



## XanGo Builder's Incentive Promotion

June 1, 2008 through December 31, 2009

### About the Promotion

The launch of XanGo's 3SIXTY5 whole food multi-vitamin advances the opportunity for XanGo distributors. XanGo® Juice and 3SIXTY5 offer a complete daily nutrition regimen – and a whole business opportunity. With the launch of 3SIXTY5, XanGo introduces a Builder's Incentive Promotion from June 1, 2008 through December 31, 2009. The Builder's Incentive Promotion provides an introductory quarterly reward for those who add 3SIXTY5 to their XanGo Juice business. This incentive, especially designed to advance 5Ks and 20Ks, recognizes personal volume as well as the group volume commitment to adding 3SIXTY5 to XanGo Juice.

The Builder's Incentive Promotion is funded from the volume of non-juice products like 3SIXTY5 and does not affect XanGo's Global Bonus Pool. The company earmarks 3% of 3SIXTY5 volume for this incentive promotion payout. In addition, it is important to understand that this is a limited time promotion and is not part of the XanGo Compensation Plan.

### Qualification

- > 5Ks and up with 300PV for all three months of a quarter qualify for the Builder's Incentive Promotion.
- > Any 300PV product combination qualifies (although the combination of 2-cases of Juice with Men's and Women's 3SIXTY5 is optimal).
- > The NEW Whole Business ADP option provides the necessary 300PV qualifier, making it easy to maintain monthly qualification requirements. The Whole Business ADP now available includes XanGo Juice, XanGo Singles and 3SIXTY5 for Men and Women.

### Payout

During the promotional period, the payout related to the Builder's Incentive Promotion will be distributed, based on the following criteria:

- > Incentive pool will be split into 3 sub pools
  - 50% of the pool is reserved for 5Ks
  - 30% of the pool is reserved for 20Ks
  - 20% of the pool is reserved for Premiers and higher
- > A distributor's share of the Builder's Incentive Promotion is based on group volume generated only by 3SIXTY5 sales in the distributor's GV6 for 5K and GV9 for 20K and above.





## Q&A

### **Q: What do I need to do to qualify for the Builder's Incentive Promotion?**

A: In order to qualify for the Builder's Incentive Promotion and payout, a distributor must meet the following requirements:

- > Achieve a "paid as" rank of 5K or above for all three months of the quarter, AND
- > Purchase at least 300PV each month during the quarter. The 300PV requirement can be met by purchasing any combination of products with commissionable volume.

**\*Exception:** As an added bonus to 1K distributors who become 5K distributors during the middle of a calendar quarter, a distributor qualifies to participate in the pool if he/she achieved a title of 5K during the second or third month of the quarter and is "paid as" a 5K for the remaining month(s) of the quarter and has met the 300PV requirement for all three months of the quarter.

### **Q: When is the first bonus pay-out for the Builder's Incentive Promotion?**

A: Since we are well into the second quarter of 2008, the first quarterly payout of the Builder's Incentive Promotion will be paid in October for volume generated from the launch of 3SIXTY5 at the end of May through the end of September. Again, because of the timing of this announcement, the qualifications for the October payout (300PV and rank requirements) will be based only on the months of July through September. Subsequent incentive payouts for this promotion will follow the same quarterly schedule as the Global Bonus Pool.

### **Q: Do I need to purchase 3SIXTY5 each month in order to qualify for the Builder's Incentive Bonus?**

A: The qualification is simply based on 300PV each month. XanGo does not specify which product distributors have to buy in order to qualify for the Builder's Incentive Bonus, so it can be any combination of PV products: XanGo Juice, XanGo Single, XanGo 3SIXTY5 and/or Goodness Meal Pack. However, shares of the incentive pool are based on 3SIXTY5 in your GV6 (5Ks) and GV9 (20Ks+). Overall 3SIXTY5 sales will drive the size of the Business Builder's Incentive Promotion pool to share with qualified distributors.

### **Q: How can I increase my share in the Builder's Incentive Promotion?**

A: Each distributor's share in the Builder's Incentive Promotion is determined based on 3SIXTY5 volume in your GV6 and GV9. Once you clear qualification (5K and above, 300PV per month for the entire quarter), you can increase your share in the promotion by encouraging your organization to purchase our new product line – XanGo 3SIXTY5 – in addition to XanGo Juice.

### **Q: Does this new incentive program affect the Global Bonus Pool?**

A: No. There is no change to the Global Bonus Pool, which is still funded by 3% of all product volume sales. It is important to understand that the Builder's Incentive Promotion does not affect the amount of money in the Global Bonus Pool. XanGo funds the Builder's Incentive Promotion in addition to the Global Bonus Pool through sales of 3SIXTY5.





**Q: Are non-US distributors able to benefit from the Builder's Incentive Promotion?**

A: Distributors outside the US can participate in the Builder's Incentive Promotion under the following conditions:

- Non-US distributors can participate and receive shares in the pool only if they have downline in markets that sell 3SIXTY5 since the shares in the pool are determined by the distributor's group volume in the distributor's GV6 (5Ks) or GV9 (20Ks and above).
- They must meet the qualification requirements (monthly requirement of 300PV and 5K qualification)

**Q: Will this Builder's Incentive Promotion be applicable to the future launch of Glimpse Intuitive Skin Care?**

A: Yes, purchases of Glimpse, Intuitive Skin Care, will go towards the Builder's Incentive Promotion. More details will be announced at during the launch of Glimpse at Convention in November.

**Q: Does the XanGo Goodness Meal Pack volume count as Builder's Incentive PV?**

A: Meal Pack volume will count for the rank and PV qualification, but it doesn't contribute to the group volume for the Builder's Incentive Bonus. Like XanGo Juice and XanGo Singles, the Meal Pack group volume is only applicable for the Global Bonus Pool.

