

# HOW TO BECOME A SUNRIDER MEMBER

Sunrider has incredible programs for customers to earn discounts and for entrepreneurs to own a successful franchise-like business. You can become a Customer for FREE or start as an IBO by purchasing a Fortune Delight Business Pack (€225)

## CUSTOMER

Join for FREE online and pay Customer Price



## CUSTOMER 500

A Customer who accumulates €500 in purchases within 12 months of joining will become a Customer 500.

### Benefits:

Enjoy discounts of Customer Prices on each purchase:  
€125 or more – **10%**  
Less than €125 – **5%**

Customer 500 must purchase a minimum of €125 in a single purchase at Customer Prices every 12 months

## INDEPENDENT BUSINESS OWNER (IBO)

Complete an IBO application online  
Purchase a **Fortune Delight Business Pack** (€225) and receive training

**OR**

Accumulate €500 in purchases within 12 months of joining  
Complete an IBO application online  
Purchase a Marketing Tool Pack and receive training

### Benefits:

Enjoy IBO Prices (IBO€), a **20%** discount of Customer Prices

Earn Retail Profits from down-line Customers:

**20%** on Customers purchases  
**15%** on Customer 500 who purchase less than €125  
**10%** on Customer 500 who purchase more than €125

Earn IBO and Business Leader Performance Bonuses  
Earn SV Bonuses

## New Changes in Operations

1. There will be no more SV or Euro transfers to down-lines.
2. To save costs and to be competitive, Sunrider wants everybody to start ordering online starting March 1<sup>st</sup>. For this reason there will be no more toll-free order number.
3. All orders placed by phone, fax, mail or will-call will have an order charge of €7. The fee will be waived for online orders. If you do not have internet, your up-line will be glad to help you or you can purchase from your up-line.
4. Customers can buy from their up-line but to qualify for Customer 500, Customers must purchase from Sunrider.
5. IBOs can drop-ship products to Customers' homes.

SR Rank	Qualifications
<b>Retail Customer</b>	Join Sunrider for free and purchase products at customer prices from a Sunrider IBO, or place an order on-line from Sunrider's "Shop Online", or in the future, purchase products from an IBO's replicator webpage. The IBO sponsor of a Retail Customer can earn 20% retail profit.
<b>Customer 500</b>	Customers who have accumulated at least €500 within 12 months through purchases on the "Shop Online" become a Customer 500. Customer 500 will get a 5% discount on purchases under €125 and 10% on purchases over €125. The IBO sponsor of a Customer 500 can earn 10% to 15% retail profit on the Customer 500 purchases.
<b>Independent Business Owner (IBO)</b>	<b>Two ways of becoming an Independent Business Owner (IBO)</b> 1. A New person or an existing Customer purchases a Fortune Delight Business Pack, fills out the IBO Agreement online and receives training from the sponsor. 2. Customer 500 purchases a Marketing Tool Pack, accepts the IBO Agreement and receives training from the sponsor. Qualified IBOs must purchase at least €100 a month. If an IBO is buying less than €100 a month and continues to do so for 6 months, he/she will go back to purchasing products at the customer price.
<b>Business Leader (BL)</b>	€3,000 personal group & €100 personal volume (IBO Price) per month for 2 consecutive months Qualified BL must have €100 personal and €3,000 personal group volume (IBO Price) a month. Business Leaders must be qualified at least every 6 months to keep their Leadership down-line. Otherwise, the Leadership down-line will compress to the next qualifying up-line Business Leader.
<b>Lead BL</b>	€3,000 personal group & €100 personal volume (IBO Price) per month 2 first-level BL qualified for 2 consecutive months with €3,000 personal group & €100 Personal (IBO Price)
<b>Group BL</b>	€5,000 personal group & €200 personal volume (IBO Price) per month 4 first-level BL qualified for 2 consecutive months with €3,000 personal group & €100 personal (IBO Price) per month
<b>Golden Group BL</b>	€5,000 personal group & €200 personal volume (IBO Price) per month 6 first-level BL qualified for 2 consecutive months with €3,000 personal group & €100 personal (IBO Price) per month
<b>Silver Master BL</b>	€5,000 personal group & €200 personal volume (IBO Price) per month 10 first-level BL qualified for 2 consecutive months with €3,000 personal group & €100 personal (IBO Price) per month 4 of them are Lead Performance Line or have €12,000 group sales (IBO price) for 2 consecutive months
<b>Golden Master BL</b>	€5,000 personal group & €200 personal volume (IBO Price) per month 10 first-level BL qualified for 2 consecutive months with €3,000 personal group & €100 personal (IBO Price) per month 8 of them are Lead Performance line or have €12,000 group sales (IBO price) for 2 consecutive months

