

# THE MAX PLAN

The **Max Plan** integrates nine components that contribute to **Max Associate** commissions:

- 1 Retail Sales
- 2 Preferred Customer Commissions
- 3 FastTrack Bonus
- 4 Double FastTrack Bonus
- 5 Team Bonus
- 6 Matching Check Bonus
- 7 Global Bonus Pool
- 8 Platinum & Diamond Pools
- 9 Max Living Bonus

“Most successful men have not achieved their distinction by having some new talent or opportunity presented to them. They have developed the opportunity that was at hand.”

- Bruce Barton



## THE **MAX PLAN** IS DIVIDED INTO TWO FORMS OF **BONUS COMMISSIONS: WEEKLY AND MONTHLY.**

Weekly commissions give you immediate payouts for your work while monthly commissions reward long-term revenue building. In both cases, your potential earnings are determined by volume.

### Volume and How It Is Generated

When you and other Associates sell any of Max's products you will all generate Volume. Volume is how we determine how much you earn in commissions. All volume is divided into one of two types: **Commissionable Volume (CV)** or **Personal Volume (PV)**.

**Commissionable Volume** – All Max products and Enrollment Product Packs have Commissionable Volume point values. In the U.S. market the point value is usually the same as the purchase price of the product (i.e. a box of **Cellgevity®** costs wholesale **\$79 USD** and has **79 CV** points). In all other markets and for some product packs the **CV** to dollar ratio will be set at different values.

**Personal Volume** – Any personal purchases of Max products or products that are ordered by your personally enrolled **Preferred Customers** through **AutoShip** generate Personal Volume.

## Associates and Customers

**Associates** are members of your Max Sales team who have purchased a Starter Kit. Associates that you personally enroll or are enrolled through your upline will be part of your Binary Sales Tree and will be placed on either your left sales team or right sales team. Associates who are part of your Binary Sales Tree generate **Commissionable Volume**.

**Customers** order Max Products but are not part of your Sales Team. You earn commissions each time your customers purchase products as either **Retail Customers** or **Preferred Customers**.

**Retail Customers** – Purchase products either directly from you or online and pay the suggested retail price for the product. You keep the difference.

**Preferred Customers** – Enroll with the Company and are then linked directly to you. Preferred Customers can purchase products at the wholesale price by enrolling in AutoShip. Orders placed by Preferred Customers count towards your Personal Volume.

### Glossary

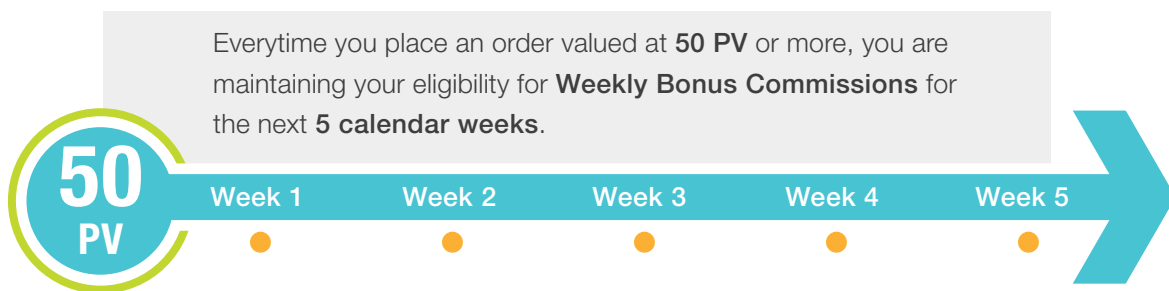
**AutoShip** – A program designed to make it simpler and easier to receive product. Associates and customers who enroll in AutoShip will select a day for shipment and will receive their purchase at the wholesale price.

**Loyalty AutoShip** – The Loyalty AutoShip Program is the most economical way to receive Max products. The program requires 3 months enrollment to receive the discounted price.

**Sales Teams** – All Associates are part of the Max Sales Team. Each Associate builds a left sales team and a right sales team. These two teams together make up your Binary Sales Tree. The smaller sales team, whether left or right, is referred to as the Pay Leg. The other, larger sales team is referred to as the Strong Leg.

