



Unique Bonus Plan

Bonus Plan



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B:HIP Europe is a Danish private limited company with the main goal to conduct Direct Sales in a European way, conducted with a clear focus on product quality and end-consumers.

B:HIP Europe was founded in 2015 as a result of a license agreement for the European market with B:HIP Global, a successful Direct Sales company founded in 2007 by entrepreneur Terry LaCore.

Our mission at B:HIP Europe is to help people achieve a healthier and richer lifestyle by running a solid, sustainable company with unique products and offering an outstanding business opportunity.

B:HIP Europe is not a stock exchange company and therefore has no external shareholders to please.

All we care about is our distributors' success and making our high quality products available for customers all over Europe.

We will expand organically all over Europe in the coming years, by building the company on sound principles and high integrity based on European business philosophy, and a European way of conducting Direct Sales.

"Community" to us means: Contributing to the public that supports us. At B:HIP Europe we strongly believe in transparency and brand responsibility and make every effort to adhere to the product and legal guidelines of our stated distribution areas.

Our sensible approach to best industry practices, coupled with a sturdy and reliable online infrastructure, give our distributors the tools they need to cultivate their own business.

For more information about the company and products, please visit:
www.bhipeurope.eu



Getting Started in 4 Easy Steps

Our Business is simple

The foundation of the B:HIP business is to share high-quality products, for maximum customer satisfaction.

When purchasing a product at a 5-30% discount on our recommended retail price, your profit will be the difference between your buying price and your selling price.

Share in the benefits using the products, follow up with your customer, and aim to make your customer stay with you in the long run.

This will help you build up a solid and stable retail income.

As an extra benefit, some of your satisfied customers might decide to join and follow your good example, building a solid and sustainable business.

1

JOIN NOW AS AN INDEPENDENT DISTRIBUTOR

- Purchase the Global Software System (GSS) for €48 + local VAT. The GSS includes the online account manager and a secure payment center.
- Every 12 months, the GSS needs to be renewed paying €48 + local VAT to keep your business open.

2

CHOOSE HOW TO GET STARTED

- You can start with an instant 5% discount on all products and accumulate PV to reach max. discount of 30% - OR
- Purchase a package that entitles you to discounts of 20% - 30% immediately.

3

ACTIVATE YOUR RETAIL BUSINESS CENTER

- Your Retail Business Center (RBC) holds accrued points called Personal Volume (PV) and Bonus Volume (BV).
- Activate your RBC by purchasing at least 50 PV in one order. If you choose to get started with a package, you are automatically activating your RBC.

4

KEEPING YOUR RBC ACTIVE

- Keep a minimum of 50 PV each activation period to ensure accumulation of PV and BV and keep you eligible to receive Commissions.
- Optional: Activate RECURRING ORDER for 4 weeks, or for 3, 6 or 12 months to ensure your RBC is always kept active.

ASSOCIATE

Our Starting Earning Rank

Requirements: Simply enroll as a BHIP EUROPE member.

Earnings and Discounts:

- Receive a 5% discount on your personal purchases.

Bonuses (if eligible):

- Qualification
- Direct
- Team

Leadership Bonuses:

None

PARTNER

Our Second Earning Rank

Requirements: Accumulate 200 PV or purchase a Partner Package.

Earnings and Discounts:

- Receive a 10% discount on your personal purchases.

Bonuses (if eligible):

- Qualification
- Direct
- Team

Leadership Bonuses:

None

Earning Ranks

EXECUTIVE

Our Third Earning Rank

Requirements: Accumulate 600 PV or purchase a Executive Package.

Earnings and Discounts:

- Receive a 20% discount on your personal purchases.

Bonuses (if eligible):

- Qualification
- Direct
- Team

Leadership Bonuses:

None

PROFESSIONAL

Our Highest Earning Rank

Requirements: Accumulate 1,500 PV or purchase a Professional Package.

Earnings and Discounts:

- Receive a 30% discount on your personal purchases.

Bonuses (if eligible):

- Qualification
- Direct
- Team

Leadership Bonuses (if eligible):

- Matching
- Differential
- Super Cycle
- Rank Achievement

There are four earning ranks in our compensation plan:

Associate, Partner, Executive and Professional.

Profit on your direct retail sales is determined by your Earning Rank and thereby the discount you receive.

ALL COMMISSIONS

are subject to member and/or volume requirements

All Members:

- Qualification Bonus
- Direct Bonus
- Team Bonus

Professional Members:

- Leadership Matching Bonus
- Differential Bonus
- Super Cycle Bonus
- Rank Achievement Bonus

Volume

Each product has an assigned volume value.