7 Sunrider Bonuses	Sunrider Required Rank	Earnings
<b>Retail Profit</b>	<b>IBO</b>	<b>20% on €Value</b>
<b>IBO Bonus (IDB)</b>	<b>IBO</b>	<b>20% on €Value</b>
<b>Business Leader Performance Bonus</b>	<b>Business Leader</b>	<b>2.5%-10% on €Value</b>
<b>Travel/Business Training Incentive Funds (TIF)</b>	<b>Business Leader</b>	<b>1% (SV-Country)</b>
<b>Leadership Development Bonus (LDB)</b>	<b>Business Leader</b>	<b>14%-16% (SV-World)</b>
<b>Profit Sharing Bonus (PSB) paid once a year in December</b>	<b>Lead BL</b>	<b>1% (SV-Country)</b>
<b>Group Performance Bonus (GPB)</b>	<b>Group BL</b>	<b>3% (SV-Country)</b>

# 7 SUNRIDER BONUSES - Europe 2011

## Retail IBO Discount & Profit

Become an **IBO** by completing the IBO Agreement online, buying a Fortune Delight Business Pack and complete the online training. A Customer becomes an IBO by accumulating €500 in 12 months, fills IBO agreement online & buys a Marketing Tool Pack.

**IBO** will receive a **20%** discount on customer price, **15%** on Customer 500 with less than €125 a month & **10%** profit on Customer 500 with more than €125 a month.

**Customer 500** will receive **5%** on purchases under €125 and 10% discount on purchase over €125 (Customer price).

## Profit Sharing

Lead Business Leader & above with €5,000 Personal Group & €200 Personal (IBO price) who sponsors 3 IBOs or Customer 500s in the last 3 months & has 10 Qualifying IBOs or Customers 500s in qualifying month

Lead BL = 2 Points  
Group BL = 4 Points  
Golden Group BL = 6 Points  
Silver Master BL = 12 Points  
Golden Master = 16 Points

## Group Performance Bonus

Group BL or above with €5,000 Personal Group & €200 Personal (IBO price) who sponsors 3 IBOs or Customer 500s in the last 3 months and has 10 Qualifying IBOs or Customers 500s in qualifying month

New Group BL for 2 consecutive months receives the bonus in the 3rd month of qualification.

Personal Group € Volume + first level Qualified BL  
Personal Group € Volume: €17,000 volume = 1 share, €25,000 volume = 2 share, €40,000 volume = 3 share