## Weekly Bonus Commissions

**Weekly Bonus Commissions** are commissions which are paid out on the following Wednesday of the week they were earned. If you're looking for a fast turn-around to make money quickly, then weekly bonus commissions are perfect for an immediate return on your initial investment. Weekly Bonus Commissions include any online **Retail Sales**, the **Preferred Customer Bonus**, and the **FastTrack Bonus**.



### 1 Retail Sales

**Associates** purchase products at **wholesale** for personal use or to **retail** to customers for a profit. When you buy a product at wholesale and sell at the retail price, you keep the difference. Retail products can be purchased directly from an Associate or online at **Max.com**.

When you sell a product at retail price,  
**YOU KEEP THE DIFFERENCE**



## 2 Preferred Customer Commissions

Active **Associates** are paid a full **25% bonus** on every order placed by their personally enrolled **Preferred Customers**. This is in addition to the **50% Personal Volume (PV)** of the dollar value for their orders (excluding **Product Packs** that have set PV values).

There is no cost for Preferred Customers to join, though your customers are required to participate in the **AutoShip** program so they can buy at wholesale pricing as well as participate in our **Friends and Family Program**.

To qualify for the **Preferred Customer Bonus**, each Associate must be Active with **50 PV** generated within the five calendar weeks immediately preceding the customer's order date.

Earn 25% commissions from each  
**PREFERRED CUSTOMER ORDER**



### **Friends and Family Program**

Your **Preferred Customers** can earn **free product** through our **Friends and Family Program**. When one of your preferred customers signs up three friends or family members on **AutoShip** for at least the same dollar amount they themselves spend monthly, they'll receive their next month's product order for free.\* This carries for each month that at least three friends or family spend the same amount on **AutoShip**. As the Associate, you'll also receive all the **PV** placed by these new Preferred Customers. With **Friends and Family**, everyone wins!

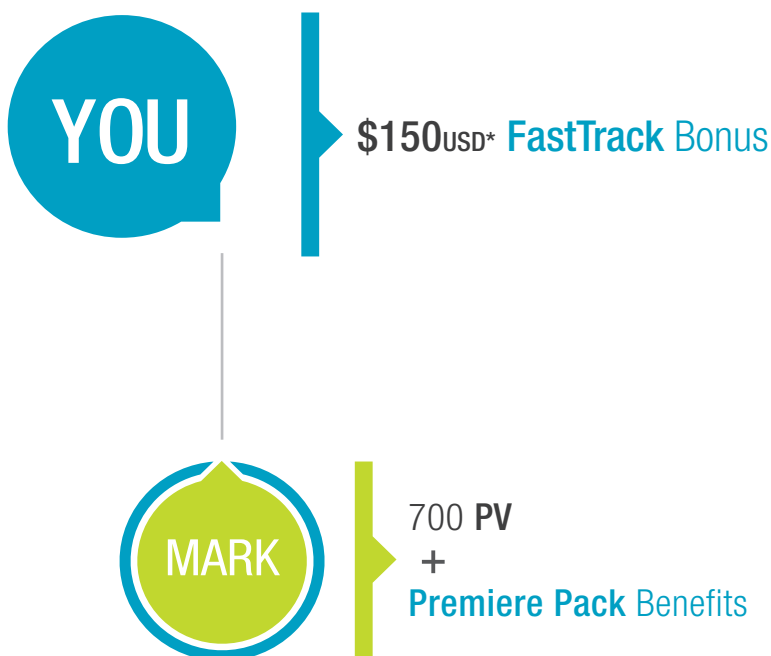
\*This applies only to the product; the customer is still responsible for shipping, handling, and tax.



## 3 FastTrack Bonus

The **FastTrack Bonus** is perfectly suited to **Associates** who want to get off to a quick start. Max offers several **Product Packs** that come with their own commission and **CV** values when you sell them to people you've enrolled. If you have a minimum of **50 PV** within the five calendar weeks immediately preceding the product pack order date, you'll receive the FastTrack Bonus value of those packs. With the FastTrack Bonus, you can receive a significant commission from Max every week!

