



The Max Plan

Effective Date: June 1, 2007

MAX PLAN INTRODUCTION

Max International has developed a competitive and unique compensation plan designed to generate extraordinary income and exciting performance rewards. It is designed to allow immediate income and ensure long-term residual income viability. There are built-in principles in the plan to reward first time network marketers and attract experienced business minded individuals who are looking for a \$100,000+ per month opportunity!

The *Max Plan* integrates seven components to pay Max Associates:

1. Retail Profits
2. Preferred Customer Commissions
3. FastTrack Commissions
4. Team Commissions
5. Unlimited Seven-Level Matching Check Bonuses
6. Auto and Travel Bonuses
7. Global Leadership Bonus Pools

1. Retail Profits

Associates can buy products at wholesale and sell them at retail and keep the difference.

2. Preferred Customer Commissions

All active Associates are paid a full **25%** commission each week on every order placed by their personally-enrolled Preferred Customers.

3. FastTrack Commissions

These are commissions designed to quickly reward initial product sales by providing weekly pay to those who generate new business.

4. Team Commissions

Your personal downline is organized into a two-team structure. (*See diagram A.*) All of your efforts will be focused on these two teams only. The *Max Plan* is nothing like what has traditionally been referred to as a “binary” plan. In the *Max Plan*:

- There are no “cycles” in the Max Plan
- No “binary creep” (fluctuating payout amount)
- No hard “cumulative” sales requirements

The two-team structure is a powerful building strategy and when coupled with spillover and cooperative team building, it will create growth and significant financial rewards. The *Max Plan* gives beginners a real chance at success and allows experienced network marketers the ability to get paid what they are really worth.

5. Unlimited Seven-Level Matching Check Bonuses

The *Max Plan* pays 25-50% on the Team Commissions of anyone you have personally enrolled—no matter where they are enrolled. Plus, you can receive a Matching Check Bonus on the commission income of “THEIR” personally enrolled... this continues to cascade down through seven-level generations deep!

6. Auto and Travel Bonuses

Max leaders can earn some of the richest benefits offered in this industry—which will include company wide recognition, travel packages, travel allowances, luxury automobile allowances, and exotic vacations. Your dreams can come true with The *Max Plan*.

7. Global Leadership Bonus Pools

Two percent (2%) of the global company Team Commissionable Volume (CV) is put into a Global Leadership Bonus Pool for business building distributors.

The *Max Plan* is a revolutionary compensation plan designed to pay out a maximum of 50% CV to the field sales organization.

Max International is the place to be... where you can live life to the "MAX"!

THE MAX PLAN

The *Max Plan* has been proven as one of the most innovative and unique compensation plans ever in network marketing. Here are the ways the *Max Plan* pays you the money.

A person becomes a “Max Associate” by completing a Max Associate Application and purchasing a \$49 Starter Kit. The new Associate is now qualified to:

- Buy at wholesale and sell at retail
- Sponsor Preferred Customers and earn a 25% commission on their purchases
- Sponsor new Associates and earn FastTrack Commissions

Retail Commissions

All Associates can buy products at wholesale and sell them at retail.

Product	GXL
Suggested Retail Price	\$85.00
Wholesale Price	\$66.00
CV	66

Preferred Customer Commissions

All active Associates are paid a full **25%** commission on every order placed by their personally-enrolled Preferred Customers. *This means a \$16.50 commission every time a Preferred Customer orders a \$66 box of Max GXL!* Any (34 CV) volume that is generated from Preferred Customers orders counts towards personal volume requirements and all personal volume over 100 CV is added to the Pay Leg volume. Preferred Customer Commissions are paid on the Friday of the week following the sale of the product.

There is no cost to become a Preferred Customer; however Preferred Customers must be on autoship in order to participate in the program and to get product at the wholesale price.

New Associate Product Packs and FastTrack Commissions

There are five New Associate Product Pack options to choose from. The Fast Track commissions on the Product Packs are paid to both the enrolling Associate who sells a Product Pack to the new Associate within 60 days of enrollment, and to the enrolling Associate’s sponsor.