## IBO Bonus

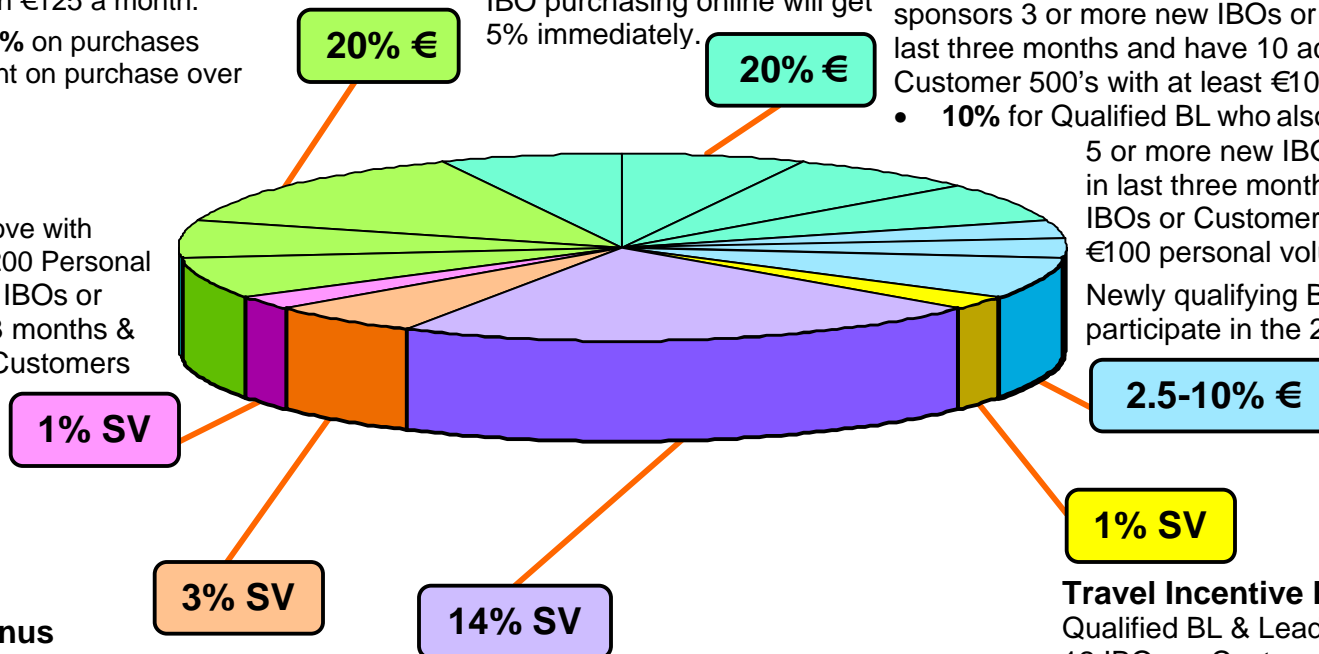
IBOs with €100 personal per month will be paid **5%** on € value (IBO price) on your personal volume and the volume of up to 3 levels deep who purchase over €100. An IBO purchasing online will get 5% immediately.

## Business Leader Performance Bonus

Become a Business Leader by doing €100 personal & €3,000 personal group for 2 consecutive months.

- **2,5%** on total personal group € volume of Qualified BL and above with €100 personal and €3,000 (IBO price) personal group volume.
- **5%** for Qualified BL & above who also personally sponsors 3 or more new IBOs or Customers 500 in last three months and have 10 active IBOs or Customer 500's with at least €100 personal volume.
- **10%** for Qualified BL who also personally sponsors 5 or more new IBOs or Customer 500's in last three months and have 20 active IBOs or Customer 500's with at least €100 personal volume.

Newly qualifying BL's will start to participate in the 2nd qualifying month.



## Travel Incentive Fund (TIF)

Qualified BL & Lead BL who sponsors 12 IBOs or Customer 500s in a year and has 10 Qualifying IBOs or Customers 500s in qualifying months

Attend a yearly Grand Convention

12 months qualified = 2 Shares  
9 months qualified = 1.5 Shares  
6 months qualified = 1 Shares

Must be qualified in the last 3 months before the convention

## Leadership Development Bonus

Business Leader & Lead BL with €3,000 Personal Group, €100 Personal (IBO Prices)  
Group and Master Business Leader with €5,000 Personal Group, €200 Personal (IBO Prices)  
Attend a yearly Grand Convention

No sponsoring is required as this bonus supports Sunriders who decide to semi-retire.

# DETAILED INFORMATION WITH CHARTS

## RETAIL PROFIT – 20% on Customer Price

Rank	Personal Purchases (Customer Price)	Customer 500 discount on Customer Price	IBO Qualification in IBO Prices	IBO Retail Profit on Customer Price
Customer			€100	20%
Customer 500	Less than €125	5%	€100	15%
Customer 500	More than €125	10%	€100	10%

Customer 500 can get immediate discount of 5% on orders under €125 (Customer price) and 10% on orders over €125 (Customer price). IBO requirement is only €100 in IBO Price. IBO will earn a Retail profit the following way: 20 on Customers, 15% on Customer 500 who purchase less than €125 (Customer price) and 10% on Customers who purchase more then €125 (customer price). Customer and Customer 500 purchases will belong to IBO Personal Sales Volume.

If an IBO is not active for 6 consecutive months, he/she will become Customer 500.

