

## ViSalus BMW Program Guidelines

### Program Overview

The ViSalus Sciences BMW Program is an incentive reward offered to Promoters who achieve and maintain the position of Regional Director or above in the ViSalus Compensation Plan. Promoters who qualify for this program, acquire a Qualifying BMW, and properly communicate their acquisition of their car to ViSalus will qualify for monthly bonus payments according to their rank, volume, and adherence to the ViSalus BMW program guidelines. Promoters also have the option to take a lesser monthly bonus should they choose not to acquire a black BMW.

The ViSalus BMW program is designed to reward our top Promoters for their continued efforts with a superior luxury car that also serves as a great tool for Promoting the Body by Vi Challenge.

### Qualification Requirements

In order to qualify for the ViSalus BMW Bonus Program, you must meet the following requirements:

- You must be an Active Promoter with ViSalus.
- You must achieve the rank of Regional Director or Above
- You must have done one of the following:
  - Enrolled with ViSalus via the Executive Success System  
OR
  - Upgraded to an Executive Success system  
OR
  - Qualified with at least \$450 in PQV in the month in which you achieve the rank of Regional Director

Meeting these requirements is the first step towards receiving monthly BMW Bonus.

### Your Welcome Kit

- When you qualify for the ViSalus Sciences BMW Program, you will receive an official Welcome Kit via E-mail and mail from ViSalus.
- **Welcome Kit includes:**
  - Official Welcome Letter
    - This letter is your official welcome to the BMW Program, and necessary for you to qualify for bonus payments. You are not authorized to begin the program until you have received this letter, reviewed the Program Guidelines, and returned to ViSalus corporate a signed copy of the acknowledgement page of the Program Guidelines. A digital version will be sent to you via email as well.
  - Program Guidelines
    - The document you are reading now. This outlines the full scope of the program. You **must** carefully read and review this document before signing and returning to ViSalus the acknowledgement page before you are eligible to participate in the program.

- Invitation to ViSalus Bimmer Club Page
  - This website is your resource for information on the Bimmer Club Program, and your direct link to ALC BMW, our preferred concierge service for acquiring cars.
  - Visit now at <http://bimmerclub.visalus.com>

### **Acquiring your BMW**

- Working with the Dealer or Seller of your choice to find your desired car, you will be responsible for negotiating the terms of your car deal.
- As long as it is a qualifying BMW, you will be eligible to receive the full \$600 monthly bonus.
- **Qualifying BMW's are as follows:**
  - Qualifying Colors
    - BLACK
      - BMW offers a variety of colors with "Black" in the title, any of these is eligible for bonus payment.
        - Examples
          - Jet Black
          - Carbon Black Metallic
          - Black Sapphire Metallic
          - Citrin Black Metallic
          - Azurite Black Metallic
          - Ruby Black Metallic
      - GREEN
        - BMW offers a variety of colors with "Green" in the title, any of these is eligible for bonus payment.
          - Examples
            - Deep Green Metallic
            - Tahiti Green Metallic
        - TITANIUM SILVER
          - Titanium Silver is available across all BMW models and is the only "Silver" eligible for bonus payment under the BMW Program
      - Model/Year
        - Any model BMW qualifies provided that the car is a year 2007 model year or later BMW.
        - Pre-owned BMW's are acceptable, provided they are model year 2007 or later.
        - BMW Motorcycles are acceptable, provided they are model year 2007 or later.
        - Special exceptions may be made for vintage/classic BMW's. Contact ViSalus for details.
        - MINI's or MINI Coopers are **not** permitted.
    - You have the option to either purchase or lease.
      - There is no restriction on length of lease.
      - Purchasing your BMW will make you eligible for the full \$600 monthly bonus provided you hit and maintain the position of Regional Director or above, and provided you maintain ownership of the vehicle.
      - Leases will make you eligible for the full \$600 monthly bonus only for the length of your lease. If your lease expires and you do not purchase your BMW or lease/purchase another BMW, you will no longer be eligible for the full \$600 monthly bonus.
    - Delivery
      - In some cases, you can arrange to have your car delivered to a ViSalus event. Working with your dealership, this option will allow you to be presented your new BMW as part of a ViSalus local or national event.