Max New Associate Product Packs			
Product Pack	Boxes of GXL	Grand Opening Convention Tickets	Interview with Dr. Keller CDs
Economy Pack	2	0	0
Leader Pack	4	0	0
Achiever Pack	6	0	0
Super Achiever Pack	10	0	0
Convention Super Achiever Pack	10	2	50

FastTrack Commissions

New Associate Product Packs	Cost	Fast Track Commission	Upline FastTrack Commission	Commissionable Volume (CV)
Economy Pack	\$132	\$15.00	\$5.00	70
Leader Pack	\$264	\$30.00	\$10.00	140
Achiever Pack	\$396	\$50.00	\$20.00	240
Super Achiever Pack	\$599	\$100.00	\$50.00	360
Convention Super Achiever Pack	\$699	\$100.00	\$50.00	360

The Commissionable Volume (CV) on non-product pack orders is one CV point per US dollar (i.e. a \$66 purchase equals 66 CV).

⇒ *Associates who enroll with either the Super Achiever Pack or with the Convention Super Achiever Pack will automatically qualify for Tier 2 Matching Bonuses for the month of enrollment, plus the following two calendar months! In order to qualify to receive Matching Bonuses associates must generate the minimum of 100 CV in each month following enrollment.*

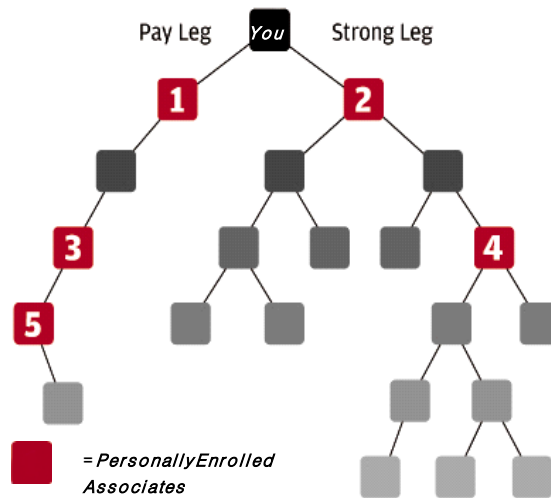
Upgrades

Associates may upgrade or purchase larger Associate Product Packs within 60 days from their date of enrollment. FastTrack commissions will pay out on upgrades. Those who upgrade to the \$599 Super Achiever Pack or to the \$699 Convention Super Achiever Pack will automatically qualify for Tier 2 Matching bonuses for the month of the upgrade and the following two calendar months. In order to qualify to receive Matching Bonuses associates must purchase the minimum of 100 CV.

Team Commissions

All qualified Associates will earn 10% of the total CV in their smaller leg (Pay Leg) per month. A maximum of \$25,000 (250,000 CV) in Team Commissions can be earned per month. No more than 250,000 CV will be carried forward in the Greater Leg from month to month.