With the FastTrack Bonus you can  
**EARN COMMISSIONS EVERY WEEK!**



**For example:** You personally enroll Mark who enrolls with a **Premiere Pack**. From this purchase, Mark will receive **700 PV** and the benefits Associated with purchasing a Premiere Pack, while you will receive a **\$150 USD\* FastTrack Bonus** paid the following week from Mark's product purchase.

### Product Packs that provide a **FastTrack Bonus**:

Premiere Pack	700 CV ▶ <b>\$150<sub>USD*</sub> FTB</b>
Professional Pack	400 CV ▶ <b>\$75<sub>USD*</sub> FTB</b>
Personal Pack	100 CV ▶ <b>\$15–\$60<sub>USD*</sub> FTB</b>

### Benefits of Purchasing Premiere and Professional Packs

A one-time qualification for a **Matching Check Bonus at the Silver Level**. This bonus lasts for the remaining month of the purchase and the following five calendar months. This **Silver rank** boost can only be earned once.

A lifetime qualification for double shares in all three of our bonus pools:

- The Global Bonus Pool ([PAGE 15](#))
- Platinum Leadership Pool ([PAGE 16](#))
- Diamond Leadership Pool ([PAGE 16](#))

“Jumping at several small opportunities may get us there more quickly than waiting for a big one to come along.”

- **Hugh Allen**



## Monthly Bonus Commissions

The **Monthly Bonus Commissions** are by far the most rewarding parts of our compensation plan and provide long-term residual income. **Associates** who effectively build their **Binary Sales Tree** and actively enroll new Associates in their **Enrollment Tree** will see a sharp increase in their Monthly Bonus Commissions over time.

"The Dictionary is the only place that success comes before work. Hard work is the price we must pay for success. I think you can accomplish anything if you're willing to pay the price."

