

USANA.

COMPENSATION PLAN
INDIA

Effective Date: 1 September 2023



USANA
THE CELLULAR NUTRITION COMPANY

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COMPENSATION PLAN

USANA is dedicated to helping you get the most out of life—and this includes giving you the opportunity to create your own engaging, sustainable, and ultimately financially successful USANA business. Our compensation plan reflects this dedication, as it gives every Independent USANA Associate the best opportunity for direct-selling success.

- By building a team of Associates and developing a strong base of customers, you can begin to realise financial success.
- Commissions are paid weekly.
- Team members are incentivised to help you build a successful team.
- Success among Associates is widespread and evenly distributed; the plan is fair to everyone involved.

AREAS OF INCOME

There are five ways to earn income with the USANA India Compensation Plan:

- Retail Sales
- Weekly Commissions
- Incentives
- Leadership Bonus
- Elite Bonus

RETAIL SALES

Associates are distributors of USANA products. This means you can purchase products at our special Preferred Price, and when you sell these products to your customers at retail price, you earn an immediate profit. The difference between what you pay for the product and the price at which you sell the product is your retail profit. The importance of selling cannot be overemphasised. It is the best way for you and your new team members to earn immediate income while building a long-term base of satisfied customers for your business. In fact, many of your best Associates will likely come from the ranks of your retail customers.

WEEKLY COMMISSIONS

With USANA's Compensation Plan, you build your business by selling products. Each product has a point value, and the points from product sales will begin to flow up through your business when

you and your team members purchase product for personal use and re-sell to customers. The points accumulated by your team are known as Group Sales Volume, and you'll receive weekly commissions based on where the Group Sales Volume on the left side of your business matches the Group Sales Volume on the right. Unlike many other compensation plans, extra volume (up to 3,000 points per side) will roll over into the next commission period.

INCENTIVES

No matter your rank, you can be rewarded with travel, prizes, and even extra cash when you participate in USANA's generous incentive programmes.

LEADERSHIP BONUS

2% of USANA India's total Group Sales Volume is divided among qualifying Directors and above. Leadership Bonus is paid when Associates generate enough sales to maximise a Business Centre. You will receive one share for every Business Centre you maximise (3,000 points each side).

This incredible bonus is paid weekly to leaders who have reached a certain rank, continue to sell products, and have built large businesses. Your portion of this bonus will depend on the number of leadership shares you earn.

ELITE BONUS

The Elite Bonus is 1% of USANA India's total Sales Volume Points for the quarter, distributed among the top 20 income earners of the market and is a powerful way to increase your earnings potential.*

*Actual payout amounts vary each quarter.

BEFORE YOU BEGIN

Before you begin building a business, you'll need to complete and sign an Associate Application and Agreement form. The primary method is to submit this information electronically through Online Enrolment. Once we've received and successfully processed your application, you may begin building a USANA business by selling products and sponsoring other people as Associates, Affiliates, or Preferred Customers (PCs). USANA Associates may immediately begin purchasing products at the Preferred Price for their personal consumption and have the added benefit of being allowed to resell products purchased at the Preferred Price for a retail profit.

GETTING STARTED

Qualification for commissions has to be met through orders placed in your 001 “Personal” Business Centre. Qualification can be met from product orders for personal consumption, orders you purchase and sell to retail customers, and/or orders placed by Preferred Customers that are directly placed in your 001 Personal Business Centre. Upon achieving a Sales Volume of 35 points in a four-week rolling period, either by purchasing products for personal use or by selling products to a Preferred Customer, you are eligible to receive weekly commissions. A four-week rolling period equals four pay periods (four Fridays).

But don’t worry, you’re not alone. USANA’s Compensation Plan is built to help you succeed, and it centres around teamwork. The points your team members accumulate individually are pooled together into Group Sales Volume. It’s your Group Sales Volume—the amount of points your team accumulates together—that determines the size of your commissions.

STEP 1: OPEN YOUR BUSINESS CENTRE(S)

The Compensation Plan revolves around Business Centres. A Business Centre (BC) is the hub of your business-building activity, through which your product purchases and sales accumulate; it’s similar to opening a store for your business. At the time of joining, all Associates are given three BCs.

