias, or online headers for marketing purposes. The policy is not limited to these, but examples which may not be used include NAME@pinkzebrahome.com, NAME@pinkzebraXXXX.com, pinkzebraNAME@xxxx.com, NAME@xxxxpinkzebra.com.

Pink Zebra supports the marketing of the Direct Sales Consultant's business through online media or social media sites, such as but not limited to Facebook, Google+, YouTube, Pinterest, Google Advertising, etc. If Pink Zebra Home, Pink Zebra or anything similar is used as a header / title for a Facebook Fan Page, similar social media sites or online marketing, the words Independent Consultant must be included in the header / title. Headers / titles in Facebook Fan Pages, similar social media sites or any web presence should be set using the following parameters:

- My Personal or Business Name/Pink Zebra Home/Independent Consultant
- Pink Zebra Home/ My Personal or Business Name /Independent Consultant
- My Personal or Business Name /Independent Consultant
- My Personal Independent Consultant / My Personal Name
- My Personal Name

The term "Independent Consultant" must be clearly and prominently stated within the page. Additionally, you may not use the term pinkzebrahome.com in any online headers for marketing purposes.

The Direct Sales Consultant is allowed one external social media website of each type (included but not limited to a Facebook page or Facebook group, Twitter, YouTube, Google+, Pinterest, etc.) to personalize his or her Pink Zebra business and promote the Pink Zebra opportunity.

The Direct Sales Consultant is only allowed to use the Pink Zebra replicated website as his or her shopping cart, and he or she may redirect a personal URL to the Pink Zebra replicated website.

EMAIL, SMS AND FACSIMILE USAGE

All advertisements sent via e-mail, SMS, or facsimile to promote Pink Zebra products and your business must comply with applicable laws and regulations including, without limitation, Canada's Anti-Spam Legislation. The Direct Sales Consultant is under obligation to research and comply with all laws concerning unsolicited commercial electronic messages.

Before sending a message, the Direct Sales Consultant must have express consent from the recipient, implied consent, or the email must be subject to a legislative exception, as applicable. Any email sent by a Direct Sales Consultant that promotes Pink Zebra, the Pink Zebra opportunity or Pink Zebra products and services must comply with the following:

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1. There must be a functioning return email address to the sender.
2. There must be a notice in the email that advises the recipient that he or she may reply to the email, via the functioning return email address, to request that future email solicitations or correspondence not be sent to him or her (a functioning "opt-out" notice).
3. The email must clearly and conspicuously disclose that the message is an advertisement or solicitation.
4. The use of deceptive subject lines and/or false header information is prohibited.
5. All opt-out requests, whether received by email or regular mail, must be honored. If a Direct Sales Consultant receives an opt-out request from a recipient of an email, the Direct Sales Consultant must forward the opt-out request to Pink Zebra.
6. The email must include the mailing address of the sender, along with one of: (1) a telephone number with access to an agent or voice messaging system; (2) an email address; or (3) a web address.

The unsubscribe function must:

- be able to be "readily performed";
- be free to the consumer;
- use the same electronic means by which the message was sent (unless not practicable);
- specify an email address or a link to a web page to which the unsubscribe request may be sent that is valid for a minimum of 60 days after the message has been sent; and
- take effect within 10 days of the unsubscribe request being sent.

UNSOLICITED SPAM

Subject to Telemarketing Techniques section below, Direct Sales Consultants may not use or transmit unsolicited faxes, mass email distribution, unsolicited email, bulk text messages, unsolicited social media or "spamming" of any sort, nor use an automatic telephone dialing system relative to the operation of their Direct Sales Consultant business. Unsolicited broadcast distribution by any media that may be defined as "bulk mail" or "SPAM" is strictly prohibited.

The term "automatic telephone dialing system" means equipment, which has the capacity to:

1. Store or produce telephone numbers to be called, using a random or sequential number generator; and
2. To dial such numbers.

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The terms "unsolicited faxes" and "unsolicited email" mean the transmission via telephone facsimile or electronic mail, respectively, of any material or information advertising or promoting Pink Zebra, its products, its Career Plan or any other aspect of Pink Zebra which is transmitted to any person, except that these terms do not include a fax or email:

1. To any person with that person's prior express invitation or permission; or
2. To any person with whom the Direct Sales Consultant has an established business or personal relationship. The term "established business or personal relationship" means a prior or existing relationship formed by a voluntary two-way communication between a Direct Sales Consultant and a person, on the basis of:
 - a. An inquiry, application, purchase or transaction by the person regarding products offered by such Direct Sales Consultant; or
 - b. A personal or familial relationship, which relationship has not been previously terminated by either party

TELEMARKETING TECHNIQUES

Direct Sales Consultants must comply with applicable laws governing their telemarketing activities. Although Pink Zebra does not consider Direct Sales Consultants to be "telemarketers" in the traditional sense of the word, applicable government regulations broadly define the term "telemarketer" and "telemarketing" so that your inadvertent action of calling someone whose telephone number is listed on a "do not call" registry or list could cause you to violate applicable law. Moreover, these regulations must not be taken lightly, as they carry significant penalties. Therefore, Direct Sales Consultants must not engage in telemarketing relative to the operation of their business, except in accordance with the rules in the attached Addendum A.

COLLECTION AND USE OF PERSONAL INFORMATION

A Direct Sales Consultant shall take appropriate steps to safeguard the protection of all private information provided by any customers, prospective customers, prospective Direct Sales Consultants and Direct Sales Consultants. Without limiting the foregoing, all Direct Sales Consultants must comply with applicable privacy laws governing the collection, use and disclosure of personal information.

PRODUCT CLAIMS

When describing Pink Zebra products and personal experiences with Pink Zebra, including the use of testimonials (by You or other Direct Sales Consultants), You understand and agree that You will only describe Pink Zebra products and product experiences in a manner that is consistent with the product claims contained in official Pink Zebra marketing materials or as otherwise approved in advance in writing by Pink Zebra. It is Your responsibility to disclose all relevant information to ensure that any representation You make is truthful and not misleading.