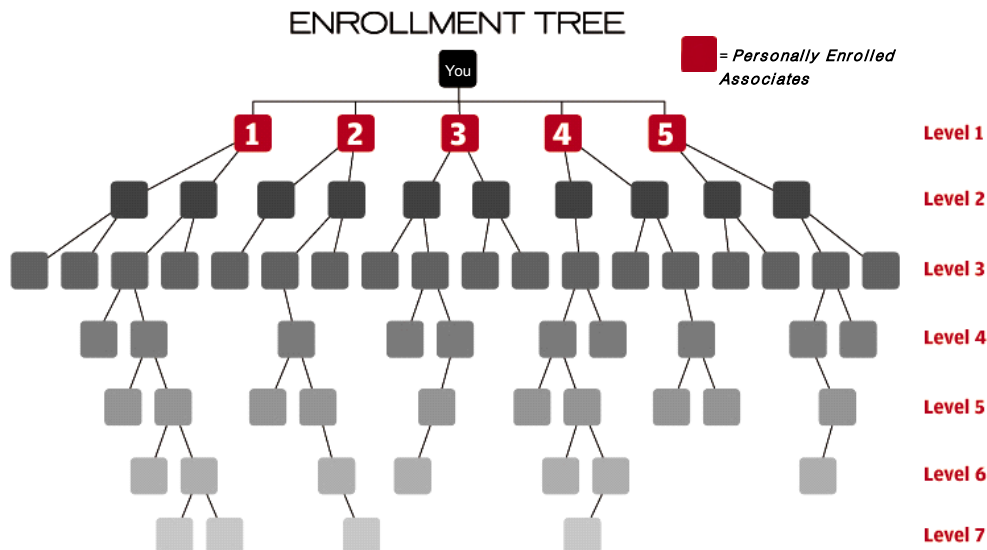
In order for a business center to pay Team Commissions the Associate must enroll a minimum of two Associates, both who remain active and are placed one on the left sales team and the other on the right sales team. Until this happens, CV will accrue in the business center, but will not be paid.



Unlimited Seven-Level Matching Check Bonuses

Qualified Associates must generate a minimum of 100 CV each month to earn Matching Check Bonuses on the Team Commissions of the qualified Associates up to the 7th generation in their Enrollment Tree. Each personally-enrolled Associate within their organization is considered their 1st generation. Subsequently, when a personally-enrolled Associate enrolls a new Associate, that new Associate becomes their 2nd generation, and so on through seven levels.

The level of Matching Check Bonuses an Associate receives is determined by the number and location (right or left sales team) of the newly enrolled Associates. Stable organizations are built and long-term income is created by placing new Associates equally in both the left and right sales teams. For example, if an Associate enrolls four people and places two in the left sales team and two in the right sales team, then the Associate will receive a Tier 1 Matching Check Bonus of 25% on Level One and 8% on Level Two of their Enrollment Tree. The qualifications required for Matching Check Bonuses are defined below.



Matching Check Tiers

# of Qualified (100 CV) Personally-Enrolled Associates	Tier	1	2	3	4	5	6
	Right Team	2	3	4	8	12	14
# of Qualified (100 CV) Personally-Enrolled Associates	Left Team	2	3	4	8	12	14
Personal CV Requirement	100 CV						
Matching Bonus	Matching Bonus Levels						
	1	25	30	35	40	45	50%
	2	8	8%	8%	8%	8%	8%
	3		8%	8%	8%	8%	8%
	4			8%	8%	8%	8%
	5				10	10	10%
	6					10	10%
7						6%	

Unlimited sponsoring = unlimited checks. Associates are paid on **all** personally enrolled Associates to unlimited width and does not stop at 28 personally enrolled Associates.

⇒ Associates who enroll with either the Super Achiever Pack or with the Convention Super Achiever Pack will automatically qualify for Tier 2 Matching Bonuses for the month of enrollment, plus the following two calendar months! In order to qualify to receive Matching Bonuses associates must generate the minimum of 100 CV in each month following enrollment.

Leadership Ranks and Perks

Luxury Car Allowance / Travel Allowance / Insurance Allowance

The combined income of FastTrack Commissions, Team Commissions, Matching Check Bonuses, Preferred Customer Orders and the number of personally-enrolled Gold (or higher) Associates, determines the Associate's Leadership Rank, which in turn determines both the Luxury Car Allowance and the Travel Allowance the Associate receives each month.

Max Leadership Ranks	Combined Total Income	# of Personally Enrolled Golds	Luxury Car Allowance	Travel Allowance	Insurance Allowance
Associate		0	\$0	\$0	\$0
Bronze Associate	\$500	0	\$0	\$0	\$0
Silver Associate	\$1,000	0	\$0	\$0	\$0
Gold Associate	\$3,000	0	\$0	\$0	\$0
Platinum Associate	\$5,000	1	\$250	\$250	\$25
Diamond Associate	\$10,000	2	\$500	\$500	\$50
Double Diamond	\$25,000	4	\$1,000	\$1,000	\$100
Triple Diamond	\$50,000	6	\$1,500	\$1,500	\$150
Presidential Diamond	\$100,000	8	\$2,000	\$2,000	\$200
Crown Diamond	\$150,000	10	\$2,500	\$2,500	\$250

FastTrack Commissions and Preferred-Customer Commissions accrue and are paid each week. The month often ends in the middle of the week. When this happens, the commissions earned that week will be counted in the previous month's calculations for Leadership Ranks and Allowances.