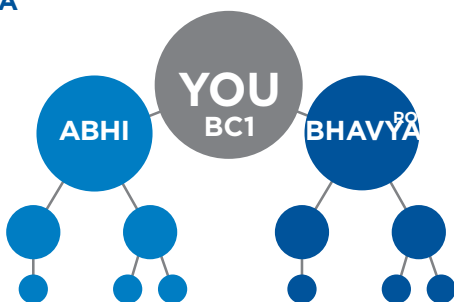
STEP 2: UNDERSTAND AND BEGIN SELLING USANA PRODUCTS

USANA offers free training to help you learn about our products. One good way to learn about the benefits of our products is to begin to use them.

STEP 3: YOUR SALES ORGANISATION Building with Your Business Centres

You can start building your business by finding new customers. You can also sponsor new Associates to join your sales organisation (for example, Abhi and Bhavya in Figure A). These new team members will form the left and right sides of your BCs, and as the three of you find new

Figure A



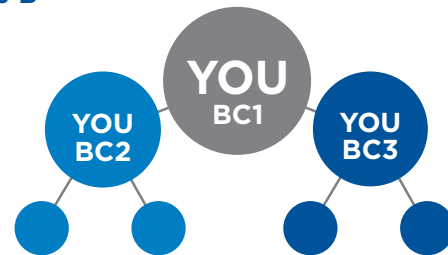
customers and sponsor new team members who also sell products, your BCs will begin to grow.

For example, suppose you sponsored a third new Associate named Roma. You must place Roma in an open position somewhere in your sales organisation, so you place her on the right side of your BC under Bhavya. Not only will you benefit from the sales volume Roma generates as she builds her own business, but Bhavya will benefit from her selling efforts as well. The cooperative structure of USANA’s unique Compensation Plan allows you and your team members to build successful businesses by working together.

Upon joining, you receive three BCs to begin building your business. So you have two BCs in which to place new team members (see Figure B). You can place four new team members in the open positions directly below your second and third BCs, and you can also continue to generate sales volume through personal sales. The advantage to building three BCs is that you build your team under two BCs, but get paid on three. In other words, you will build your business by adding new team members to BC2 and BC3, but you will receive commissions based on all three of your BCs as the Group Sales Volume from BC2 and BC3 roll up to BC1. Confused? Keep reading. It’ll make sense in a minute.

There are two ways to add new team members in your organisation:

Figure B



Option 1: Direct Enrolment Links

Enrol new team members by sending them a custom enrolment link. Go to USANA.com and click “log in” to get to The Hub (your USANA back office). Click “Enrol” on the left-hand side. First, select which customer type you’d like to enrol. Then, select which Business Centre you want to place them under. Finally, decide which side you want to place them on—left or right. USANA will create a direct enrolment link for you with your specifications. Click “Copy” next to the custom enrolment link that was generated. Send this link directly to your potential team member via email, SMS, through social media, etc. and they can complete the sign-up process by clicking on the link. They will be placed in your **organisation** based on your specifications through your link. We’ll send you a notification once they’ve completed the sign-up process.

Option 2: Your Personal USANA.com Website

A personal USANA.com Website is your best and simplest option for an always up-to-date, always on-brand website. Your site will look exactly like USANA.com, but with your information on display. This way, your potential customers or team members always know they are shopping with you.

When you share your Personal USANA.com Website link with potential team members, they can navigate USANA.com to learn about USANA, shop products, or join your team. They can learn about which enrolment options are available by clicking “Share USANA” on the top navigation bar. Here they can discover which programme fits best with their goals and start the sign-up process. Or they can click on any of the ads throughout the experience to find the right programme for them. If they choose to enrol, they will be placed in your organisation based on your default Enrolment Placement settings in The Hub under your Account > Profile Manager. You can change these settings at any time. We’ll send you a notification once they’ve completed the sign-up process.

Your Default Enrolment Placement Settings

Your Default Placement Settings allow you to tell USANA where you want to place new team members, Affiliates, and Customers who sign up through your Personal USANA.com Website or your product Share Links. Indicate which Business Centre you want each customer type to be placed under and which side (left or right), and USANA will automatically place your new customers in your organisation based on these preferences. You have access to set default Enrolment Placement settings on The Hub in My Account > Profile Manager > Enrolment Placement. You can better understand what Enrolment Placement settings make the most sense for you at any given time by visiting and reviewing your Team Manager reports.

Note: Be absolutely certain to fill out the placement information correctly. USANA will only change the placement of new team members once they have been entered into the system if the request is made within 10 days.