INDEPENDENT CONSULTANT LOGO USE GUIDELINES

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Any use of the logo to market, promote, advertise or gain awareness of your Pink Zebra business needs to include the Independent Consultant Logo. Anytime you are promoting your business in a way that may not include a logo, but are referencing Pink Zebra the term "Independent Consultant" must be clearly and prominently stated and or viewed.

Logos are found under Resources in ZebraNET.



PINK ZEBRA (HOME OFFICE) LOGO USE GUIDELINES

At no time, can any Consultant create or distribute any item or literature that contains the Pink Zebra logo and brand that was not created by Pink Zebra directly and distributed for that intended purpose. Consultants must use the "Pink Zebra Independent Consultant Logo" provided in the back office for such material.



PAISLEY HEAD LOGO USE GUIDELINES

Using the Paisley head alone without the text is not allowed as that creates images, trinkets and such that too closely resemble our Corporate logo. You must use the "Pink Zebra Independent Consultant" logo. This includes not using it as a profile picture on social media.



PINK ZEBRA HOME FACEBOOK

The purpose of our home Facebook page is to promote the Pink Zebra brand by creating excitement and awareness for the products and our many opportunities (business, party, customer, host, etc.). This page is not intended as a platform for Direct Sales Consultants to promote their business but is designed to provide him or her a roadmap or template on how to promote a personal Facebook page for his or

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her Pink Zebra business. Please note that any promotion of the Direct Sales Consultant's personal business on the Pink Zebra Home Facebook page will be removed.

CORPORATE SOCIAL MEDIA SITES

We provide you the opportunity to respond to requests from potential customers/recruits on our Pink Zebra Corporate social media sites to help build your business, but we need to use the most professional etiquette possible and not overwhelm anyone. To accomplish this, please adhere to the following:

1. There should only be ONE response per inquiry. Please refresh a few times to ensure you were first to respond before messaging. If you were not first, delete your comment and do not message.
2. Tell the potential customer/recruit that you will private message them or ask them to private message you if they are expressing interest in joining. Please make it a professional comment not just a rushed "PM you." Example of a professional response would be, "I would be happy to assist you, I will private message you." However, if they need a simple question answered, answer it on the post. If they are just making a comment, do not ask if they need assistance. Some people just want to comment and/or they are most likely a Direct Sales Consultant.
3. There should be NO private messaging without leaving a reply on the post. If we get reports/complaints (which we do) of too many people messaging, then a Direct Sales Consultant may be banned from the page and/or disciplinary action may be taken. We also delete comments at our discretion.
4. We ask that professional etiquette be followed including not having the same Direct Sales Consultant(s) always being the one to respond.
5. There should be NO direct marketing on any of our social media pages. This includes posting your website URL and direct statements such as, 'I would love to help anyone who is interested!'
6. We also love you interacting with us and responding to our posts. We do request you try to make the interaction genuine versus just trying to promote your business through your comments, as this is transparent to the public.
7. Please private message Pink Zebra Home with any comments/questions regarding policies or product that are of an internal nature since all of our social media accounts are public forums.

SOCIAL NETWORKING

When creating a new social media account (including Facebook business pages), always follow the policy in ZebraNET > Resources > Consultant Manual.

Graphics designed by the Home Office: Anything Pink Zebra has posted on any the corporate social media accounts, you are welcome to use and share, but not edit, mark, resize, or manipulate in any way.

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Images branded from the Home Office: You are welcome to use any graphics provided in ZebraNET with the Pink Zebra logo or saved from Pink Zebra Home website or official social media sites, as long as you do not alter the image. If you alter the image or add to a collage, you must add the "Pink Zebra Independent Consultant" logo. For example, you can share a Pink Zebra Home image from Facebook, and include your website in the post, but cannot save a Pink Zebra Home image with corporate logo and put your website directly on the image.

Social Media Images: You are free to design any graphics for use online to promote your Pink Zebra business, however, all graphics must include the "Pink Zebra Independent Consultant logo", so as not to be confused with any graphics that have been created by Pink Zebra Home office. When designing graphics, do not alter the product or logo in any way. Please be mindful of copyright laws. Do not add images created by people other than yourself unless you have a license to use the image. Do not use the Pink Zebra logo in combination with any other non-Pink Zebra brand logos.

Social Media Profile Pictures: You may not use images of the Pink Zebra logo, mark, or any combination thereof for your profile or cover photos. You are allowed to use the Pink Zebra Independent Consultant logo as long as it remains unaltered or other images.

DISCOUNT SITES / LOTTERY / GAMBLING

Pink Zebra does not support online sites that are bidding or discount related and does not support products being issued through lottery, gambling, auction, or chance types of offers. These online sites may include but are not limited to eBay or similar, penny-type auction sites and other similar types of sites.

QUARTER AUCTIONS FOR CHARITY

Pink Zebra allows 'Quarter' Auctions to be used as a way for you to promote your business as long as they are for a charity or fundraising purpose. Participation may include donation of products/prizes to be auctioned where the proceeds from at least one of the auction rounds go directly to the organization or charity. The Direct Sales Consultant may within that same event sell product through a traditional vendor event set-up. Not permitted are 'Quarter' or Other Auctions where the purpose of the auction is to split all proceeds between the vendors (Consultants).

CONFLICTS OF INTEREST

COMPETITIVE SELLING

As long as a Direct Sales Consultant's Pink Zebra Consultant Agreement remains in force, a Direct Sales Consultant may not become a salesperson for any other direct sales, party plan or network marketing program that sells candle or fragrance, home décor products, or other competing items carried in the Pink Zebra product line. A Direct Sales Consultant must not be an agent, independent salesperson, employee or owner of any entity whose primary purpose is the manufacture, marketing or sale of candles / fragrance, home décor products or other competing items carried in the Pink Zebra product line. For the purposes of this policy, a company is competing with Pink Zebra when the offering is a significant portion of the company's product and marketing presence.