- Branding
  - Once you submit your completed paperwork, ViSalus will send your branding kit, complete with the following items.
    - “Paid for by ViSalus” license plate frame
    - TOLDUSO plate inserts
    - ViSalus silver emblem (place on left rear of car)
- Marketing & Testimonies
  - Once you receive your BMW, we ask that you provide a picture and testimony so that we may feature you in upcoming ViSalus print, web, and marketing pieces.
  - Please provide the following:
    - Digital picture of you with your BMW sent to [stories@visalus.com](mailto:stories@visalus.com)
    - Digital picture with you and your “Before” car if possible is great too!
    - Short testimony about how it feels to get your new BMW
    - Name, position, city, state.
  - Also be sure to post your pictures and videos on Vi-Net to “Share!” within the ViSalus community or show off to anybody who you just want to say “TOLD U SO” to!

### **ALC BMW – Preferred Concierge Service**

Through a partnership with Award Leasing Company (ALC), ViSalus offers Bimmer Club qualifiers in the U.S. a special concierge service for acquiring a car. ALC is the premier provider of concierge services to support vehicle incentive programs.

ALC Provides Qualifiers the following benefits:

- Turn-key solution – sales, financing, delivery, bonus approval
- Knowledgeable courteous staff well trained locally at ViSalus headquarters to manage all aspects from qualification to car delivery.
- Expansive inventory of cars to choose from and nationwide network of partner dealerships.
- Seamless, direct connection to ViSalus team to quickly activate bonuses upon delivery, removing the need for the qualifier to arrange or fax in their car paperwork.

Current ALC Capabilities:

- All ViSalus approved BMW models and colors
- Lease options for new BMWs and financing options for certified pre-owned BMWs
- Distribution throughout the U.S. with several delivery options

In the process of adding other capabilities

- Canadian distribution
- Motorcycles

Save time and hassle in finding your Bimmer

- No haggling with salespeople
- No need for visits to multiple dealerships
- Better chance of getting the customized BMW you want
- Wholesale pricing from higher volume

Visit [www.AwardLease.com](http://www.AwardLease.com) and find your dream BMW with the help of ALC

## **IMPORTANT PROGRAM ADVISORY**

- **Please be aware of the following important points regarding your participation in this program.**
  - The contract you execute will be between you and the Dealership/BMW Financial.
  - ViSalus' obligation is to award your monthly bonuses to you based on program rules if and when you take delivery of your car and sign and return the attached signature page, fully executed.
  - ViSalus will not offer advice to you regarding your ability to honor a lease contract or with respect to the terms of any lease. This agreement is strictly between you and the seller/lessor.

**ViSalus urges you not to enter a lease or purchase agreement with which you are not fully comfortable financially. We want you and your family to be completely prepared for the responsibility of the care and payments required before entering any agreement.**

## **Bonus Payments**

### **Country-Specific Bonus Payment Note:**

- All bonus payments related to the BMW Program are treated like any commission earned as a Body by Vi Challenge Promoter. The bonus amounts listed in this document are in \$USD. If your country commissions are paid on a scale relative to this, your commissions may be adjusted accordingly.

