

COMPENSATION PLAN



JAVITA COMPENSATION PLAN

The Javita business model is designed to reward Members who promote our products and business opportunity. This is accomplished by devoting almost our entire marketing budget to the Javita Member Compensation Plan. This plan is based on the principle of teamwork with the understanding that your success is directly related to helping others succeed.

When you enroll as a Javita Member, you will be given free marketing websites and an online office. When you find other people who want to become Javita Members, you can enroll them through your Javita website. As soon as you qualify your business by placing your initial product order, you become eligible to earn commissions. To be eligible to earn income in the months thereafter, you must have 100 in Personal Volume (PV) each month or have a monthly 50 PV AutoShip Order.

Javita's Compensation Plan allows Members to get paid every week. There are 10 ways to earn income—allowing Members to generate both immediate and long-term income.

Immediate Income (weekly)

- ① Direct Sales Profits
- ② FastStart Bonus
- ③ STAR Bonus Program
- ④ Top Enroller Bonus

Long-Term Income (monthly)

- ⑤ Team Commissions
- ⑥ Rank Advancement Bonus
- ⑦ Enroller Matching Bonus
- ⑧ Car Bonus
- ⑨ Director Bonus
- ⑩ Partner & Chairman Bonus



IMMEDIATE INCOME (WEEKLY)

1 DIRECT SALES PROFITS

Profits from direct-to-consumer sales are a simple and immediate way for Members to earn income. By purchasing products at the Member wholesale price and selling them to your customers, you can earn profits on the difference between the price at which you sell the product and the Member wholesale price. You can also earn direct sales profits from customers who purchase directly from your MyJavita website or when your customers call Javita Member Services and provide your Member ID. Direct sales can generate immediate income of up to 30 percent.

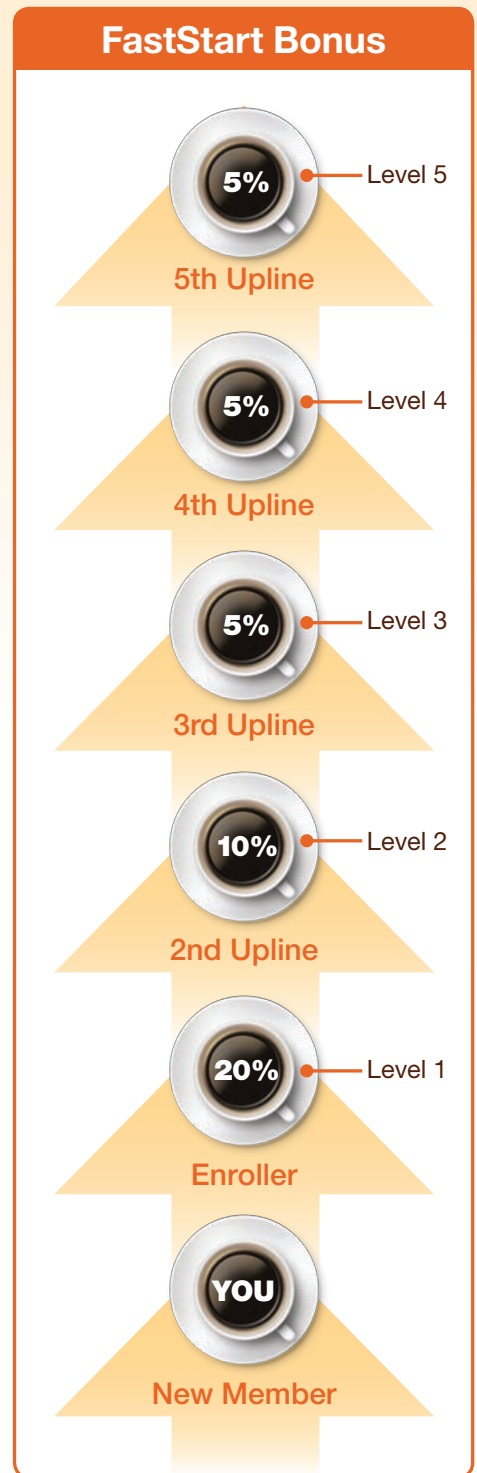
2 FASTSTART BONUS

The FastStart Bonus allows a Member to earn immediate income every week. A new Member's first order is paid in FastStart. The bonus amount is based on the CV of the first order of newly enrolled Members and your FastStart percentage. (see chart)

If you join Javita with a Starter (\$99) Pack, you are eligible to earn a one-level FastStart payout. If you join with a qualifying business pack of \$599 or greater you are eligible to earn a five-level FastStart. FastStart is paid based on the Enroller Tree.