Annual Leadership Retreat

Each year Diamond Associates and above will be invited to the annual leadership convention, which will be held in an exotic location. They will be required to qualify as a Diamond Associate for three months during the qualification period to qualify for the retreat. Based on trip and location each year, each leadership level will receive different allowances for the trip.

Global Leadership Bonus Pool

Two percent (2%) of the global company Team Commissionable Volume (CV) is put into a Global Leadership Bonus Pool. For each 1,000 CV that an Associate's Pay Leg volume grows vs. the prior month, the Associate will receive one share of the Bonus Pool. This bonus ends when the Associate reaches the Platinum Associate level.

MAX INTERNATIONAL RECOGNITION SYSTEM

Platinum Associate

- Platinum Max International Pin
- Recognition Certificate Suitable for Framing
- Recognition in Max Bi-Monthly Publication
- \$250 Luxury Car Allowance
- \$250 Travel Expense Account
- \$25 Max-Assurance Health Care Rebate

Diamond Associate

- Diamond Max International Pin
- Recognition Certificate Suitable for Framing
- Recognition in Max Bi-Monthly Publication
- \$500 Luxury Car Allowance
- \$500 Travel Expense Account
- Invitation to Annual Leadership Conference (held in Exotic Location) (up to \$250 paid)
- \$50 Max-Assurance Health Care Rebate

Double Diamond Associate

- Double Diamond Max International Pin
- Recognition Certificate Suitable for Framing
- Recognition in Max Bi-Monthly Publication
- \$1,000 Luxury Car Allowance
- \$1,000 Travel Expense Account
- Invitation to Annual Leadership Conference (up to \$500 paid)
- \$75 Max-Assurance Health Care Rebate

Triple Diamond Associate

- Triple Diamond Max International Pin
- Recognition Plaque
- Recognition in Max Bi-Monthly Publication
- \$1,500 Luxury Car Allowance
- \$1,500 Travel Expense Account
- Invitation to Annual Leadership Conference (up to \$750 paid)
- \$100 Max-Assurance Health Care Rebate

Presidential Diamond Associate

- Presidential Diamond Max International Pin
- Recognition Plaque
- ½ page article in Max Bi-Monthly Publication
- \$2,000 Luxury Car Allowance
- \$2,000 Travel Expense Account
- Invitation to Annual Leadership Conference (up to \$1000 paid)
- \$150 Max-Assurance Health Care Rebate

Crown Diamond Associate

- Crown Diamond Max International Pin
- Rolex Watch
- Recognition Trophy
- Feature Article in Max Bi-Monthly Publication
- \$2,500 Luxury Car Allowance
- \$2,500 Travel Expense Account
- Invitation to Annual Leadership Conference (All Expense Paid)
- \$250 Max-Assurance Health Care Rebate

The Max Plan Frequently Asked Questions

If I'm new to network marketing, what do I do to get paid at Max International?

The first thing you do after purchasing your Starter Kit and the New Associate Product Pack is to make sure that you have at least one box of product on your monthly autoship (two boxes if you want to participate in the Matching Check Bonus program). Next, you recruit four people who go on 100 CV autoship (two boxes of product), and place two on your right sales team, and two on your left sales team. You now not only qualify for Team Commissions **but also** for Tier One Matching Bonuses. Repeat, and repeat again. Enjoy.

How do I earn income and when are commissions and bonus checks paid?

