

# **COFFEECELL Compensation Plan**

## **Introduction**

COFFEECELL is a modern business model which will help you to build your own solid business, gain financial independence and confidence in the future.

Being our IP, you can advertise and promote the products to consumers as well as attract and combine them into your IP network.

COFFEECELL compensation plan offers one of the most convenient and generous remuneration patterns in the direct selling industry.

- Beneficial Interests
- Immediate crediting of most types of remuneration
- Prompt career advancement
- Simple and clear conditions of plan performance
- No additional qualification or special education required

## **Our products**

We produce and offer one-of-a-kind, unique, delicious and healthy drinks based on elite grades of coffee and tea with added white imperial ginseng.

These competitive advantages have effect irrespective of economic situation, regional features and time of year.

## **Customer**

Invited by an IP and register with the Sessia app, acknowledge COFFEECELL terms and conditions and you become a Customer of COFFEECELL.

- Entitled to purchase COFFEECELL products with the Sessia app for personal consumption.
- Does not participate in the COFFEECELL compensation plan.
- All products are purchased at retail price.
- Customer is not authorized to resell the products.

## **Independent partner (IP)**

Invited by an IP and register with the Sessia app, acknowledge COFFEECELL terms and conditions, complete the COFFEECELL KYC, purchase a business manual or purchase one of the “COFFEECELL Sets” mentioned below and you become an IP of COFFEECELL.

- Entitled to purchase COFFEECELL products with the Sessia app.
- Entitled to purchase COFFEECELL products at wholesale prices.
- Entitled to participate in the COFFEECELL compensation plan.

- IP is authorized to resell the products and can build your own COFFEECELL team/business.

## **COFFEECELL Sets**

Perfectly selected mix with number of packages in the sets allow not only to experience the superior flavour and quality of our products, but also to start your own coffee business.

### **Package A – Taster set (Presentation Set):**

Price for IP \$56.40, (-20%) Retail price \$70.50

40 pouches of various drinks including a Business Manual. A perfect way to find your favourite flavour, carry out a tasting session at the office, at home or make a unique gift.

### **Your revenue**

After purchased a Taster (Presentation) set, you will be able to make use of favourable offers provided by our compensation plan.

- 20% Discount of the retail price for personal purchase of any package or set.
- 20% Purchasing bonus of the retail price for Customer's purchase in your 1<sup>st</sup> level.
- 10% Cashback of any purchase in the 1st level.
- Commission calculation and immediate crediting based on the retail price.
- IP requires a minimum monthly personal purchase of \$70.50 retail price to qualify for commission/cashback.

### **Package B (Start up/Coffee Start up):**

Price for IP \$725.50, (-20%) Retail price \$906.80

30 packages of various drinks including a Business Manual. The best choice for those who have decided to build own coffee business together with our company.

### **Your revenue**

After purchased a Startup set or accumulated the same volumes in 6 consecutive months, you will be able to make use of favourable offers provided by our compensation plan.

- 20% Discount of the retail price for personal purchase of any drinks or set.
- 20% Purchasing bonus of the retail price for Customer's purchase in your 1<sup>st</sup> level.
- 5 levels of Cashback bonus for active IPs with Startup rank or higher:
  1. Cashback 10% of the retail price in the 1<sup>st</sup> level;

2. Cashback 2.5% of the retail price in the 2<sup>nd</sup> level;
  3. Cashback 2.5% of the retail price in the 3<sup>rd</sup> level;
  4. Cashback 2.5% of the retail price in the 4<sup>th</sup> level;
  5. Cashback 2.5% of the retail price in the 5<sup>th</sup> level;
- Cashback bonus commission payment that cannot be paid to an inactive IP.
  - Qualify for Cashback Booster (bonus) from \$ 91 to \$ 100,000 each month upon achievement of a certain turnover by your structure and subject to your monthly qualification.
  - Commission calculation and immediate crediting based on the retail price.
  - IP requires a minimum monthly personal purchase of \$70.50 retail price to qualify for commission.
  - Other company annual bonuses for cars/trips for those IPs who qualify with a certain achievements in a fixed period.