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COMPETITIVE SPONSORING

Direct Sales Consultants may not use the association and drawing power of their Pink Zebra business to sponsor or develop any other direct sales organization. During the term of a Consultant's Agreement, Direct Sales Consultants may not sponsor other Pink Zebra Consultants for any network marketing, party plan or direct sales business. The term "sponsor" means actual or attempted solicitation, enrollment, encouragement, or effort to influence in any other way, either directly or indirectly, another Pink Zebra Consultant or customer to enroll or participate in another multilevel marketing, network marketing or direct sales opportunity. This conduct constitutes sponsoring even if the Direct Sales Consultant's actions are in response to an inquiry made by another Direct Sales Consultant.

TEAM SPONSORING

Pink Zebra undertakes all efforts to support the ethical business efforts of all Direct Sales Consultants. Any activity that attempts to sponsor another Direct Sales Consultant's Team, slander another Direct Sales Consultant, enroll a Direct Sales Consultant as a new Team member prior to his or her termination and completing the required six calendar month inactivity period (for prior Direct Sales Consultants), or undertake other activities that could be interpreted as unethical may subject a Direct Sales Consultant to disciplinary action.

TRADEMARK & INTELLECTUAL PROPERTIES

TRADEMARK

The Pink Zebra business name and trademarks belong exclusively to the Company. An active Direct Sales Consultant may use the trademarks provided he or she uses them correctly. Consultants must use the registered trademark symbols ® or ™ where applicable and may not alter the trademarks in any way. A Direct Sales Consultant may use Pink Zebra's trademarks, copyrighted material and other intellectual property only with Pink Zebra's prior written permission, which may be expressed through general publication (to all Direct Sales Consultants) or specifically in writing to one or more Direct Sales Consultants. Without limitation, Pink Zebra may require conformity with specifications, may require that materials that use Pink Zebra's trademarks and/or copyrighted materials be sourced from Pink Zebra and may otherwise condition use of its trademarks and copyrighted works. Any permission granted by Pink Zebra shall constitute a limited, non-exclusive, non-transferable and revocable license to use such trademarks and copyrighted works solely in connection with the Pink Zebra business. You agree to immediately transfer to Pink Zebra, upon Pink Zebra's request, any Internet domain name or other registration or application containing an Pink Zebra trademark.

Direct Sales Consultants who are terminated or terminate his or her Agreement lose all rights and privileges of a Direct Sales Consultant and may no longer use the Pink Zebra business name or trademark.

Consultant Policies & Career Plan



LOGO USE

Pink Z Pink Zebra currently has the following registered names that are logos (defined as stylized characters) which may be used but not altered. They are:

- Pink Zebra
- Simmering Lights® logo
- Soft Soy® logo
- Soaks™ logo
- Just Add Soaks™ logo
- HEROESTM program
- Rallies
- EZ PZ™
- Club Pink™

Anytime these words are used in the form of a logo (whether individually or with other text), they may not be altered and must remain as the approved logo.

Direct Sales Consultants must use the "Independent Consultant" Pink Zebra logo as it appears on the pre-approved logos section available on ZebraNET and the Pink Zebra Logo based on the guidelines provided below. The logo cannot be altered in any way. Additionally, Direct Sales Consultants may duplicate the Pink Zebra logo on any type of clothing, supply item or other promotional items to market their Pink Zebra businesses but not for the purpose of resale.

Direct Sales Consultants who are terminated or terminate his or her Agreement lose all rights and privileges of a Consultant and may no longer use the Pink Zebra logos.

Types	Pink Zebra Home Independent Consultant Logo	Pink Zebra Home Logo
Car Decals, Tents, Banners	X	
Social Media, Business Cards	X	
Logo Wear - Shirts, Jackets, Caps		X
Key Chains, Water Bottles or Cups		X
Self-designed flyers	X	

PATENTS

Any patents owned by Pink Zebra that cover certain Pink Zebra products are protected under U.S. federal law.

Consultant Policies & Career Plan



PINK ZEBRA LITERATURE

Producing photocopies of any Pink Zebra publication is permitted provided it is intended for business use but not for dissemination. Copyrighted material includes any publication or form provided by Pink Zebra via the Internet or otherwise. Reproducing or scanning copyrighted publications, including a Pink Zebra catalog, is a violation of the U.S. and Canadian copyright laws protecting these items. Direct Sale Consultants are permitted to use text from Pink Zebra publications, provided they include a citation of the publication from which the information was taken, giving all credit to Pink Zebra. Pink Zebra owns the copyrights to any advertisements approved by the home office and reserves the right to use these approved advertisements in any way seen fit.

COPYRIGHT / INTELLECTUAL PROPERTY OTHER THAN PINK ZEBRA

Direct Sales Consultants are not allowed to use images of other brands, personalities, athletes or other that have not been approved by the owner and properly compensated.

CAREER PLAN

INTRODUCTION

The Pink Zebra Compensation Plan introduces an exciting, trendsetting method of compensating our Independent Consultants. It is surprisingly simple, financially rewarding and equitable, in terms of giving everyone involved an equal opportunity for success. The Plan combines the best of retail sales methods and traditional wholesale distribution with an aggressive and duplicable method for geometrically growing your business. The Pink Zebra sponsoring formula will make building your business fun and profitable!

Our goals are simple, but the rewards are great.

1. Create a way for a beginning Independent Consultant to make **IMMEDIATE** income.
2. Build **LONG-TERM** benefits for the Pink Zebra Professional.
3. Sustain customer retention with top-quality products, fair prices and excellent service.
4. Sustain Independent Consultant retention, activity and enthusiasm with continued training and education opportunities; marketing support; and attainable commissions, bonuses, and incentive awards.

MARKETING PHASES

There are six (6) different ways to generate revenue as a Consultant for Pink Zebra. It is possible to participate in one or all of these profit centers. The following is a general list of the ways to earn revenue based on our Plan.