There are seven different ways Associates earn income. The commissions and bonuses are paid as follows:

1. Retail Profit: Paid when the sale takes place. If the Retail Sale occurs on your replicated website the profit will be paid with the weekly commissions. The Retail Profit is the difference between the retail price and the wholesale price.
2. Preferred Customer Commissions: Based on sales that take place between Sunday at 00:00:00 through the following Saturday at 11:59:59 PM (23:59:59) Mountain Standard Time. Check sent the following Friday. The commission will be paid weekly, but the CV will be paid monthly as Team Commissions.
3. FastTrack Commissions: Based on sales that take place between Sunday at 00:00:00 through the following Saturday at 11:59:59 PM (23:59:59) Mountain Standard Time. Check sent the following Friday.
4. Team Commissions: Based on sales that take place during the calendar month. Check sent on the 15th of the following month that the commissions were earned.
5. Matching Check Bonuses: Based on sales that take place during the calendar month. Check sent on the 15th of the following month that the commissions were earned.
6. Luxury Car Allowance / Travel Allowance / Insurance Allowance: Based on commissions earned the previous month. Check sent on the 15th of the following month that the commissions were earned. Associates must have corporate approval in order for these Allowances to be paid
7. Global Leadership Bonuses: Based on the previous month's Global CV. Check sent on the 15th of the following month that the commissions were earned.

What does the \$49 Starter Kit allow an Associate to do?

By purchasing a \$49 Max International Starter Kit and generating a minimum of 50 CV, the new Associate becomes qualified to:

- Buy at wholesale and sell at retail
- Enroll Preferred Customers and earn a 25% commission on their purchases
- Enroll new Associates and earn FastTrack Commissions

What is (CV) Commissionable Volume and how is it earned?

Commissionable Volume (CV) determines how much Team Commissions are paid to each Associate. CV accumulates in an Associate's right and left sales team as a result of the sale of products and New Associate Product Packs which occur in each team during the month. The CV on all non product pack

orders is one CV point per US dollar, which means a \$66 box of product produces 66 CV. The CV on New Associate Product Packs is not a one-to-one ratio because of the FastTrack commissions that are paid to the sponsor and to the upline. Occasionally, certain sales aids might have CV.

How does one earn FastTrack Commissions?

Enroll with the company by purchasing a Starter Kit and enroll new Associates and sell them a New Associate Product Pack when they enroll. Fast Track Commissions range anywhere from \$10 to \$75 depending upon which Product Pack is sold. Associates also receive FastTrack Commissions every time one of their personally enrolled Associates sells a Product Pack.

It is not necessary for a new Associate to purchase a product pack to earn FastTrack commissions, however, by purchasing a Product Pack, the Associate has product for personal use, product to share with others and it also provides the new Associate with Personal Commissionable Volume (PCV) which qualifies them for Team Commissions.

What are the advantages of purchasing the Super Achiever Pack?

Associates receive a \$61 discount when they purchase a Super Achiever Pack. Additionally, they qualify for Tier Two Matching Bonuses in the month they enroll, plus the next two calendar months as long as they generate a minimum of 100 PCV each month following the month of enrollment. Most importantly, it provides the new Associate with extra product to sell at retail or to share with potential customers and Associates. Associates who purchased a different Product Pack may purchase the Super Achiever Pack during their first sixty days.

What is the difference between the Convention Super Achiever Pack and the regular Super Achiever Pack?

The Convention Super Achiever Pack includes the same amount of GXL as the Super Achiever Pack, but also includes 50 CDs of the Interview with Dr. Keller as well as two tickets to the upcoming convention, which tickets cost up to \$149 each. The Convention Super Achiever Pack costs \$100 more than the Super Achiever Pack. Both packs pay the same commissions.

What is the difference between the Pay Leg and the Strong Leg?

Associates build two sales teams, a right sales team and a left sales team. These sales teams are also called "sales legs", one leg being the "Strong Leg", and the other being the "Pay Leg". During the month, Commissionable Volume (CV) accumulates as a result of the sale of products and New Associate Product Packs. At the end of each month, the Pay Leg is the sales team that has lesser CV of the two sales teams, and the Strong Leg has more CV. Because the Pay Leg and the Strong Leg can change from time to time, Associates who place new Associates equally in each sales team, maximize their potential for Team Commissions and Matching Check Bonuses.