## IBO BONUS (IBOB) – 20% on €Volume (IBO price)

	Qualification in IBO Price	IBO Bonus
Personal	€100	5%
1 <sup>st</sup> Level IBOs	€100	5%
2 <sup>nd</sup> Level IBOs	€100	5%
3 <sup>rd</sup> Level IBOs	€100	5%

IBO requirement is only €100 in IBO Price. You can earn 5% on your Personal Volume and 5% up to 3 levels on your active down-line IBO who purchases €100 IBO Price or more. Customer and Customer 500 purchases will belong to IBO Personal Sales Volume. If an IBO is not active for 6 consecutive months, he/she will become Customer 500.

## BL PERFORMANCE BONUS (BLPB) - 20% on €Volume (IBO price) - **NEW BONUS**

Personal Group Sales Volume IBO€	Personal Sales Volume IBO€	Number of personally sponsored new IBOs or new Customer 500s in the last 3 months	Active IBOs or Customer 500 in Personal Group	PAYOUT on Personal Group Sales Volume at IBO Price
€3,000	€100	No requirement	No requirement	2.5%
€3,000	€100	3	10	5%
€3,000	€100	5	20	10%

New BL who has achieved €100 Personal and €3,000 Personal Group for 2 consecutive months can start to earn the BLPB on the second month. You will receive **2.5%** from IBO price on total personal group volume.

You will receive **5%** from IBO price on total personal group volume if you sponsor 3 IBO or Customer 500 in the last 3 months and have 10 active IBO or Customers 500 in the last 3 months.

You will receive **10%** from IBO price on total personal group volume if you sponsor 5 IBO or Customer 500 in the last 3 months and have 20 active IBO or Customers 500 in the last 3 months.

Qualified IBO is an IBO who purchase €100 (IBO price) in a qualifying month; qualified Customer 500 is Customer 500 who purchases €125 (Customer price) in qualifying month.

If BL has not qualified once for 6 consecutive months, he/she will lose their Business Leader down-lines permanently.

## TRAVEL INCENTIVE FUND (TIF) - 1% on Company SV

Qualified months and must include last 3 consecutive months before Grand Convention/Special Event	Number of personally sponsored new IBOs or Customer 500s in the 12 months qualification period	SHARES
12 months	12	2
9 months	12	1.5
6 months	12	1

TIF is paid to Business Leaders, Lead BL & former Group BL who are attending Sunrider Grand Convention in July 2012. Qualification is from June 1, 2011 to May 31, 2012

The qualification is €100 personal and €3,000 in personal group for at least 6 months for 1 share, 9 months for 1.5 shares or 12 months for 2 shares. You must be qualified in last 3 months before the convention.

In addition you must sponsor 12 IBOs or Customer 500s in the qualifying period.

## GROUP PERFORMANCE BONUS (GPB) – 3% on Company SV

Personal Sales Volume IBO€	Personal Group Sales Volume IBO€	Personal Group Yours + 1st level BL IBO€	Number of personally sponsored new IBOs or new Customer 500s in the last 3 months	Active IBOs or Customer 500 in Personal Group	SHARES of Group Performance Bonus
€200	€5,000	€17,000	3	10	1 share
€200	€5,000	€25,000	3	10	2 shares
€200	€5,000	€40,000	3	10	3 shares

Group Performance bonus is paid to Group Business Leaders with €200 personal and €5,000 personal group volume and have sponsored 3 IBOs or Customer 500s in the last 3 months. Their personal group volume plus 1<sup>st</sup> Level BL's personal group volume must be €17,000 to receive 1 share, €25,000 to receive 2 shares and €40,000 to receive 3 shares.

## PROFIT SHARING (PS) – 1% on Company SV

RANK	Personal Sales Volume IBO€	Personal Group Sales Volume IBO€	Number of personally sponsored new IBOs and new Customer 500s in the last 3 months	Active IBOs or Customer 500 in Personal Group	POINTS
Lead BL	€200	€5,000	3	10	2
Group BL	€200	€5,000	3	10	4
Golden Group	€200	€5,000	3	10	6
Silver Master	€200	€5,000	3	10	12
Gold Master	€200	€5,000	3	10	16

Lead and above with €200 personal and €5,000 personal group volume, sponsor 3 IBOs or Customers 500 in the last 3 months and have 10 active IBOs or Customer 500 in a qualifying month will participate in this bonus. The higher your rank the more points you receive.