The FastStart Bonus is paid on a Weekly Bonus Cycle which begins and ends at midnight on Sunday. Payment is then made the following Monday.

Eligibility for the FastStart Bonus requires the Member to have 100 PV in the current or previous month or a 50 PV Personal AutoShip order in the previous calendar month. For new Members in the current month, their initial order determines FastStart eligibility.



DEFINITIONS:

AutoShip: A monthly recurring order that ships between the 1st and 20th of each month.

Enroller: A Member who recruits a new Member into the company.

Enroller Tree: The genealogical sequence based on Enrollers. For example, your Personally Enrolled Actives (PEAs) are all on the first generation (or level one) of your enroller tree. When your personally enrolled actives enroll a new Member, they become your second generation (or second level) in your enroller tree.

CV: (or Commissionable Volume) Units of predetermined value assigned to products used for calculating rank qualification and Member commissions.

Level: This identifies the location of a Member within your Upline or Downline.

Member ID: A unique six-digit number assigned to each Javita Member.

PV: (or Personal Volume) The amount of volume or points totaled from a Member's personal order(s).

IMMEDIATE INCOME (WEEKLY)

3 STAR BONUS PROGRAM

The STAR Bonus Program is the foundation of the Javita Compensation Plan, and is designed to help Members get started on the fast track to success. All Members should strive to become STARS, as this program highlights some of the key building blocks of network marketing – enrolling new Members and helping your new Members become STAR. The STAR Bonus Program is paid as part of our Weekly Bonus Cycle.

Becoming a STAR

There are two STAR levels: STAR Elite and STAR. A Member becomes a STAR Elite when the following occurs:

- Joins Javita with a qualifying business pack (QBP-see definition below)
- Enrolls two new Members in their first 30 days each with a qualified business pack.

STAR Elite Members receive the following benefits:

- Lifetime eligibility to participate in the STAR Bonus—up to \$200 a month!
- Early eligibility for the Car Bonus Program at Supervisor II
- Instant qualification for the Rank Advancement Bonuses at Consultant II and III
- Special companywide recognition



Becoming a STAR



Star Bonus

The STAR Bonus is a reward for STAR Elites only. The STAR Bonus can be earned during every STAR Bonus Cycle in which the STAR Elite enrolls two new Members with qualified business packs. Each time two new Members are enrolled (with a qualified pack) in a cycle, the STAR bonus is earned as follows:

- Cycle 1 Bonus = **\$50**
- Cycle 2 Bonus = **\$100**
- Cycle 3 Bonus = **\$150**
- Cycle 4 Bonus = **\$200**
- Each cycle thereafter = **\$200**

When you combine the STAR Bonus with FastStart, the financial rewards are very exciting!

** If a Member does not become a STAR Elite, they can still become a STAR. A Member becomes a STAR when they enroll two new Members with a qualified business pack anytime in their Javita career. These STARS can enter the Car Bonus Program at Manager I and receive special companywide recognition. They are not entitled to the STAR Bonus and instant qualification in the Rank Advancement Bonus given to STAR Elites.*

DEFINITIONS:

QBP: (or Qualifying Business Pack) There are two qualifying business packs - Business (\$599) or Business Elite Pack (\$999). This pack is purchased at the time you join or within 60-days of your join date.

Star Elite: A Member becomes a Star when they enroll two new Members with a qualifying business pack within 30 days of joining Javita.

STAR Bonus Cycle: A cycle – no longer than 30 days – begins for a new Member the day they Join. The cycle ends when a second Member is enrolled with a new qualified business pack. A new cycle then begins with the possibility to earn a new STAR Bonus. If two new Members are not enrolled with a QBP in 30 days, the cycle ends.