### **Starting your Bonus Payments**

- **Full BMW Monthly Car Bonus Criteria**
  - The Full BMW bonus is \$600/month for as long as you maintain possession of a qualifying BMW, submit yearly Proof of Possession per the guidelines below, and maintain the rank of Regional Director or above.
  - Complete submission of your required Proof of Possession along with return of the signed Acknowledgement page, fully executed, will trigger your first Full Bonus payment.
  - **Please fax to (248)524-9523 OR (877)547-1570 or email to [info@visalus.com](mailto:info@visalus.com). If you acquire your car through ALC, ALC may coordinate these details for you.**
  - Volume Requirements
    - For each month you complete as a fully qualified Regional Director or above, you will receive your full \$600 bonus.
    - Bonuses are paid as part of the Weekly Commission Cycle as follows:
      - Your first Full Bonus will be paid following ViSalus' receipt of your Proof of Possession & signed Acknowledgement documents.
      - Subsequent bonuses will be paid upon achieving the Month to Date Rank of Regional Director or above.
        - If you achieve the Month to Date Paid Rank of Regional Director or above and receive a BMW Bonus, but do not complete that month's production as at least a Paid Rank Regional Director, ViSalus reserves the right to recover your BMW Bonus for that month.
    - RD Grace Period also applies to your BMW Bonus.

- **Non-BMW Monthly Car Bonus Criteria**

*Because not everybody has the need, desire, or means to acquire a BMW right away, we offer a \$300 cash bonus option for qualifying Regional Directors without a car.*

- The Non-BMW Monthly Car Allowance is \$300/month on an ongoing basis.
- You do not need to sign the Acknowledgement Letter to receive the Non-BMW Monthly Car Allowance.
- Volume Requirements
  - For each month you complete as a fully qualified Regional Director or above, you will receive a bonus payment in the amount of \$300.
  - Bonuses are paid as part of the Weekly Commission Cycle as follows:
    - Bonus will be paid upon achieving the Month to Date Paid Rank of Regional Director or above.
    - If you achieve the Month to Date Paid Rank of Regional Director or above and receive a BMW Bonus, but do not complete that month's production as at least a Paid Rank Regional Director, ViSalus reserves the right to recover your BMW Bonus for that month.
  - RD Grace Period also applies to the Non-BMW Monthly Bonus.

#### **Credit & Accrued Payments**

- The decision to acquire a new or used BMW vehicle is solely the responsibility of the Promoter in consultation with BMW, dealer or lessor. Any contract signed by the Promoter is exclusively between said Promoter and BMW. ViSalus Sciences will not guarantee any purchase or lease payments and cannot offer any advice as to the Promoter's ability to finance said vehicle.

#### **Proof of Possession Requirements**

- Once per year, on the anniversary of your first Full BMW Bonus payment, you will be required to provide to ViSalus Proof of Possession of your BMW as outlined below.
  - Please Fax or email the following to maintain your Bonus payments.
    - Title or Deed on the BMW in your name
    - Updated Registration in your name
    - Recent photograph of you with your BMW

#### **THE BMW BONUS CHECKLIST**

##### **A quick summary of what ViSalus needs to trigger your first \$600 Bonus**

- **Submit signed Acknowledgement Letter (Pg. 7 of this document)**
  - Fax to (248)524-9523 or email to [info@visalus.com](mailto:info@visalus.com)
- **Submit proof of Lease/Purchase Paperwork (Or have ALC provide)**
  - Fax to (248)524-9523 or email to [info@visalus.com](mailto:info@visalus.com)
- **This paperwork plus you achieving the position of Regional Director or above will trigger your first \$600 BMW Bonus Payment.**
- **Subsequent payments to follow based on guidelines.**

### **Transferring**

- BMW bonus payments **may not be transferred**; however payments will be made in accordance with the program described above in the event of a family member or partner within the same household as a BMW Qualifier acquiring a qualifying BMW. In this case, the person acquiring the car will also be required to acknowledge receipt and understanding of these guidelines.
- Combining of Bonus payments towards a single vehicle is not permitted. Each qualified Regional Director must acquire his/her own BMW to receive the maximum bonus.

### **Termination of Full BMW Bonuses**

- You will no longer be eligible to receive the full \$600 BMW Bonus in the event of any of the following circumstances:
  - You no longer own or lease the car which was acquired in accordance with the program.
  - You no longer use the car acquired by a qualified member of your household in accordance with the program.
  - You are no longer an active Independent Promoter of ViSalus Sciences or you sell your ViSalus Distributorship.
  - You fail to provide annual Proof of Possession documentation as outlined above.