Earning Commissions from Your Business Centre(s)

As your sales organisation begins to grow, Group Sales Volume will accumulate. Group Sales Volume is a collection of the Sales Volume points you and your team members earn individually in a single BC. (Note: Group Sales Volume doesn't include Personal Sales Volume from your BC1). Your Personal Sales Volume (BC1) is required on a monthly basis if you choose to remain commission qualified. While your Personal Sales Volume counts toward your sponsor's Group Sales Volume, these points do not count toward your own. Once everyone's Personal Sales Volume points are pooled together into Group Sales Volume, you will

begin to earn commissions.

USANA's Compensation Plan is all about symmetry and teamwork, which means it's important that the sales volume on the left side of your BC comes as close as possible to matching the sales volume on the right side of your BC. The side of your BC generating fewer points in Group Sales Volume is called your small side, which means it's the side of your business that needs to be built in order to help the two sides match. Either side of a BC can be your small side, and they can switch back and forth as you build your business.

CALCULATING COMMISSIONS

Commissions are awarded in Commission Volume Points, which are converted to your local currency. To calculate your commissions, simply find where the Group Sales Volume on the left side of your BC matches the Group Sales Volume on the right side, and multiply it by 20% (or 0.2). Or in other words, take the Group Sales Volume on your small side and multiply it by 20%. To receive commissions, each side of your BC must reach a minimum of 35 points in Group Sales Volume.

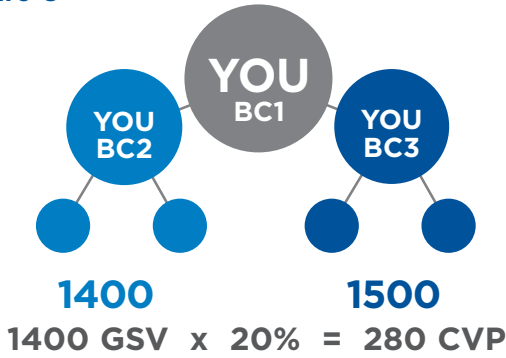
In a single week, if the left side of your BC accumulated sales that total 400 Group Sales Volume points and the right side had 450, we can calculate your commissions by multiplying the Group Sales Volume on your small side by 20%. In this case, your small side is your left side. $400 \text{ Group Sales Volume Points} \times 20\% (0.2) = 80 \text{ Commission Volume Points}$. This will be converted into your country's currency and paid to you.

Remember, in calculating commissions, we don't count levels, we only count point volume. For example, if Abhi and everyone under her generated 2,100 points in Group Sales Volume (left side) and Bhavya and everyone under him generated 2,100 points in Group Sales Volume (right side) during a single week, you would earn 420 Commission Volume Points, regardless of the level in your sales organisation at which this sales volume occurred. If your goal is to earn 600 Commission Volume Points a week, you will need to build a BC where both the left and right sides generate 3,000 points per week in Group Sales Volume. At USANA, commissions are calculated and paid weekly, so you are rewarded for your success almost immediately. This single feature of the USANA Compensation Plan will keep your team members motivated and working toward continued success.

CARRYOVER VOLUME

The Group Sales Volume on the left and right sides of your BCs aren't always going to match, but that's okay. Any extra Group Sales Volume (up to 3,000 points on each side) will carry over into the next commission period if you chose to remain commission qualified.