Consultant Policies & Career Plan



SELLING PHASE

1. Minimum Base Commission – 25% base commission (retained from Party Sales)
2. Enhanced Personal Commissions – additional 5% to 10% commission (paid monthly)

MANAGEMENT PHASE

3. 7% Sponsoring Bonus (paid monthly)
4. 3% Team Level Bonuses, four levels deep (paid monthly)
5. 2% Mentoring Bonus (paid monthly)

Note: The term “Sponsoring Bonus” is not intended to imply any connection between the simple act of recruitment, enrollment or sponsorship and payment of compensation. The bonus is paid on certain sales made the newly recruited Direct Sales Consultant.

EXECUTIVE PHASE

6. Three levels of Generation Bonuses totaling 7% (paid monthly)

OVERVIEW

The Pink Zebra compensation plan was designed to offer Consultants the opportunity to develop a significant income through retailing our products and enhancing that income through sponsoring others who retail our products.

People who join Pink Zebra as Consultants hold parties in people's homes or other meeting areas, retail product, distribute catalogs, build customers and build a business. Retailing product is the foundation of their ongoing business success.

A Consultant begins his or her Pink Zebra business by initiating an Independent Consultant agreement and requesting to become a New Consultant. In addition, as an incentive, FREE product benefits are awarded during his or her first 90 days through the company sponsored Quick Start Incentive.

BASE COMMISSIONS

The base commission a Consultant earns is 25% on any standard order, including Consultant Order*, Party Order and Customer Order. The Consultant may earn the 25% base commission in two ways. First, if he or she places a Consultant Order or uses the Consultant Pay when placing a party order, the Consultant receives or retains the 25% when he or she places the order. This means the Consultant receives a 25% commission at the time he or she places the order. For any other order that is part of a Party Order or Customer Order where there is a credit card used besides Consultant Pay, the Consultant would receive 25% base commission at the time commissions are processed (see Commission Period).

***Note: There is no requirement for Direct Sales Consultants to personally purchase/consume products in order to become a Direct Sales Consultant, move up in rank, or to fully participate in the Pink Zebra Career Plan at any specific rank, except purchase of the Enrollment Kit when**

Consultant Policies & Career Plan



joining the plan, which is sold at Pink Zebra's cost: CDN\$600. Sale of the Enrollment Kit is not commissionable. The Career Plan is built on retail sales to customers. The Company recognizes that (i) Direct Sales Consultants may wish to purchase products in reasonable amounts for their own personal or family use, (ii) buying product for any reason other than bona fide resale (or for personal use in reasonable amounts) is prohibited, and (iii) Direct Sales Consultants must not purchase any excessive inventory nor encourage others to do so.

ENHANCING YOUR COMMISSIONS

Consultants may begin receiving retail commissions that range from a base of 25% up to 35% of the products they sell through one-to-one sales, parties or online sales from their personal website (See Table 1 Enhanced Personal Sales Commission). Of course, holding parties to retail product is at the core of business success. Here is how it works:

Enhanced Personal Sales Commissions

	SV \$0 - \$899	SV \$900 - \$1999	SV \$2000+
Consultant	25%	30%	35%
Executive Consultant	25%	30%	35%
Manager	25%	30%	35%
Senior Manager	25%	30%	35%
Executive Manager	25%	30%	35%
Director	25%	30%	35%
Executive Director	25%	30%	35%
Presidential Director	25%	30%	35%

Note: 25% is the base commission available to Consultants for all retail sales. When a Consultant accepts cash or cheques from a customer and processes the order through ZebraNET, an immediate commission is earned. Otherwise if the Consultant is using Pink Zebra to process credit cards, then the 25% would be paid during the normal commission process along with any other commission.

LEADERSHIP BONUSES: WORKING WITH OTHERS TO BUILD A TEAM

When a Consultant helps the people he or she recruits as Consultants to build their Team, the Consultant helps them to become successful while building depth in his or her own organization. Pink Zebra compensates the Consultant for building Teams by paying him or her 3% of the assigned Group Volume through up to four levels of Consultant sales volume in his or her organization. Group Volume (GV) is the assigned value on which a Consultant's Team Bonuses are calculated, usually 75% of suggested retail but adjusted on certain products.

The term "Level" is used to describe a Consultant's relationship to the other Consultants in his or her organization. For example, when the Consultant sponsors someone, that person is the Consultant's Level

Consultant Policies & Career Plan



1. When that person sponsors someone, the new Consultant becomes Level 2 to the original Consultant, and so on. A Consultant can earn the right to receive bonuses on up to four levels of Consultants.

To remain Active as a Consultant, the Consultant will be required to maintain minimum Personal Sales of \$150 during a six-month period.

SPONSORING BONUS

This is a very exciting aspect of the Pink Zebra Plan. Pink Zebra pays a 7% Sponsoring Bonus to the original Consultant - on sales of the new Consultant he or she enrolls. The Sponsoring Bonus is paid on the sales of the enrolled Consultant for as long as he or she remains a Pink Zebra Consultant! As a Qualified Enroller, the original Consultant will receive this special Sponsoring Bonus on the Commissionable Volume (CV) of any Enrollee whom he or she personally enrolled as long as the original Consultant is personally active during the month by producing your \$400.

Note: The term “Sponsoring Bonus” used in this document is not intended to imply any connection between the simple act of recruitment, enrollment or sponsorship and payment of compensation. The bonus is paid on certain sales made the newly recruited Direct Sales Consultant.

STRATEGIC PLACEMENT OPTION (ACTIVE QUALIFIED EXECUTIVE CONSULTANT OR HIGHER RANK)

When a Consultant achieves the Current Rank of Executive Consultant, he or she will have the option to place an Enrollee beneath a downline Consultant for mentoring and training. The Consultant will continue to receive the 7% Sponsoring Bonus on the enrolled Consultants' CV no matter where they are placed in his or her downline genealogy. Once the Consultant achieves the rank of Executive Consultant, he or she has the right to place as many personally enrolled Consultants under other Consultants in his or her downline organization as desired, or the Consultant can place the Enrollee directly under himself or herself at Level 1. A personal Enrollee may ONLY be moved ONE time AND must be moved within 30 days of enrollment. Either way, the Consultant will receive his or her Sponsoring Bonus for as long as he or she remains active and the Enrollee remains a Pink Zebra Consultant.