## **Activity**

- Minimum personal purchase or purchase of Customers in 1<sup>st</sup> level in a calendar month.
- Performed activity shall give the right to Cashbacks and bonuses.
- Each month, you or your Customers in 1<sup>st</sup> level shall purchase COFFEECELL products at the IP prices to the amount of at least \$70.50 retail price. It equals to a Taster set or any 3 packages of drinks.

## **Inactive IP**

The IP who has not met the minimum monthly requirement or has not purchased or accumulated similar volume (in a fixed period) to a Coffee Startup shall not qualify to receive commission/bonuses. The qualification turnover shall not be calculated. Such remuneration as purchasing bonus, cashback and Booster cashback shall not be awarded.

## **Ranks**

The ranks show your revenue and career advancement, size and progress of your business. The IP receives ranks upon the first purchase of a set. To maintain the ranks achieved or reach the new ones, you shall regularly perform certain activity.

	Taster Presentation Set	Startup Coffee Startup
Level 1	10%	10%
Level 2		2.5%
Level 3		2.5%
Level 4		2.5%
Level 5		2.5%

## Qualification

Having purchased or accumulated similar volumes in 6 consecutive months of a Coffee Startup Set, you are entitled to take part in qualification turnover calculation.

## Qualification turnover

Qualification turnover is an amount of COFFEECELL products in retail prices purchased by members of your structure including yourself within a calendar month.

The calculation is based on the 40% rule.

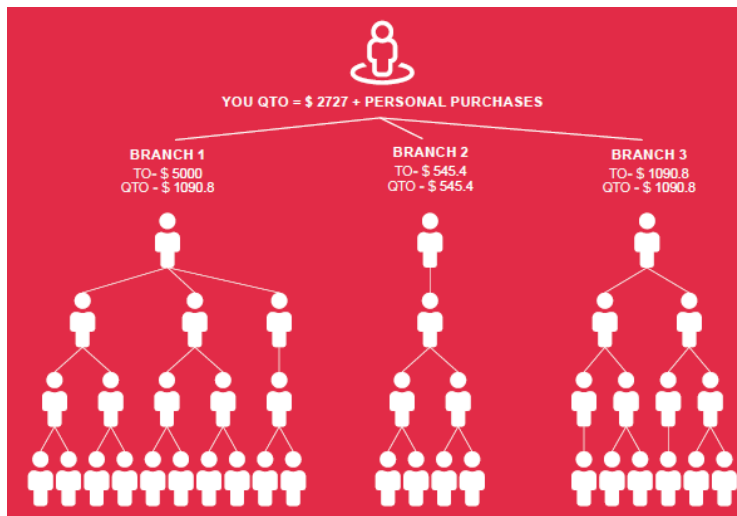
By reaching a qualification turnover, you become a qualified IP to receive Booster Cashback and other incentives according to the COFFEECELL compensation plan.

The higher your qualification turnover, the bigger Booster Cashback you receive and the higher ranks in COFFEECELL career ladder you achieve.

## 40% Rule

Each branch shall give no more than 40% of the amount required to achieve a rank.

EXAMPLE: You are a Startup Set status. You have performed activity and for Pearl rank you need a qualification turnover of \$2,727. Each branch gives maximum 40% of this amount, i.e. \$1,090.80.



TO is a turnover; QTO is a qualification turnover

## Qualified IP

By reaching a qualified turnover and achieving Pearl rank or higher you not only get to a new level of revenue, but also receive special privileges, and recognition by the company.

### To become a qualified IP you shall:

- Have a COFFEECELL Startup Set rank;
- Met monthly activity;
- Reached a qualify turnover of \$2,727.

### Revenue and incentives:

- Purchasing Bonus
- Cashback
- Cashback Booster
- Marks of distinction and memorable accessories
- Free participation in coffee forums, other privileges (Ruby and higher)
- Possibility to open your own COFFEECELL coffee bar (Diamond and higher)

## Cashback booster

Cashback booster is a type of remuneration for those who are building their own coffee business in a big way. The calculation takes the qualification turnover.