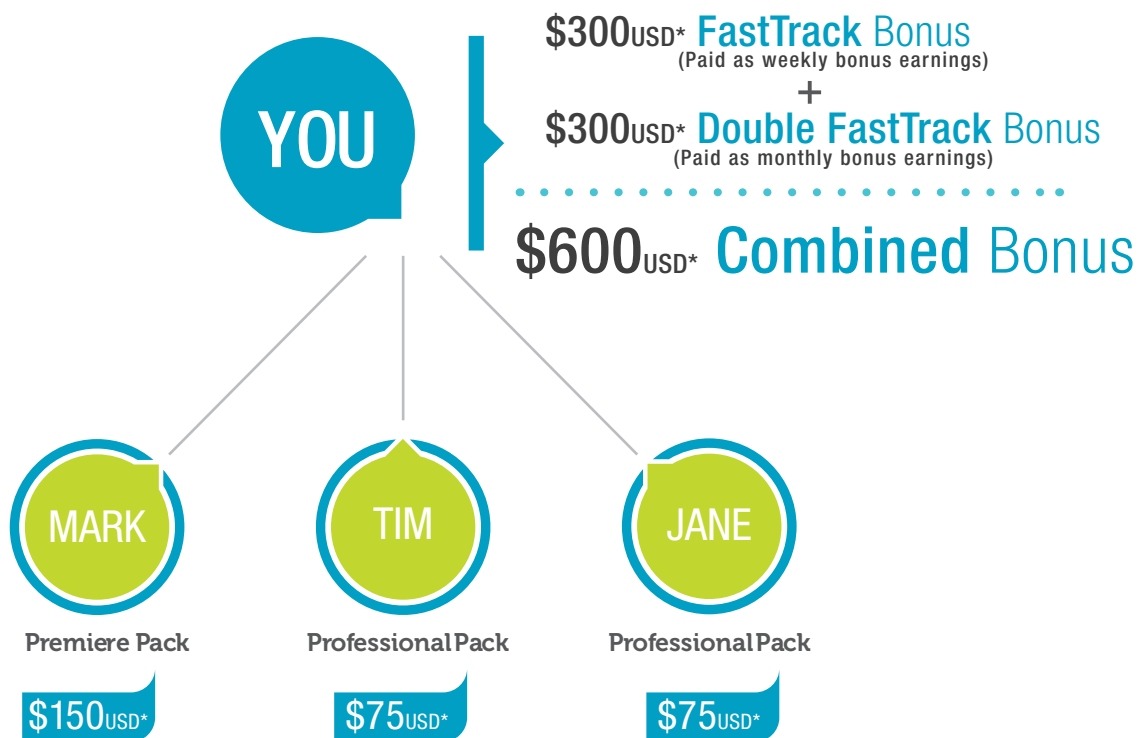
- Vince Lombardi



## 4 Double FastTrack Bonus

The **Double FastTrack Bonus** is a bonus earned when a **Qualified Associate** has three or more of their **personally sponsored** Associates purchase a **Premiere** or a **Professional Pack** within a calendar month. Although it is based off of the **FastTrack Bonus** which is earned weekly, the Double FastTrack Bonus is paid monthly. The Double FastTrack Bonus is not paid on **Personal Pack** purchases.

**For example:** Within a calendar month, you enroll Mark with a **Premiere Pack**, Tim with a **Professional Pack**, and Jane with a **Professional pack**. Because you are also a **Qualified Associate**, you will receive a Double FastTrack Bonus for the FastTrack commission value for the Premiere Pack and the two Professional Packs, a total of \$300 USD\*. The bonus will be paid on the 15th of the following month.



### Glossary

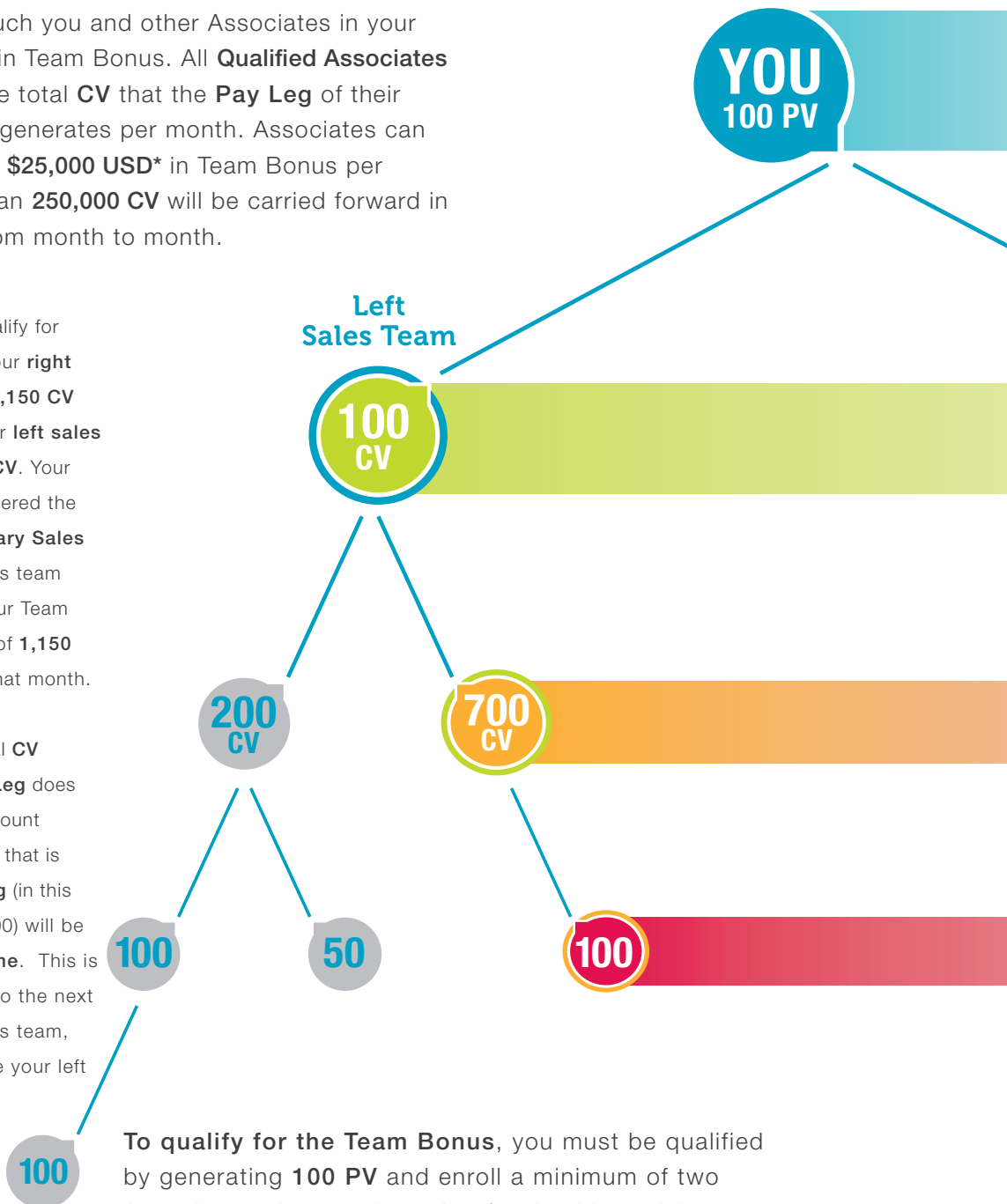
**Qualified Associates** – Have enrolled a minimum of two personally enrolled active Associates with 1 placed in each Binary Sales Team and have a minimum of **100 PV** in a qualifying month to be paid a **Team Bonus**, a **Double FastTrack Bonus**, and a **Matching Check Bonus** (if at least Bronze rank).