Personal Volume (PV):

Personal purchases.

Bonus Volume (BV):

Downline Volume that is not personally purchased.

Keeping your RBC active

- Generate at least 50 PV each period to keep the RBC active.
Period: 6 weeks initial. 4 weeks ongoing.
- Only members with an active RBC may earn bonuses and leadership incentives. Inactive RBCs cannot hold or accrue volume.
- Any RBC that goes inactive will be zeroed out and lose all volume points, including any carryover points.
Volume lost due to inactivity cannot be reinstated.

Income

- Two types of income: Retail Profits and Commissions.
- Earning ranks determine your retail profit margin.
- All earning ranks and commissions are subject to certain requirements.

TEAM BUILDING

- You have two teams:
LEFT and **RIGHT TEAM**.
- New enrollees shall be placed in one of the two teams.

PERSONAL SPONSORING

- **LEVEL 1** members are personally sponsored by you.
- **LEVEL 2** members are personally sponsored by your LEVEL 1 members - etc.

Binary Model

BUSINESS GROUP OVERVIEW

LEFT TEAM



RIGHT TEAM

Bonus Requirements

BONUSES 1-2:

- Evaluated each week and paid on a weekly basis with two weeks in arrears.
- Your RBC must be **Active** to achieve these bonuses.

BONUS 3:

- Evaluated each week and paid on a weekly basis with two weeks in arrears.
- Your RBC must be **Active** and **Fully Qualified** to achieve this bonus.

BONUSES 4-7:

- Evaluated each month and paid on next coming weekly payment after month end.
- To be eligible for **Leadership Bonuses**, you must be **Professional**, **Active**, **Fully Qualified**, and satisfy the applicable Leadership Rank Requirements.

1

QUALIFICATION BONUS

- One-time bonus of €50 to reward you for Fully Qualifying your RBC (Retail Business Center)- by **personally** sponsoring two active members in your business group, and placing one in each leg.
- Only one Qualification Bonus may be earned per RBC.

2

DIRECT BONUS

- Earn a Direct Bonus each time you **personally** sponsor a member purchasing a Partner, Executive or Professional package.

3

TEAM BONUS

- Earn the €50 Team Bonus for every accumulated 500 BV in each of your two legs.
- Members may earn up to €30,000 EUR in Team Bonuses per week. You may carry over up to 250,000 of unused BV into the next pay cycle as long as your RBC stays active.

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MATCHING BONUS

- Receive Matching Bonuses on up to 5 levels of your sponsorship tree.
- Percentages are paid according to:**
- Your Leadership Rank same month
 - The Team Bonus payouts the distributors in your sponsorship tree receive.

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DIFFERENTIAL BONUS

- Receive Differential Bonuses when a distributor in your sponsorship tree purchases an Executive or Professional package.
- Payment according to a combination of your Leadership Rank actual month and the Leadership Rank for your distributors in your sponsorship tree actual month.
- A total of up to €40 is paid in Differential Bonuses when an Executive package is sold and up to €100 is paid when a Professional package is sold.

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SUPER CYCLE BONUS

- Achieve Leadership Ranks to earn a monthly Super Cycle Bonus.
- Earn the Super Cycle Bonus listed for the Leadership Rank you achieved that calendar month.

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RANK ACHIEVEMENT BONUS

- Achieve Leadership Ranks to earn a one-time Rank Achievement Bonus.
- You are awarded a Rank Achievement Bonus by qualifying for a specific Leadership Rank in two consecutive months. These Bonuses are earned in order.

Bonus Examples and Numbers

3

TEAM BONUS

EXAMPLE



$$\begin{array}{l} \text{LEFT TEAM} \\ 500 \text{ BV} \end{array} + \begin{array}{l} \text{RIGHT TEAM} \\ 500 \text{ BV} \end{array} = 50 \text{ €}$$