Example: You enroll Pam who lives in another part of the country. You assign Pam to Sue who lives in the same city as Pam because you feel Sue will be better able to train and support Pam. The Pink Zebra Plan rewards both you and Sue with bonuses on Pam's sales! And since Pam has someone nearby to help support her, she'll be more likely to succeed. You receive the 7% sponsoring bonus and Sue would benefit from the leadership commissions. When you re-assign a Team member they no longer count as one of your Legs or Teams for leadership.

Process for completing the Strategic Placement:

1. Must hold Current Rank of Executive Consultant or higher in title.
2. Change Sponsor menu will be visible on your ZebraNET.
3. Click the drop down to determine who to re-assign.
4. Click the drop down to determine who to assign to.
5. Click submit. NOTE: Once submitted this is not reversible and will remain as long as Consultants remain in the business.

Consultant Policies & Career Plan



MENTORING BONUS

At the Executive Manager level and higher, the Consultant qualifies for a Mentoring Bonus of 2% beginning with all the GV of everyone in his or her group. This additional bonus will include all the sales volume created by all downline Team members to unlimited depth down to the first Executive Manager or higher ranked person in his or her Team.

At the Director level, the Consultant qualifies for a Mentoring Bonus of 3% on Executive Manager Legs down to the next breakaway Executive Manager.

Mentoring Bonus is paid to the Original Enroller

HOW TO QUALIFY FOR AND MAINTAIN YOUR LEADERSHIP BENEFITS

CONSULTANT

Qualifications:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Enroll at least one (1) active Consultant in a separate Team in Level 1

Monthly Maintenance:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Personally sponsor at least one (1) active Consultant in a separate Team in Level 1

EXECUTIVE CONSULTANT

Qualifications:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Enroll three (3) or more active Consultants in separate Teams in Level 1

Monthly Maintenance:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Maintain three (3) or more active Consultant Teams in Level 1
-Eligible to participate in strategic placement of personal Enrollees-

MANAGER

Qualifications:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Four (4) or more active Consultants in separate Teams in Level 1, two (2) of which contain an Executive Consultant

Monthly Maintenance:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Maintain four (4) or more active enrolled Consultants in separate Teams in Level 1, two (2) of which contain an Executive Consultant or higher
3. Maintain \$5,000 in GV
4. The 60% rule applies
-Eligible to participate in strategic placement of personal Enrollees-

SENIOR MANAGER

Qualifications:

1. Minimum sales volume of \$400 per month (Bonus Qualified)

Consultant Policies & Career Plan



2. Have two (2) or more active Manager Teams in Level 1
3. Generate \$15,000 in GV per month for two (2) consecutive months at the point of the promotion and on the second month of reaching \$15,000 GV, points 1,2,3, and 4 must all be in place
4. The 40% rule applies to both months

Monthly Maintenance:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Maintain four (4) or more active enrolled Consultants in separate Teams in Level 1, two (2) of which contain an Executive Consultant or higher
3. Maintain \$10,000 in GV
4. The 40% rules applies

-Eligible to participate in strategic placement of personal Enrollees-

EXECUTIVE MANAGER

Qualifications:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Complete Executive Manager Training
3. Have one (1) or more active Senior Manager and two (2) Manager Teams in Level 1
4. Generate \$30,000 in GV per month for two (2) consecutive months at the point of the promotion and on the second month of reaching \$30,000 GV, points 1,2,3, and 5 must all be in place
5. The 40% rule applies to both months

Monthly Maintenance:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Maintain four (4) or more active enrolled Consultants in separate Teams in Level 1, two (2) of which contain an Executive Consultant or higher
3. Maintain \$15,000 in GV
4. The 40% rules applies

-Eligible to receive 2% Executive Manager Team Bonus-

-Eligible to participate in strategic placement of personal Enrollees

Consultant Policies & Career Plan



CAREER PLAN OVERVIEW

Rank	Qualifying Requirements														Award Amounts Available									
	Personal Sales	Group Volume	Level 1 Active	Level 1 Frontline	SV \$0 - \$899	SV \$900 - \$1,999	SV \$2000+	Sponsoring Bonus	EM Marketing	DIR Marketing	Team Level 1	Team Level 2	Team Level 3	Team Level 4	Gen 1	Gen 2	Gen 3							
Consultant Executive	\$ 400				25%	30%	35%	7%			3%													
Consultant	\$ 400			3	3C	25%	30%	35%	7%			3%	3%											
Manager	\$ 400			4	2EC	25%	30%	35%	7%			3%	3%	3%										
Senior Manager	\$ 400	\$ 15,000 (2)		4	2M	25%	30%	35%	7%			3%	3%	3%	3%									
Executive Manager	\$ 400	\$ 30,000 (2)		4	2SM	25%	30%	35%	7%	2%		3%	3%	3%	3%									
Director	\$ 400	\$ 50,000 (2)		4	4M1EM1D	25%	30%	35%	7%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%			
Executive Director	\$ 400	\$ 100,000 (2)		4	4M1EM1D	25%	30%	35%	7%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%			
Director	\$ 400	\$ 150,000 (2)		4	D	25%	30%	35%	7%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%	2%		

(-) = Months

Rank	Monthly Maintenance Requirements														Award Amounts Available									
	Personal Sales	Group Volume	Level 1 Active	Level 1 Frontline	SV \$0 - \$899	SV \$900 - \$1,999	SV \$2000+	Sponsoring Bonus	EM Marketing	DIR Marketing	Team Level 1	Team Level 2	Team Level 3	Team Level 4	Gen 1	Gen 2	Gen 3							
Consultant Executive	\$ 400				25%	30%	35%	7%			3%													
Consultant	\$ 400			3	3C	25%	30%	35%	7%			3%	3%											
Manager	\$ 400	\$ 5,000		4	2EC	25%	30%	35%	7%			3%	3%	3%										
Senior Manager	\$ 400	\$ 10,000		4	2 EC	25%	30%	35%	7%			3%	3%	3%	3%									
Executive Manager	\$ 400	\$ 15,000		4	2 EC	25%	30%	35%	7%	2%		3%	3%	3%	3%									
Director	\$ 400	\$ 50,000		4	2 EC	25%	30%	35%	7%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%					
Executive Director	\$ 400	\$ 100,000		4	2 EC	25%	30%	35%	7%	2%		3%	3%	3%	3%	3%	3%	3%	2%	2%				
Director	\$ 400	\$ 150,000		4	2 EC	25%	30%	35%	7%	2%		3%	3%	3%	3%	3%	3%	3%	2%	2%	2%			

EXECUTIVE PHASE GENERATION BONUSES

When a Consultant becomes a Director under the Plan, he or she is eligible to qualify for "generation bonuses." Generation bonuses are paid as a group's leadership grows and rewards the Consultant for helping them.