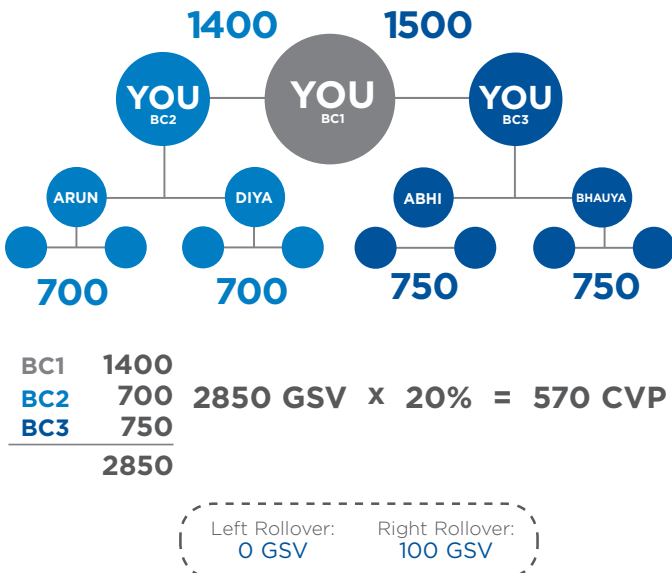
Figure C



In the example of Figure C, you have three BCs. You and your team have generated a total of 1,400 Group Sales Volume points on the left side, and 1,500 Group Sales Volume points on the right. The left side is currently your small side and you will be paid commissions for the sales volume on that side. This means you will be paid for 1,400 points on each side, which equals 280 Commission Volume Points (1,400 X 20% = 280). Since you received commissions for all of the points on your left side, that side will carry 0 rollover points in the next commission period. But there are still 100 points remaining on the right side of your BC, which will roll over into the next commission period (and each subsequent commission period, until those points are matched with at least 35 points from the left side).

In Figure D, the left and right sides of BC2 match at 700 Group Sales Volume points, and the left and right sides of BC3 match at 750. Group sales volume from both BCs roll up to BC1, but the volume on each side of that BC doesn't match. The small side of BC1 is on the left with 700 points, so that's the number we'll add to our Group Sales Volume column. Now we can add all of the group volume and then multiply the total by 20%, which equals 570 Commission Volume Points. In this

Figure D
3 BUSINESS CENTRES



situation, the left side of BC1 would have 0 points roll over into the next commission period, while 100 points would roll over on the right.

OPEN ADDITIONAL BUSINESS CENTRES

When you maximise a BC (by generating 3,000 points in Group Sales Volume on both the left and right sides of the BC), you will receive an additional BC. You can receive a total of two additional BCs for each BC you maximise. You open your new BC(s) at the bottom of your sales organisation. This allows you to help others in your team by being involved at a deeper level.

Figure E



Once you establish where you want to open your additional BC (see Figure E), the next step is to contact Customer Service to place your new BC. BCs 4 and 5 can be placed anywhere. After that, additional BCs must be placed at least 10 active Associates' BC1 Business Centres away from any of your previously existing BCs.

For purposes of placing additional BCs, an active Associate is defined as an Associate that is qualified to earn commissions (generated 35 SVP in the last four weeks).

Once you open a new BC, you may begin building a team under it. When you have achieved 3,000 Group Sales Volume points on each side of your new BC in a single commission period, you will receive an additional BC. Because you can receive up to two additional BCs for each of your original BCs, as well as two additional BCs for each new BC, there truly is an incredible earning opportunity. Because sales in each new BC will generate commissions not only for itself, but also for all the BCs you may have above it in your sales organisation, developing new BCs will strengthen your entire team.

MOVING AN ADDITIONAL BUSINESS CENTRE

Once an additional BC has been placed, it may not normally be moved. However, USANA reserves the right to allow placement changes as long as the new BC has had no activity (either Group Sales Volume or Personal Sales Volume) within the last

six months and all other rules for the placement of a BC are followed. Any such request must be in writing and can only be approved by USANA's Ethics Department.

PREFERRED CUSTOMERS

Another way to accumulate Group Sales Volume is by adding Preferred Customers (PC) to the left and right sides of your BCs. PCs are able to order products at our Preferred Price, but they do not earn commissions. Although you do not earn retail commissions from PCs, their orders do generate points, which are added to your total Group Sales Volume for the BC in which they have been placed.

EARNING THROUGH PC PURCHASES

The PC Order Bonus makes it easier for both current and new Associates to get paid based off the purchases made by their PCs. This bonus applies to every purchase your new PC makes.

PC Order Bonus Details:

USANA pays a 10% bonus on every purchase made by any new, personally sponsored PC.

70% of the sales volume rolls up on these PC orders.

REFER A FRIEND PROGRAMME

The Refer a Friend programme rewards PCs for simply sharing what they love. Each time a customer orders from your PC's personal Share Link, your PC earns 10% of the total order price in USANA product credits to use on future purchases. It's really that easy. And a great way to inspire your network to share their favourite USANA products.

The Refer a Friend programme is a boost to your business:

- Receive 70% of Sales Volume Points from new customers generated by PCs—you're automatically linked to every order, so simply sit back and enjoy the benefits.
- Expand your network. This incentive rewards each new connection—you earn more when they share USANA.
- Retain your USANA community. PCs are motivated to be involved, share their favourite USANA products, earn rewards, and place additional orders themselves—it's a win-win.
- Build relationships beyond your immediate circle of influence—more connections means more opportunities to grow your business.