By purchasing a Coffee Startup Set or accumulate the same volumes in 6 months, you shall qualify for calculation of the monthly qualification turnover and Booster Cashback.

Booster Cashback is a fixed amount awarded to IP as soon as the qualified turnover of IP's structure reaches a certain level and IP gets to a rank of COFFEECELL career ladder.



Qualification turnover

## Cashbacks/commissions calculation example

A Customer in your 1st level has purchase a package of black coffee. \$23.90 — at retail price of the package.

You shall get:

- \$4.78 (23.90-19.12) — 20% purchasing bonus
- \$2.39 — 10% Cashback

Total amount: \$7.17 or 30 % of the total purchase.

## Acknowledgment

Upon reaching a new rank, qualified IPs are awarded with special marks of distinction and additional privileges, which is a recognition of their sales achievement and an effective instrument of business development.

### Pearl or higher

Award pins for achievement of new ranks  
A jewel of special COFFEECELL design.

### Ruby or higher

Free participation in international COFFEECELL coffee forum.

## **Diamond or higher**

Business class flight for a participant of the business forum.

A nice bonus to free participation in the forum outlining the importance of the rank.

Right to open your own COFFEECELL coffee bar.

Unique opportunity to get an attractive, highly-profitable business project on a turn-key basis.

## **The highest amount of cashbacks for 6 months**

Place in the President Board of Leaders

Based on the results of 3 months, 8 people become members of the main governing body of the company for the next quarter.

## **The highest amount of cashbacks for a year**

Honorary jewellery pendants

In a form of a cartridge with a bullet made of precious metal. Exclusive design by COFFEECELL.

## **Terms and definitions**

### **Client**

A person not registered with COFFEECELL in the Sessia app purchasing products from IPs.

### **Customer**

A person registered with COFFEECELL in the Sessia app and purchase products for personal consumption at retail price.

### **Independent Partner (IP)**

A person registered with COFFEECELL in the Sessia app, purchased a business manual and entitled to purchase products at wholesale price and build a business.

### **Rank**

A level of your achievements according to the career ladder used for acknowledgment and Booster cashback calculation. It is defined based on your qualification turnover after purchase or qualified of a Coffee Startup set rank.

### **Taster**

A rank of an IP who has purchased a Presentation Set.

### **Startup**

A rank of an IP who has purchased or accumulated volume (in 6 consecutive months) similar to a Coffee Startup set. It entitles you to take part in qualification.

## **Qualified IP**

An IP who reached the qualification turnover within a calendar month. He/she has Pearl rank or higher.

## **Activity**

Minimum qualification of personal purchases or purchases of Customers in 1<sup>st</sup> level within a calendar month giving a right for cashbacks/commissions/rebates/bonuses.

## **Active IP**

An IP who has purchased products for \$70.50 retail price or more in the current month.

## **Monthly Turnover**

Volume of sales in your structure in a calendar month.

## **Qualification Turnover**

A turnover of your structure counted to you to achieve a rank according to the 40% rule in a calendar month.

## **40% Rule**

In terms of qualification, one branch shall give no more than 40% of the amount required to achieve a rank in a calendar month.

## **Branch**

A downward structure starting from anybody of your 1st level.

## **Structure**

Business organization of an IP including himself/herself as well as IPs and clients ranking based on the levels.

## **Upline (Sponsor)**

A person who has invited you to COFFEECELL and in whose 1st level you are ranked.

## **Retail Price**

A price for Customers. It is used for calculation of all types of turnovers and cashbacks/commissions/rebates. All prices are in US dollars.

## **Cashback bonus**

If a commission payment cannot be paid to an IP ranked Startup or higher due to that IP's being inactive, next active upline IP ranked Startup or higher will get Cashback bonus like there is no inactive IP (Max 5 levels from purchase of Cashback bonus for active IPs with Startup rank or higher).

## **Earnings Disclaimer:**

Earnings are hypothetically offered to show how the compensation plan works and not earning representations or guarantees. Actual income will depend on efforts and the



amount of time an individual devotes to developing their business. A typical participant in the COFFEECELL compensation plan earns between \$0 - \$600 per year. COFFEE-CELL does not guarantee any level of income or success.