How are Team Commissions determined?

The Team Commission is 10% of the Pay Leg Volume. For example, if the Pay Leg has 10,000 CV, and the Strong Leg has 12,000 CV, the Team Commission paid to the Associate is \$1,000, and then 10,000 CV is removed from both sales teams. Team Commissions are paid on the 15th of each month for the previous month's activity.

Why do I have to place new Associates in the Strong Leg when I get paid on the volume in my Pay (or smaller) Leg?

The requirement for equal placement comes from years of experience. Tenured network marketers generally build this way, because they never know which leg is going to grow fastest. If enough people are working, large builders can show up at anytime in either leg. And it is not uncommon for legs to change from the Pay Leg to the Strong Leg.

How do I earn Matching Check Bonuses?

Associates have the opportunity of receiving Matching Check Bonuses on every personally enrolled Associate, and on the Associates their downline enrolls (and on and on) through seven levels!

Matching Check Bonuses are earned by placing personally enrolled Associates equally in both the right and left sales teams. The more Associates enrolled and equally placed in the two sale's teams, the higher percentage and additional levels paid in Matching Check Bonuses.

Associates and their qualifying personally enrolled Associates must generate at least 100 PCV in order to qualify for Matching Check Bonuses.

Matching checks range from 25% to 50% on an Associate's personally enrolled Associate's Team Commission check. For example, if an Associate is at the Tier One Matching Check Bonus level, and one of their personally enrolled Associates earned a Team Commission check for \$1,000, the Associate would receive a Matching Check Bonus of \$250. If an Associate is at the Tier Seven level, they would receive a 50% match on all their personally enrolled Associates Team Commissions; so if a personally enrolled Associate earned a Team Commission Check for \$1,000, they would receive a Matching Check Bonus of \$500. There is no limit to the number of personally enrolled Associate's matching checks you can earn. Matching Check Bonuses are paid of the 15th of each month for the previous month's activity.

How does the Preferred Customer Program work?

There are two types of Max customers: Retail Customers and Preferred Customers. Retail Customers purchase products directly from Max Associates and pay the suggested retail price for the product. The selling Associate keeps 100% of the difference between the retail price and the wholesale price of the product.

Preferred Customers register with the company, and are linked to the Associate with whom they enrolled. Preferred Customers can purchase products at the wholesale price by going on autoship. Associates receive a 25% commission on the volume associated with personally enrolled Preferred Customer's orders.

Preferred Customers do not take a position in the sales teams. If they eventually choose to become an Associate, they do so by purchasing a Starter Kit. They will then receive a position like any other new Associate.

Because of the aggressive commission paid on Preferred Customer purchases, the CV is 50%, or one-half CV point for each dollar of volume ordered. Volume associated with Preferred Customer orders counts towards the Associates required Personal Commissionable Volume (PCV) requirement. All PCV an Associate has over 100 goes in the Associate's Pay Leg, and therefore pays him / her, a 10% commission. Naturally, Associates are encouraged to acquire Preferred Customers.

Associates cannot be their own Preferred Customer.

What if my distributorship has no volume for a six month period?

Associates are dropped from the team commission structure after six months with no activity, they then must wait six months to re-enroll, and will be placed at the bottom of the team commission structure and will have to start building a new organization to earn commissions and bonuses.

How do I access the Luxury Car Allowance / Travel Allowance / Insurance Allowance?

When an Associate has at least one personally enrolled Gold Associate in their Enrollment Tree and a combined monthly income of \$5,000 from their FastTrack Commissions, Team Commissions and Matching Check Bonuses, that Associate becomes a Qualified Platinum Associate. The following month and every month thereafter that the Associate stays qualified by maintaining the Platinum rank (or higher); they will receive the corresponding Luxury Car Allowance, Travel Allowance and Insurance Allowance. The Luxury Car Allowance must be used towards a company-approved automobile lease or purchase. The Travel Allowance must be used for company-approved business related expenses. The Insurance Allowance will automatically be paid to qualifying Associates on the 15th following each qualifying month.