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LEADERSHIP MATCHING BONUS

CHART OVERVIEW

| Leadership Rank | New Monthly Downline BV (left/right) | Active Personally Enrolled | Level 1 Match | Level 2 Match | Level 3 Match | Level 4 Match | Level 5 Match |
|-----------------|--------------------------------------|----------------------------|---------------|---------------|---------------|---------------|---------------|
| Bronze | 1,000 BV / 1,000 BV | 1 left / 1 right | 5% | | | | |
| Silver | 2,000 BV / 2,000 BV | 1 left / 1 right | 10% | | | | |
| Gold | 4,000 BV / 4,000 BV | 2 left / 2 right | 10% | 5% | | | |
| Platinum | 8,000 BV / 8,000 BV | 3 left / 3 right | 10% | 10% | | | |
| Sapphire | 16,000 BV / 16,000 BV | 3 left / 3 right | 10% | 10% | 5% | | |
| Ruby | 32,000 BV / 32,000 BV | 3 left / 3 right | 10% | 10% | 10% | | |
| Emerald | 64,000 BV / 64,000 BV | 3 left / 3 right | 10% | 10% | 10% | 5% | |
| Diamond | 125,000 BV / 125,000 BV | 3 left / 3 right | 10% | 10% | 10% | 10% | |
| Blue Diamond | 250,000 BV / 250,000 BV | 3 left / 3 right | 10% | 10% | 10% | 10% | 5% |
| Black Diamond | 500,000 BV / 500,000 BV | 3 left / 3 right | 10% | 10% | 10% | 10% | 10% |

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LEADERSHIP DIFFERENTIAL BONUS

CHART OVERVIEW

| Leadership Rank | New Monthly Downline BV (left/right) | Active Personally Enrolled | Executive Pack Differential | Professional Pack Differential |
|-----------------|--------------------------------------|----------------------------|-----------------------------|--------------------------------|
| Bronze | 1,000 BV / 1,000 BV | 1 left / 1 right | €0 | |
| Silver | 2,000 BV / 2,000 BV | 1 left / 1 right | €0 | €0 |
| Gold | 4,000 BV / 4,000 BV | 2 left / 2 right | €5 | €10 |
| Platinum | 8,000 BV / 8,000 BV | 3 left / 3 right | €5 | €15 |
| Sapphire | 16,000 BV / 16,000 BV | 3 left / 3 right | €10 | €25 |
| Ruby | 32,000 BV / 32,000 BV | 3 left / 3 right | €10 | €25 |
| Emerald | 64,000 BV / 64,000 BV | 3 left / 3 right | €5 | €15 |
| Diamond | 125,000 BV / 125,000 BV | 3 left / 3 right | €5 | €10 |
| Blue Diamond | 250,000 BV / 250,000 BV | 3 left / 3 right | €0 | €0 |
| Black Diamond | 500,000 BV / 500,000 BV | 3 left / 3 right | €0 | €0 |

LEADERSHIP DIFFERENTIAL BONUS

EXAMPLES
on p.16-p.17



Differential Bonus Example

YOU
Emerald



Claudio
Professional



- Claudio has purchased a Professional Package.

Miriam
Platinum



- Miriam has actual month achieved the Platinum Rank.
- Miriam has personally sponsored Claudio, with a Professional package.

MIRIAM RECEIVES:

| | |
|--------------------|-------------|
| Platinum Bonus | € 15 |
| Gold Bonus | € 10 |
| Differential Bonus | |
| TOTAL | € 25 |

- You have actual month achieved the Emerald Rank.
- You are the next Sponsor above Miriam, so you receive the bonuses according to your Rank.

YOU RECEIVE:

| | |
|--------------------|-------------|
| Emerald Bonus | € 15 |
| Ruby Bonus | € 25 |
| Sapphire Bonus | € 25 |
| Differential Bonus | |
| TOTAL | € 65 |

Elsa
Diamond



- Elsa has actual month achieved the Diamond Rank
- She is the next sponsor above you, so she receives the bonuses according to her Rank actual month.

ELSA RECEIVES:

| | |
|---------------|------|
| Diamond Bonus | € 10 |
|---------------|------|

Bonus Examples and Numbers

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LEADERSHIP SUPER CYCLE BONUS

A monthly bonus every time the Rank is achieved

CHART OVERVIEW

| Leadership Rank | New Monthly Downline BV (left/right) | Active Personally Enrolled | Super Cycle Bonus |
|-----------------|--------------------------------------|----------------------------|-------------------|
| Bronze | 1,000 BV / 1,000 BV | 1 left / 1 right | €0 |
| Silver | 2,000 BV / 2,000 BV | 1 left / 1 right | €50 |
| Gold | 4,000 BV / 4,000 BV | 2 left / 2 right | €125 |
| Platinum | 8,000 BV / 8,000 BV | 3 left / 3 right | €300 |
| Sapphire | 16,000 BV / 16,000 BV | 3 left / 3 right | €700 |
| Ruby | 32,000 BV / 32,000 BV | 3 left / 3 right | €2,000 |
| Emerald | 64,000 BV / 64,000 BV | 3 left / 3 right | €3,200 |
| Diamond | 125,000 BV / 125,000 BV | 3 left / 3 right | €3,600 |
| Blue Diamond | 250,000 BV / 250,000 BV | 3 left / 3 right | €4,000 |
| Black Diamond | 500,000 BV / 500,000 BV | 3 left / 3 right | €4,000 |