When an Executive Manager in your downline becomes a Director; that Director becomes your 1st Generation, and you will begin receiving a 3% generation bonus on that Director's personal Group Volume (GV).

When your 1st Generation Director has someone in her group who becomes a 1st Generation, that person's organization becomes your 2nd Generation, and if you have met the Qualification to be paid as an Executive Director, you will receive 2% on the GV of her organization. And when your 2nd Generation Director has someone in her group who becomes her 1st Generation; that person's organization becomes your 3rd Generation, and if you have met the Qualification to be paid as Presidential Director, you will receive 2% on the GV of her organization.

Consultant Policies & Career Plan



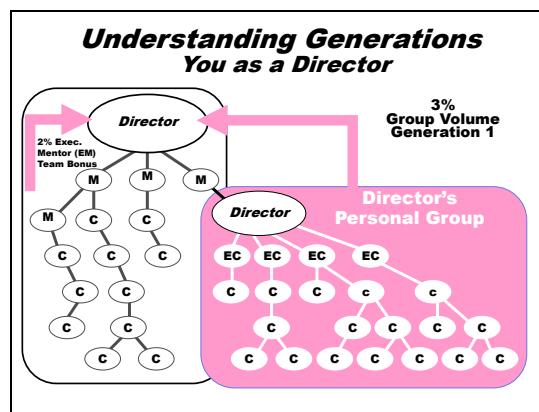
Generation bonuses are paid to unlimited depth in each generation until another Director or higher rank is found. This continues down to the maximum number of generations. (See tables below.)

Special Note: As it pertains to Directors, the term Personal Group Wholesale Volume consists of a Director at the top of an Organization and every Consultant downline of her in that Organization, through each and every Team, until reaching a Consultant with the rank of Director or higher within any Team. The sum of all Consultants within these Teams and the Director or higher rank person at the top makes up the Personal Group of that Director.

Qualification and Generation Bonuses

Rank	Director	Executive Director	Presidential Director
Qualifications			
	Active + 4 Active Manager Teams and 1 Executive Manager Team and \$50,000 GV* per month for 2 Consecutive Months	Active + 4 Active Manager Teams, 1 Active Executive Manager Team, 1 Director Team and \$100,000 GV* per month for 2 Consecutive Months	Active + 4 Active Executive Manager Teams, 1 Director Team, 1 Executive Director Team and \$150,000 GV* per month for 2 Consecutive Months
Maintenance			
	\$400 personal sales and \$50,000 GV in the pay period **40% Rule Applies*	\$400 personal sales and \$100,000 GV* in the pay period **40% Rule Applies*	\$400 personal sales and \$150,000 GV* in the pay period **40% Rule Applies*
Mentoring Bonus			
Mentoring	3% to next EM Leg		
Generation Bonuses			
Generation 1	3% GV	3% GV	3% GV
Generation 2		2% GV	2% GV
Generation 3			2% GV

Understanding Generations



Consultant Policies & Career Plan



HOW TO QUALIFY AND MAINTAIN YOUR EXECUTIVE LEVEL BENEFITS

DIRECTOR

Qualifications:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Have four (4) or more Active Manager Teams in Level 1 and one (1) or more Active Executive Manager Teams in Level 1
3. Generate \$50,000 in GV per month for two (2) consecutive months at the point of the promotion and on the second month of reaching \$50,000 GV, points 1,2, and 4 must all be in place
4. The 40% rule applies
5. Sign an additional leadership agreement which is effective for Director and higher

Monthly Maintenance:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Maintain four (4) or more active enrolled Consultants in separate Teams in Level 1, two (2) of which contain an Executive Consultant or higher
3. Maintain \$25,000 in GV
4. The 40% Rule applies
5. Follow and abide by signed leadership agreement for Director and higher

-Eligible to participate in strategic placement of personal Enrollees-

EXECUTIVE DIRECTOR

Qualifications:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Have four (4) Active Manager Teams in Level 1, one (1) Active Executive Manager Team and one (1) Director Team
3. Generate \$100,000 in GV per month for two (2) consecutive months at the point of the promotion and on the second month of reaching \$100,000 GV, points 1,2, and 4 must all be in place
4. The 40% rule applies

Monthly Maintenance:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Maintain four (4) or more active enrolled Consultants in separate Teams in Level 1, two (2) of which contain an Executive Consultant or higher
3. Maintain \$100,000 in GV
4. The 40% Rule applies

-Eligible to participate in strategic placement of personal Enrollees-

PRESIDENTIAL DIRECTOR

Qualifications:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Have four (4) or more Active Executive Manager Teams in Level 1, one (1) or more Active Director Teams in Level 1 and one (1) or more Active Executive Director Teams in Level 1
3. Generate \$150,000 in GV per month for 2 consecutive months at the point of the promotion and on the second month of reaching \$150,000 GV, points 1,2, and 4 must all be in place

Consultant Policies & Career Plan



4. The 40% rule applies

Monthly Maintenance:

1. Minimum sales volume of \$400 per month (Bonus Qualified)
2. Maintain four (4) or more active enrolled Consultants in separate Teams in Level 1, two (2) of which contain an Executive Consultant or higher
3. Maintain \$150,000 in GV
4. The 40% Rule applies

-Eligible to participate in strategic placement of personal Enrollees-

DEFINITIONS

BONUS

This is the remuneration that is based on the percentage of sales volume of others (downline, Teams) in accordance with the respective provisions of the Career Plan.