Max Plan Key Terms

- **Active Associate** - An Active Associate has purchased a \$49 Starter Kit and has at least 50 Personal Commissionable Volume (PCV) during the calendar month.
- **Autoship** – The Autoship program is designed to make it simple and easy for Associates and customers to get their product. By signing up for autoship, and choosing a day for shipment, the product will come automatically, and the corresponding credit card will be charged. This insures that no one will run out of product, and that Associates will always be qualified for commissions and bonuses.
- **Business Center** – The Associate's position in the Team Commission pay structure. There is one business center per Associate. In order for a Business Center to pay Commissionable Volume, the Associate must enroll a minimum of two new Associates who are active and place one on the left sales team and the other on the right sales team. Until this happens, CV will accrue in the business center, but will not be paid. A Business Center must accrue a minimum of 500 CV in the Pay leg in order for Team Commissions to be paid. Any unpaid CV will carry over to the following pay period, as long as the Associate remains active. In order for Team Commissions to be paid in subsequent pay periods, there must be a minimum of 500 accumulated CV.
- **Commissionable Volume (CV)** – all Max products, New Associate Product Packs and selected sales aids have CV point values. Generally, the point value is the same as the purchase price of the product (i.e. a box of MaxGXL costs US\$66, and has 66 CV points.) Whenever a product is purchased, the CV accumulates in the sales team's leg where the purchase occurs.
- **Enroller** – The person who signs up or registers new Associates with the company.
- **Enrollment Tree** – The enrollment tree is the Associate structure that determines Matching Check Bonuses. All personally enrolled Associates are first level in an Associate's enrollment tree, no matter in which leg they are placed. Their personally-enrolled Associates are the second level in the enrollment tree, and so on, through seven levels.
- **FastTrack Commissions** - Are paid on all New Associate Product Packs and Product Pack Upgrades that new Associate's purchase during their first 60 days with the company.
- **New Associate Product Packs** – Product offerings available to new Associates at the time they enroll with the company.
- **Pay Leg** – The smaller of an Associate's two sales team's accumulated monthly volume.

- **Personal Commissionable Volume (PCV)** – In order to qualify for monthly Team Commissions, an Associate must generate at least 50 CV in the qualifying month. The PCV can either come from an Associate’s personal purchases, or from their personally-enrolled Preferred Customers volume, which counts at 50% PV. In order to qualify for Matching Check Bonuses, an Associate’s PCV must be 100 CV in the qualifying month. Once the Associate has attained the required PCV, all additional CV will accrue in the Pay Leg.
 - ⇒ If an Associate *does not* have a personal purchase of at least 50CV in a calendar month, all their accrued volume will flush from both their Pay Leg and their Strong Leg.
- **Product Pack Upgrades** - If a new Associate enrolls with any Product Pack other than the Super Achiever’s Pack, and then chooses to upgrade to the Super Achiever’s Pack within 60 days of enrolling, the price they will pay is \$599, (the full purchase price of the Pack). They will receive ten boxes of MaxGXL. Their enroller, and their enroller’s enroller will each receive the \$75 FastTrack commission.
- **Preferred Customer Volume (PCV)** – Product volume that comes from an Associate’s personal purchases as well as from the Associate’s Preferred Customer’s purchases.
- **Qualified Associate** – A qualified Associate must have enrolled a minimum of two active Associates and have a minimum of 50 PCV in the qualifying month to be paid Team Commissions; or have a minimum of 100 PCV in the qualifying month to receive Matching Check Commissions and other bonuses and allowances.
- **Recurring Order** – All product orders that are not part of a New Associate Product Pack. All recurring orders have 100% CV (meaning a \$66 box of product has 66 CV).