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LEADERSHIP RANK ACHIEVEMENT BONUS

A one-time bonus when achieving Ranks above Platinum

CHART OVERVIEW

| Leadership Rank | New Monthly Downline BV (left/right) | Active Personally Enrolled | Rank Achievement Bonus (2 Consecutive Months) |
|-----------------|--------------------------------------|----------------------------|---|
| Bronze | 1,000 BV / 1,000 BV | 1 left / 1 right | €0 |
| Silver | 2,000 BV / 2,000 BV | 1 left / 1 right | €0 |
| Gold | 4,000 BV / 4,000 BV | 2 left / 2 right | €0 |
| Platinum | 8,000 BV / 8,000 BV | 3 left / 3 right | €0 |
| Sapphire | 16,000 BV / 16,000 BV | 3 left / 3 right | €2,000 |
| Ruby | 32,000 BV / 32,000 BV | 3 left / 3 right | €5,000 |
| Emerald | 64,000 BV / 64,000 BV | 3 left / 3 right | €10,000 |
| Diamond | 125,000 BV / 125,000 BV | 3 left / 3 right | €25,000 |
| Blue Diamond | 250,000 BV / 250,000 BV | 3 left / 3 right | €50,000 |
| Black Diamond | 500,000 BV / 500,000 BV | 3 left / 3 right | €100,000 |

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LEADERSHIP INCENTIVES RECAP

CHART OVERVIEW

| Leadership Rank | New Monthly Downline BV (left/right) | Active Personally Enrolled | Level 1 Match | Level 2 Match | Level 3 Match | Level 4 Match | Level 5 Match | Executive Pack Differential | Professional Pack Differential | Super Cycle Bonus | Rank Achievement Bonus (2 consecutive months) |
|-----------------|--------------------------------------|----------------------------|---------------|---------------|---------------|---------------|---------------|-----------------------------|--------------------------------|-------------------|---|
| Bronze | 1,000 BV / 1,000 BV | 1 left / 1 right | 5% | | | | | €0 | €0 | €0 | €0 |
| Silver | 2,000 BV / 2,000 BV | 1 left / 1 right | 10% | | | | | €0 | €0 | €50 | €0 |
| Gold | 4,000 BV / 4,000 BV | 2 left / 2 right | 10% | 5% | | | | €5 | €10 | €125 | €0 |
| Platinum | 8,000 BV / 8,000 BV | 3 left / 3 right | 10% | 10% | | | | €5 | €15 | €300 | €0 |
| Sapphire | 16,000 BV / 16,000 BV | 3 left / 3 right | 10% | 10% | 5% | | | €10 | €25 | €700 | €2,000 |
| Ruby | 32,000 BV / 32,000 BV | 3 left / 3 right | 10% | 10% | 10% | | | €10 | €25 | €2,000 | €5,000 |
| Emerald | 64,000 BV / 64,000 BV | 3 left / 3 right | 10% | 10% | 10% | 5% | | €5 | €15 | €3,200 | €10,000 |
| Diamond | 125,000 BV / 125,000 BV | 3 left / 3 right | 10% | 10% | 10% | 10% | | €5 | €10 | €3,600 | €25,000 |
| Blue Diamond | 250,000 BV / 250,000 BV | 3 left / 3 right | 10% | 10% | 10% | 10% | 5% | €0 | €0 | €4,000 | €50,000 |
| Black Diamond | 500,000 BV / 500,000 BV | 3 left / 3 right | 10% | 10% | 10% | 10% | 10% | €0 | €0 | €4,000 | €100,000 |

70% CAP RULE

- To ensure the strength and profitability of our business plan, commission payments are subject to a 70% cap rule.
- B:HIP pays up to 70% of eligible commissionable volume generated over the lifetime of the plan.
- Should the projected commissions for any week exceed 70% of the current commissionable volume, B:HIP will dilute Team Bonus payouts for all members to stay in line with our stated limits. All of our members will experience this dilution at the same rate and proportion.
- Neither past nor present commission payments may exceed the 70% threshold, no exceptions. The 70% Cap Rule applies to all commissions of all pay cycles.
- B:HIP realizes how important it is for our members to receive their full payouts, and we have taken certain safeguards to prevent the above scenario from happening. When possible, any excess monies are retained to ensure that we need never reduce member commissions.

INTERNATIONAL VOLUME

- Local differences in the Compensation Plan may occur for Distributors outside of Europe.

DISCLAIMER

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Various info



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