### **Termination of Non-BMW Monthly Car Allowance**

- You will no longer be eligible to receive the \$300 Non-BMW Monthly Car Allowance in the event of any of the following circumstances:
  - You are no longer an active Independent Promoter of ViSalus or you sell your ViSalus distributorship.

### **PROGRAM TERM**

**The ViSalus BMW Program runs through December 31<sup>st</sup>, 2012. After this time, ViSalus reserves the right to deny admission of any new qualifiers for the ViSalus Bimmer Club. If you qualify in the ViSalus BMW Program prior to this date, you will still be eligible for bonuses as fully outlined in the guidelines above.**



**Acknowledgment**

The undersigned ViSalus Independent Promoter ("**Participant**") is eligible to participate in the ViSalus Sciences BMW Program, described in the attached Program Guidelines ("**Program Guidelines**"). Participant acknowledges and agrees that he/she has received the Program Guidelines and by signing below, Participant further acknowledges and agrees as follows:

1. Participant's purchase or lease of a BMW vehicle (in accordance with the terms and conditions of the Program Guidelines) is a condition for Participant's receipt of the full bonus payments described in the Program Guidelines. In the event Participant does not purchase or lease a BMW vehicle in accordance with the terms and conditions of the Program Guidelines, Participant shall not be entitled to receive the full bonus payments described in the Program Guidelines. In addition, in the event that Participant does purchase or lease a BMW vehicle, but Participant's purchase or lease agreement terminates for any reason or Participant fails to comply with any other requirements described in the Program Guidelines, Participant's right to receive such full bonus payments will automatically terminate.

2. Participant understands that Participant is not obligated to purchase or lease a BMW vehicle. If Participant does purchase or lease a BMW vehicle, Participant acknowledges that he/she will, at all times, be personally and solely responsible for the payment to BMW of all purchase or lease amounts and/or any other amounts relating to such purchase or lease of a BMW vehicle. Participant further understands that ViSalus will not: (a) participate in any negotiations regarding Participant's purchase or lease of a BMW vehicle; (b) sign (in any capacity whatsoever) the purchase or lease agreement, or any other documents, relating to Participant's purchase or lease of a BMW vehicle; or (c) be liable in any way whatsoever to BMW (or any BMW affiliate) for any financial or other obligations relating to Participant's purchase or lease of a BMW vehicle. ViSalus' only obligation with respect to Participant's purchase or lease of a BMW vehicle will be to pay Participant's bonus directly to Participant in such amounts and for such periods of time as described in the Program Guidelines.

3. Participant has read and fully understands the meaning and consequences of the Program Guidelines and this Acknowledgment and has consulted with Participant's legal and tax advisors regarding any questions Participant has with respect to the Program Guidelines, this Acknowledgment and/or the economic, legal and tax consequences of the foregoing.

Signed: \_\_\_\_\_

Witness: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Partner/Co-Sign Agreement**

The undersigned is a family member or partner ("**Partner**") of the above signed ViSalus Independent Promoter ("**Participant**") and is a member of Participant's household. Partner has agreed to acquire in his/her own name a qualifying BMW vehicle or has agreed to guarantee payments on behalf of above signed Participant who has acquired a qualifying BMW vehicle and by signing below acknowledges and agrees as follows:

1. I am a family member or partner of the above signed ViSalus Independent Promoter and together with Participant reside in the same household. I have reviewed and understand the above program guidelines.
  
2. Although I have agreed to acquire in my name or guarantee the contract of an approved BMW vehicle on behalf of Participant, I understand that I am not entitled to receive any Bonus payments from ViSalus and by acquiring an approved BMW vehicle or guaranteeing payments for an approved BMW vehicle, I am solely responsible for all terms and conditions of the contract between myself and BMW.
  
3. I understand that should Participant cease using the acquired BMW vehicle for any reason whatsoever, that said Participant's BMW bonus payments from ViSalus will immediately cease and will not resume under any circumstances.

Signed: _____	Witness: _____
Name: _____	Name: _____
Date: _____	Date: _____