BASE COMMISSION

This is the base commission or discount earned for being a Consultant when a commissionable order is placed. The base amount is 25% and is awarded in two ways: 1) If the order is paid by the Consultant, the amount is given as a discount and the 25% is retained at the time of the order. 2) If a customer places an order using a credit card, the commissionable amount will be determined at the time commissions are run (see Commission Period) and paid to the Consultant through direct deposit or cheque.

CAREER PLAN

The official set of definitions and performance requirements as published in the Pink Zebra Consultant Manual by which the company pays its Consultants.

CURRENT RANK

The highest title earned. Titles are never taken away. This is the title that the home office uses and the Consultant may use on a business card or any other marketing piece.

COMMISSION PERIOD

The commission period is defined as a calendar month, and all activity to reach a requirement (sales, leadership, and activation) must be met before 12:00 AM EST of the first day of the next month to impact that commission period. The commission period closes after the end of the month, and there may be up to 10 business days before activity reports, bonuses or commissions are updated or paid out.

COMMISSIONABLE VOLUME

This value is the base value of a product that is eligible to have leadership percentage-based commissions paid on it. The commissionable volume is 75% value of Sales Volume (SV is calculated based on US catalog price).

Consultant Policies & Career Plan



COMPRESSION

Team Bonuses and Generation Bonuses are earned by and paid to Consultants that are qualified. When a Consultant fails to meet the minimum maintenance requirements for earning bonuses at his or her titled position, the Company's computer searches downline until it finds a Consultant who is qualified no matter how far downline it has to search. That qualified Consultant's personal volume for the bonuses or commission for then "Compresses" to include all the volume that may have been generated by all non-qualified Consultants in between to create the next Level until it has satisfied its payout requirements with qualified Consultant Levels. The term "compression" is used to describe the temporary condition that occurs when a Consultant fails to meet the maintenance requirements for being considered active for a particular pay period. Compression does not apply to sponsor bonuses.

DOWNLINE

All the Consultants under a given Consultant in the Sponsor organization, at any level.

DIRECTOR GENERATION

The Consultant and their Downline to but not including a Pay Rank at the breakaway rank or higher of Director.

ENROLLER

Consultant who enrolled another Consultant. A Consultant's Enroller may or may not be the same person as the Consultant's Sponsor.

EXECUTIVE MANAGER GENERATION

The Consultant and their Downline to but not including a Pay Rank at the breakaway rank or higher of Executive Manager.

FRONTLINE

Refers to all Consultants that are personally sponsored and/or enrolled (Level 1) by a particular Consultant or by the Company.

GROUP VOLUME (GV)

GV is the sum of all SV for a given Leg or total Team and is used to determine title.

GROUP

The Consultant and his or her entire Downline. Volume for a group includes sales volume or commissionable volume of the Consultants and their Customers at any level.

HOLD STATUS

Hold status can be applied to any Consultant for reasons such as not including a SSN or for policy violations. Hold status is treated and counted as inactive within the Career Plan.

Consultant Policies & Career Plan



LEADERSHIP COMMISSION

Leadership Commission is the earnings from the activity and sales of a Team. Leadership commission is based on the Group Volume.

LEG

A Sponsored (Level 1) Consultant and their Downline.

LEVEL

Degree of placement relationship in the Sponsor organization. Directly sponsored Consultants are Level 1 Consultants. The directly sponsored Consultants of Level 1 Consultants are Level 2 Consultants.

MAINTENANCE

The standard of performance involving a Consultant that is required for that Consultant to continue being "Pay Rank" a particular rank after meeting the initial qualification requirements for that rank.

PAY RANK

Title in which the Consultant is paid any commission, bonus or recognition based on meeting specific requirements for a commission period.

PINK DOLLARS

Dollars awarded to a Consultant that may be used like money for the purchase of product. Pink Dollars are redeemed at the retail price, may not be redeemed for cash and expire one year (unless otherwise noted) from the date they are awarded. Pink Dollars are not commissionable or transferrable. Each Consultant has a customer record assigned to them that is part of his or her Consultant record. Pink Dollars are awarded to this customer record and Pink Dollars are redeemed through a "Customer Order" and may be applied to the sub total by using the "Credit Balance" drop down which will reflect your Pink Dollar balance. Any overage may be paid using another payment method.

POLICIES & PROCEDURES

The governing rules that define the relationship between Pink Zebra and the Consultant.

QUALIFYING GROUP VOLUME

The volume used for qualifying that includes the 40% and or 60% rule.

QUICK START INCENTIVE

Quick Start is an incentive that is available to any new Consultant for the first 90 days and awards Pink Dollars for achieving sales and sponsoring milestones. The incentive also rewards Consultants when they achieve the leadership level of Manager. Reports are run once per month and rewarded consistent with the commission period of the 10th of the month. Quick Start is an annual incentive and is may be changed at the beginning of each year. Refer to the current Quick Start incentive flier for all details.

Consultant Policies & Career Plan



SALES VOLUME (SV)

Sales Volume is where there is a base commission paid based on the retail sale of the product and is used to calculate qualifications, incentives and Quick Start. SV is based on US catalog price.

SPONSOR

Consultant under whom another Consultant is placed in the career plan.

TEAM

Each personally sponsored Consultant on your First Level is part of your total Downline and is a separate "Team." You and your entire Sales Organization (Downline) are one "Team" to your sponsor.

ZEBRANET

ZebraNET is your personal workstation where you will manage your business, view reports, place orders and view multiple types of communication from the Home Office. ZebraNET is password-protected, and your password should not be shared with any other person for your personal protection.

60% & 40% RULE:

No more than 60% or 40% of the Group Qualifying Volume (based on rank) required for qualification or maintenance can come from any one Team. If a Team makes up more than 60% or 40% of the volume, then they will default to 40% or 60% of the total required volume. For example, if you have four Teams or Legs that are producing volume, no more than 60% or 40% of the volume can come from one Team.