IMMEDIATE INCOME (WEEKLY)

4 TOP ENROLLER BONUS

Javita provides its Members the opportunity to earn the Top Enroller Bonus during each Weekly Bonus Cycle. The company has set aside two percent (2%) net local CV, with a minimum of \$2,000 per week, from the previous month for this bonus. The bonus is paid each of the following four weeks to those who qualify. Currently, the company pays the top three Enrollers, but this number will increase as the bonus increases. The top three enrollers are determined based on the total volume of product sales to their newly enrolled Members during the week. The Member who has the most volume from new enrollments earns the largest share.

Becoming a Top Enroller

Anyone can become a top enroller by following a few basic principles that are paramount to enrolling success.

- Plug into your team calls and learn the business-building system from your upline leaders.
- Follow this simple system of duplication to expose your business:
Step 1: Use tools to deliver your message.
Step 2: Follow-up within 24 hours to assess your prospect's level of interest. Get them a second exposure with another tool.
Step 3: Ask them to join you and become your business partner.
- Be consistent with your business-building activities.
- Develop yourself by reading and listening to personal development experts (Jim Rohn and Robert Kiyosaki are great examples).

Javita's coffee is provided in single-serving sticks, which makes exposing our business and product an easy task. Make it a point to hand out three or more samples everyday to people that you come in contact with. This exposure will help put you on the right path to becoming a top enroller.



LONG-TERM INCOME (MONTHLY)

5 TEAM COMMISSIONS

Javita Members earn Team Commissions from the volume created by product sales generated throughout your Member organization. All volume created after a Member's first order are paid in Team Commissions. Javita's Compensation Plan is a unilevel system. This means that each active Member in your organization creates a level, and Members earn a percentage on each level. The higher a Member becomes in rank, the more levels on which you earn commissions. Javita's Team Commissions pay up to 15 levels. Team Commissions follow the Sponsor Tree. Team Commissions are paid on a monthly pay cycle.

Rank	Level	PEAs	Total OV thru infinity	Small Leg OV	Level paid 4%
ASSOCIATE	I	-	200	80	1
	II	-	500	200	2
	III	-	1,000	400	3
CONSULTANT	I	1	2,500	1,000	4
	II	2	5,000	2,000	5
	III	2	10,000	4,000	6
SUPERVISOR	I	3	15,000	6,000	7
	II	4	20,000	8,000	8
	III	5	30,000	12,000	9
MANAGER	I	6	40,000	15,000	10
	II	7	50,000	20,000	11
	III	8	60,000	24,000	12
DIRECTOR	I	9	80,000	30,000	13
	II	10	100,000	40,000	13
	III	11	150,000	60,000	13
PARTNER	I	12	200,000	100,000	14
	II	12	250,000	125,000	14
	III	12	500,000	250,000	14
CHAIRMAN	I	12	1M	500,000	15
	II	12	2M	1M	15
	III	12	3M	1.5M	15

DEFINITIONS:

OV: (or Organizational Volume) The sum total of volume in a Member's organization, including their PV and the PV of their downline within a calendar month.

PEAs: (or Personally Enrolled Actives) Members that you personally enroll and who are active in the current month. This means they must have 100 PV, a 50 PV AutoShip in the prior month, or a new

Member who purchases a Javita Business, Business Elite or Starter Pack.

Sponsor: The direct upline of a Member.

Sponsor Tree: The line of Membership from Sponsor to Sponsor.

LONG-TERM INCOME (MONTHLY)

6 RANK ADVANCEMENT BONUS

The Rank Advancement Bonus is provided to recognize a Member's hard work in building their organization, and as a result, their ascent in rank through the Javita Compensation Plan. The bonus is based on ranks attained and the time taken to achieve a rank. Members have the potential to earn \$500,000. To qualify to earn the Rank Advancement Bonus, you must have enrolled with a qualifying business pack (or upgraded to a qualifying business pack in your first 60 days) and maintain the new rank for consecutive months. (See chart below)