Example:

Sana, your PC, copies a product link from the referral management page and sends it to her cousin Reena. Using the link, Reena places a product order for ₹ 10,313, generating 90 Sales Volume Points. Sana will receive ₹ 1,031 in product credits in her account to use on a future product order, and 63 SVP.

AFFILIATE PROGRAMME

Our Affiliate Programme is designed for those who are passionate about health and what the USANA brand delivers, all while looking for a straightforward way to earn a commission for sharing with their social network. And earning has never been simpler. Affiliates enjoy their own compensation plan and unique benefits that cater to their personality and expectations.

What's an Affiliate?

An Affiliate is a USANA independent representative who shares USANA products with their friends and family or through their social networks (think Instagram Influencers).

And Affiliates aren't the only ones who cash in on their success. When they earn, so do you.

Perks of Having Affiliates on Your Team

Sponsor a new Affiliate and you increase your earning potential. Not only do you receive some of the sales volume generated by your Affiliate's customers, you also get a 20% Affiliate Commission Bonus—meaning you earn 20% of your personally sponsored Affiliate's earnings.

Here's how it works:

- You sign up a new Affiliate.
- They share links to USANA products.
- Shoppers who click on their link and add products to their cart choose to either check out as a guest and pay the retail price or sign up as a PC.
- Your Affiliate earns a 10%–20% commission on the product order total (tax excluded) and you earn 20% of what your Affiliate earns. Plus, 30% of the sales volume from their customer orders rolls up your sales organisation, creating greater potential for you to earn even more. Any personal purchases from your personally sponsored Affiliate rolls up at 100%.

Example:

You enrol Ria as a new Affiliate. Ria shares her link and one of her contacts places an ₹ 12,376 nutritionals order with 110 Sales Volume Points. Once the order is complete, Ria earns an Affiliate commission of ₹ 2,475—and you earn an Affiliate Commission Bonus of ₹ 495, plus 33 Sales Volume Points rolls up your sales organisation.* The more Ria shares, the more you earn.

*All bonuses are based off the tax exclusive price.

How an Affiliate Earns:

- **10%–20% Affiliate Commission:** Affiliates can earn a commission on product sales by simply sharing links to their favourite USANA products. To keep it simple, they earn based on personally sponsored sales, with no need to worry about Sales Volume Points. The percentage of sales they receive depends on which products their customer purchases. The Affiliate commission percentage is as follows:
 - 20%—Nutritionals
 - 10%—Active Nutrition
- **Long-Term Rewards:** Unlike most other Affiliate programmes, the Affiliate commission is not just for first-time orders. Shoppers who click on an Affiliate’s sharing link and sign up as a PC are forever tied to the Affiliate—and they receive a 10%–20% commission for every order placed by this PC.
- **Preferred Price and Subscriptions:** USANA Affiliates also have access to great PC and Associate benefits—like exclusive Preferred Pricing.
- **Referral Bonus:** Affiliates who refer other Affiliates enjoy additional rewards—10% of everything their referral earns.
- **Affiliate Dashboard:** Affiliates can track their progress, access product sharing links, and shop all from the same place with a new, simplified dashboard.

LEADERSHIP LEVELS

USANA has created leadership levels to help direct your short-term goals and establish milestones to measure your progress toward your ultimate goal.

Each leadership level is earned as you produce specific volume requirements. The levels of leadership are defined in the chart below.