Example using 40% rule:

Team 1: \$1,000

Team 2: \$5,000

Team 3: \$20,000 = 66%

Team 4: \$4,000

Total: \$30,000

Based on Team 3 being more than 40% of your group volume, Team 3 will now default to 40% of the Group Volume (40% of \$30,000) or \$12,000. The total now is \$1,000+ \$5,000+ \$12,000+ \$4,000 = \$22,000. The \$22,000 counts toward leadership qualifications.

APPENDUM A

TELEMARKETING RULES

A. RULES APPLICABLE TO TELEPHONE AND FAX

The Canadian federal government operates a national Do-Not-Call registry that requires businesses to refrain from calling customers who register on the national "Do-Not-call" list (DNCL). You are prohibited from placing unsolicited telemarketing calls to customers that make a do-not-call request in one of two ways:

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- i. the customer can register his or her telephone number on the national DNCL
- ii. the customer can ask the caller directly not to be called again

There are significant penalties associated with calling a customer after a do-not-call request has been made. Accordingly, when calling customers to offer or sell Pink Zebra products, these procedures should be followed.

EXCEPTIONS TO THE NATIONAL Do-NOT-CALL LIST

Subject to the 'Important Note' below, you are permitted to call customers that have registered their telephone numbers on the national DNCL, provided:

- a) You have an "existing business relationship" with such person, meaning customers who:
 - i. have purchased something from You within the last 18 months, or
 - ii. have made an inquiry about Pink Zebra products or the Pink Zebra opportunity within the last 6 months, or
 - iii. have a written contract with Pink Zebra currently in existence or that expired within the last 18 months, or
 - iv. You have obtained express written permission from the customer to make such calls.

Important Note: If customers in any of these categories above request that they not be called, YOU MUST COMPLY WITH SUCH REQUEST.

COLD CALLS TO CUSTOMERS NOT WITHIN AN EXCEPTION

If You call a person who has registered their telephone number on the DNCL, You have violated Canadian federal law. Customers who have registered on the DNCL who still receive telemarketing calls will be able to file a complaint against You with the Canadian Radio-television Telecommunications Commission (CRTC). Violators of the DNCL registry rules will be subject to a fine of up to \$15,000 CDN per violation.

It is your responsibility to ensure you do not call customers who have been registered on the DNCL for more than 31 days. The 31 days will provide a grace period to allow you time to update your telemarketing lists.

In addition to subscribing to the national DNCL, You are still required to maintain your own do-not-call list and to honour a customer's request not to be called.

You must not sell, rent, lease or publish the list or disclose any portion of the list to an individual outside your organization, including affiliates.

You will be required to pay a fee to subscribe to the DNCL.

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Recommendations:

Limit business-generating telephone calls to former customers and prospective recruits who fall within the "exception" categories identified above.

Maintain a database for any customer or prospective recruit that has requested that You not call them again. Once a name and telephone number is entered into this database, it must be maintained for a period of at least 3 years.

B. OTHER CRTC TELEMARKETING RULES YOU NEED TO COMPLY WITH

In addition to the new DNCL rules, You must also abide by the following CRTC rules.

Contacting Customers

1. Telephone Calls:

- (a) Calling hours are restricted to weekdays (Monday to Friday) between 9:00 AM and 9:30 PM and weekends (Saturday and Sunday) between 10:00 AM and 6:00 PM. Restrictions hours refer to the time zone of the customer receiving the telephone calls.
- (b) At the beginning of a call you:
 - (i) must identify your name, corporate name and/or trade name
 - (ii) must provide the purpose of the call
 - (iii) upon request you must provide a local or toll-free number allowing the customer access to speak to an employee or other representative of yours;
 - (iv) must provide the name and address of an employee or other representative of yours, to whom the customer can write.
- (c) The telephone call shall be answered either by a live operator or a voicemail system to take messages for the customer. The voicemail must inform customers that their call will be returned within three (3) business days.
- (d) You must return customer's call within three (3) business days.
- (e) You must display the originating calling number or an alternate number where the call originator can be reached (except where the number display is unavailable for technical reasons).
- (f) Sequential dialing is prohibited.
- (g) Random dialing and calls to non-published numbers are permitted, except to numbers that are registered on the national DNCL; are emergency lines; and are associated with healthcare facilities.

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(h) Your own do not call list must be maintained and remain active for three (3) years effective within fourteen (14) days from the date of the customer's do not call request.

(i) A customer's request not to be called that is made during the telemarketing call shall be processed at that time. The customer shall not be asked to call elsewhere to make their request.

If You use a predictive dialing device to initiate a call, You shall not exceed, in any calendar month, a five (5) percent abandonment rate. You shall maintain records of actual abandonment rates for a period of three (3) years from the date each monthly record is created.

2. Automatic Dialing and Announcing Devices (ADADs) Prohibited:

ADADs are equipment that store and dial telephone numbers automatically. They are typically used alone or with other devices to deliver a pre-recorded or synthesized voice message to the telephone number called. Use of ADADs in connection with your business is strictly prohibited.

3. Automatic Dialing and Announcing Devices (ADADs) Prohibited:

ADADs are equipment that store and dial telephone numbers automatically. They are typically used alone or with other devices to deliver a pre-recorded or synthesized voice message to the telephone number called. Use of ADADs in connection with your business is strictly prohibited.

C. APPLICABLE PROVISIONS OF THE CANADIAN COMPETITION ACT

You must also comply with the following provisions contained in this Canadian legislation:

No person shall engage in "telemarketing" (which term includes promoting the supply of use of products or promoting any business interest) unless:

- a) disclosure is made, in a fair and reasonable manner at the beginning of each telephone communication, of the identity of the person on behalf of whom the communication is made, the nature of the product or business interest being promoted and the purposes of the communication.
- b) disclosure is made, in a fair, reasonable and timely manner, of the price of any product whose supply or use is being promoted and any material restrictions, terms or conditions applicable to its delivery

No person who engages in telemarketing shall make a representation that is false or misleading.