Rank Advancement Bonus				
Rank	On time	Off Time	Months to attain (on time)	Months to maintain
Consultant II	\$200	\$100	4	2
Consultant III	\$600	\$300	6	2
Supervisor I	\$1,000	\$500	8	2
Supervisor II	\$1,200	\$600	10	2
Supervisor III	\$1,500	\$750	12	2
Manager I	\$2,000	\$1,000	14	3
Manager II	\$2,500	\$1,250	16	3
Manager III	\$3,000	\$1,500	18	3
Director I	\$4,000	\$2,000	20	3
Director II	\$6,000	\$3,000	22	3
Director III	\$8,000	\$4,000	24	3
Partner I	\$10,000	\$5,000	26	4
Partner II	\$15,000	\$7,500	32	4
Partner III	\$35,000	\$17,500	38	4
Chairman I	\$70,000	\$35,000	44	4
Chairman II	\$140,000	\$70,000	52	4
Chairman III	\$200,000	\$100,000	60	4
Total	\$500,000	\$250,000		



7 ENROLLER MATCHING BONUS

The Enroller Matching Bonus is paid to the enroller of a Member who earns the Rank Advancement Bonus. This bonus is a reward for teamwork – by helping the Members you personally enroll advance in rank. The Enroller Matching Bonus is equal to 20 percent (20%) of the Rank Advancement Bonus earned by your personally enrolled Member. If the enroller is not at the same or higher rank of the Member Personally enrolled, the matching bonus paid to the enroller is 50% of the full Matching Bonus amount.

LONG-TERM INCOME (MONTHLY)

8 CAR BONUS

Javita Members are hard-working entrepreneurs, building a better life (and lifestyle) for themselves and their families. To show our appreciation for their efforts, we developed the Javita Car Bonus*.

We recognize that our Members have different lifestyles and dreams, so the Javita Car Bonus can be used toward the lease or purchase of any car made from General Motors, Ford or Chrysler.

By becoming a STAR and reaching the level of Supervisor II (STAR Elites) or Manager I (STARs) or higher in the Javita Compensation Plan, a Member qualifies to join the prestigious Dream Car Club and is eligible for a monthly Car Bonus. See Car Bonus Program Guidelines for complete details.



Rank	Car Bonus Amount
Supervisor II & III*	\$300
Manager	\$400
Director	\$600
Partner	\$800
Chairman	\$1,000

**this rank only applies if the Member is a STAR Elite*

Looking to go sporty? How about a Corvette, Camaro, Mustang or Cadillac CTS?

Need an SUV? What about a Tahoe, Explorer or Escalade?

Thinking truck? Think F-150 or Avalanche.

Want a family car? Checkout a mini-van, hybrid or electric!



Photography ©Serious Wheels.

After you achieve the rank of Manager I (or Supervisor II if you are a STAR Elite) and have received your qualifying new car (any model 2008 or later of the car lines listed above), you can earn up to a \$1,000 car bonus from Javita to apply toward the Javita Car Bonus Program. Javita will continue to pay the qualifying Car Bonus for life as long as you maintain the appropriate qualifying rank and continue to drive the qualifying car. If you don't elect to get a car from the vehicles available, you have the option of earning a 50 percent (50%) of the bonus amount as a monthly cash bonus instead. Bonus is for any new lease or sale. Qualifying car must be from the General Motors, Ford or Chrysler lines. Please see www.javita.com for complete Car Bonus Program Guidelines.

**Only open to Members who reside in the U.S. and Canada. Members outside the U.S. and Canada who qualify for this program will receive the monthly cash bonus.*

LONG-TERM INCOME (MONTHLY)

9 DIRECTOR BONUS

This monthly bonus consists of two percent (2%) net local monthly commissionable volume, and is shared among all qualifying Directors.

To be eligible for the bonus, a Director must enroll one new Member during the month with a qualifying business pack. Shares are earned based on a Member's rank. Also, one additional share in the bonus is awarded for each new Member enrolled with a qualifying business pack.

Rank	Shares
Director I	2
Director II	3
Director III	4

10 PARTNER & CHAIRMAN BONUS

All Partners and Chairman have the opportunity each month to qualify for the Partner & Chairman Bonus. The bonus consists of one percent (1%) of global net commissionable volume, and is shared among all qualifying Partners and Chairman.

To be eligible for the bonus, a Partner or Chairman must enroll one new Member during the month with a Business Pack. Shares are earned based on a Member's rank. Also, one additional share is awarded when a Member he/she personally enrolls achieves any new Manager or Director rank.

Rank	Shares
Partner I	2
Partner II	3
Partner III	4
Chairman I	6
Chairman II	8
Chairman III	10