# LEADERSHIP DEVELOPMENT BONUS (LDB) – 14% on Company SV

Qualified Business Leader Level	Business Leader 1 1 <sup>st</sup> level Qualifying Business Leader  €100 Personal €3,000 Personal Group	Lead Business Leader 2 1 <sup>st</sup> level Qualifying Business Leaders  €100 Personal €3,000 Personal Group	Group Business Leader 4 1 <sup>st</sup> level Qualifying Business Leaders  €200 Personal €5,000 Personal Group	Golden Group Business Leader 6 1 <sup>st</sup> level Qualifying Business Leaders  €200 Personal €5,000 Personal Group	Silver Master Business Leader 10 1 <sup>st</sup> level Qualifying Business Leaders 4 Lead Performance BL's or 4 €12,000 each leg €200 Personal €5,000 Personal Group	Golden Master Business Leader 10 1 <sup>st</sup> level Qualifying Business Leaders 8 Lead Performance BL's or 8 €12,000 each leg €200 Personal €5,000 Personal Group
1st	6%	6%	6%	6%	6%	6%
2nd	2%	3%	4%	4.25%	4.5%	5%
3rd	1%	2%	3%	3.25%	3.5%	4%
4th		1%	2%	2%	2.5%	3%
5th			1%	1%	1.5%	2%
6th					0.5%	1%

To participate in this bonus you must be a Qualified Business Leader and have at least 1 BL in your organization. It is now much easier to achieve this rank: €100 personal and €3,000 personal group volume (IBO price) for two consecutive months. There is no sponsoring required for this bonus. BL are required to attend the annual Grand Convention.

**Business Leaders** and **Lead BL** monthly qualifications are €100

personal & €3,000 personal group volume.

**Group BL, Golden Group, Silver Master BL** and **Gold Master BL** monthly qualifications are €200 personal and €5,000 personal group volume. At least 6 IBOs per year have to be personally sponsored.

The more Business Leaders you have in your first level, the more levels you will be paid on.

This chart shows you how many first level Qualifying Business Leaders a Business Leader or higher must have, how many percent each rank earns and how many levels deep.

In addition 4 legs of Silver Master BL must be a Lead BL or €12,000 (IBO price) in their organization. Golden Master must have 8.

A Business Leader must be qualified at least every 6 months

to keep their rank and Leadership down-line, otherwise, their Leadership down-line will compress to the next qualifying up-line Business Leader.

# SUNRIDER MARKETING PLAN SUMMARY

## Simple version

### Customer

Buys from IBO or Sunrider and pays Customer price.

### Customer 500

Accumulates €500 within 12 months and becomes a Customer 500.

Buy less than €125 (Customer price), get 5% discount - buy more than €125 (Customer price), get 10% discount

### IBO

To become an IBO buy a Fortune Delight Business Pack, fill IBO application online and get training from up-line.  
Customer 500 can become an IBO: buy a Marketing Tool Pack, fill IBO application online and get training.

Qualify with €100 (IBO price) and receive 20% discount on personal purchases a Customer purchases.

Receive from 10% to 15% on Customer 500's

Receive IBO Development bonus: 5% on your personal € volume and 5% on 3 levels qualifying IBOs € volume

### Business Leaders and above

To become a Business Leader qualify with €100 Personal and €3,000 personal group volume for 2 consecutive months.

Keep qualifying to participate in basic bonuses. Leadership Development bonus requires attending Grand Convention.

Some bonuses require sponsoring 1 or 2 IBOs or Customer 500s and have 10 or 20 qualified IBOs or Customer 500s each month.

Profit Share, Group Performance bonus and Group BL and above ranks require €200 Personal and €5,000 personal group volume.

### To receive all the bonuses as soon as possible

Do €100 personal & €3,000 personal group

Sponsor 1 or 2 IBOs or Customer 500s each month

Have 10 or 20 qualifying IBOs or Customer 500s

Attend Grand Convention

Eventually start qualifying with €200 personal & €5,000 personal group volume

Teach others to do the same!

Have much fun and success!