Sharer

50 Commission Volume Points (CVP) for one week

Believer

100 CVP for one week

Builder

200 CVP for one week

Achiever

400 CVP for one week

Director

600 CVP for one week

Bronze Director

800 CVP for one week

Silver Director

1,000 CVP for one week

Gold Director

1,000 CVP for four consecutive weeks

Ruby Director

2,000 CVP for four consecutive weeks

Emerald Director

3,000 CVP for four consecutive weeks

Diamond Director

4,000 CVP for four consecutive weeks

1-Star Diamond Director

5,000 CVP for four consecutive weeks

2-Star Diamond Director

6,000 CVP for four consecutive weeks

3-Star Diamond Director

7,000 CVP for four consecutive weeks

4-Star Diamond Director

8,000 CVP for four consecutive weeks

5-Star Diamond Director

9,000 CVP for four consecutive weeks

6-Star Diamond Director

10,000 CVP for four consecutive weeks

7-Star Diamond Director

11,000 CVP for four consecutive weeks

8-Star Diamond Director

12,000 CVP for four consecutive weeks

9-Star Diamond Director

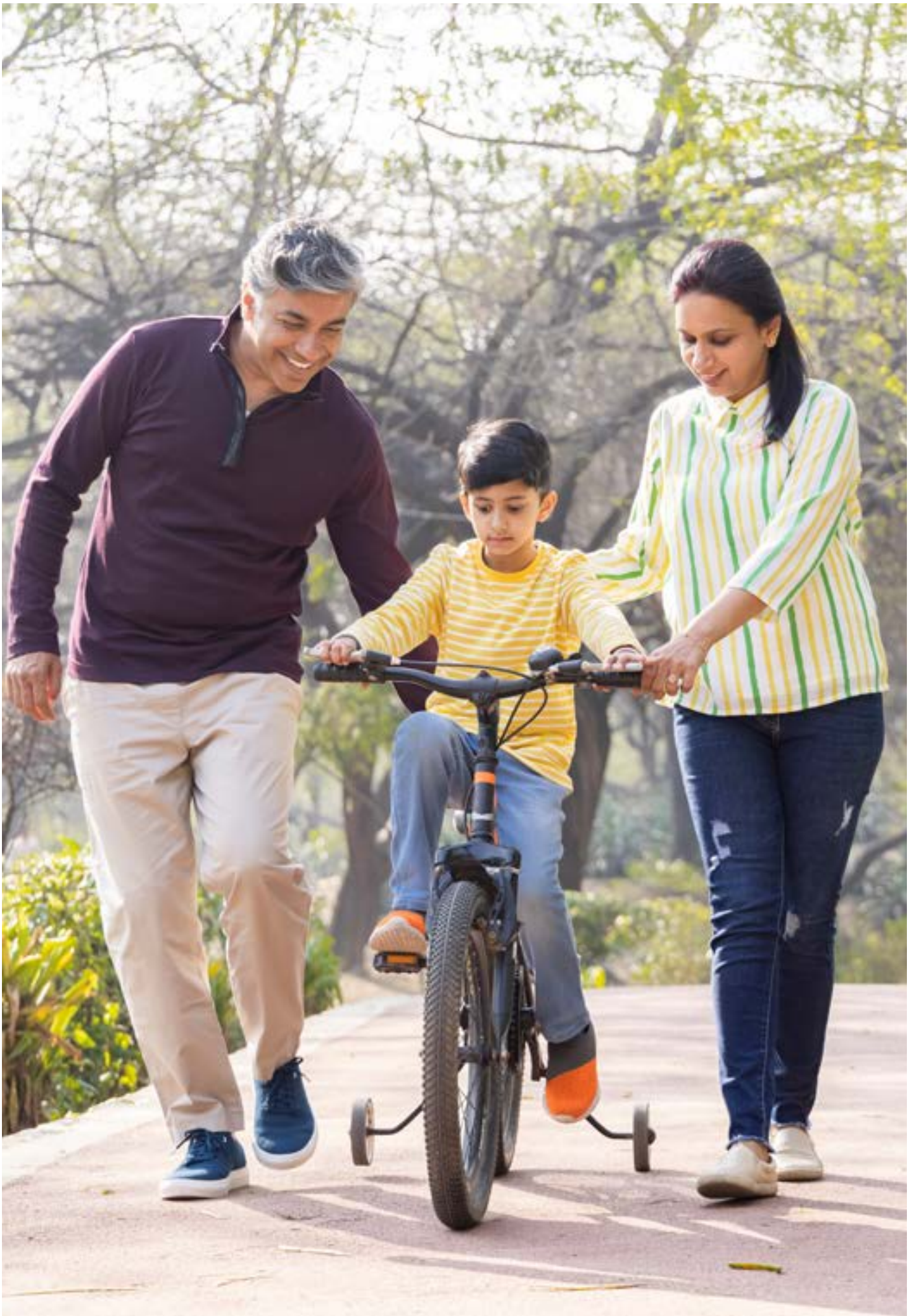
13,000 CVP for four consecutive weeks

10-Star Diamond Director

14,000 CVP for four consecutive weeks

11-Star Diamond Director

15,000 CVP for four consecutive weeks





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Effective Date: 1 September 2023

WF1329019