# 5 Team Bonus

The Team Bonus serves as the core of the Compensation Plan, all other Monthly Bonus Commissions are affected by how much you and other Associates in your organization make in Team Bonus. All **Qualified Associates** will earn **10%** of the total **CV** that the **Pay Leg** of their **Binary Sales Tree** generates per month. Associates can earn a maximum of **\$25,000 USD\*** in Team Bonus per month. No more than **250,000 CV** will be carried forward in the **Strong Team** from month to month.

**In this example:** You qualify for the **Team Bonus** and your **right sales team** generates **1,150 CV** for this month while your **left sales team** generates **1,350 CV**. Your left sales team is considered the **Strong Leg** of your **Binary Sales Tree** while the right sales team is your **Pay Leg**. For your Team Bonus you'll earn **10%** of **1,150 CV**, or **\$115 USD\*** for that month.

In the Max Plan, the total **CV** earned by your **Strong Leg** does not go to waste. The amount of **CV** on the Strong Leg that is greater than the **Pay Leg** (in this case  $1,350 - 1,150 = 200$ ) will be **Carried Forward Volume**. This is **CV** that will carry over to the next month to the same sales team, in this example it will be your left sales team.



**To qualify for the Team Bonus**, you must be qualified by generating **100 PV** and enroll a minimum of two Associates who remain **active** (each with a minimum of **50 PV** each month). You must have at least one Associate placed on both the **right** and **left sales team** of your **Binary Sales Tree**. If you do not meet these requirements then your CV will accumulate in both legs as long as you generate **50 PV** each month.

\*All bonuses will be paid based on the current exchange rate multiplier.

## Start by generating 100 PV

Your first step in qualifying for **Team Bonus** commissions is to obtain at least **100 PV** a month. Enrolling in the Loyalty AutoShip program with **100 PV** ensures you are an **Active** Associate AND also provides you a consistent supply of product at a discounted price.

Right  
Sales Team

700  
CV

300  
CV

150  
CV

## Enroll 2 others

Your next step is to personally enroll at least two new Associates into your **Binary Sales Tree**. In order to receive Commissions you need to have at least one personally enrolled Associate with at least **50 CV** each on both your left and right sales team. There's no limit to the number of Associates you can enroll, but you'll always need at least one on both of your **sales teams**.

## Don't build alone!

While personally enrolling new Associates is important to establishing a healthy **Binary Sales Tree**, don't underestimate the value of **duplication**. Helping your personally enrolled Associates bring in new enrollees of their own and encouraging them to do the same will grow your Max business exponentially. Remember, the larger and more successful your tree is, the greater your **Team Bonus** and **Matching Check Bonus** will be.

### Glossary

**Enrollment Tree** – Every Associate that you personally enroll starts your Enrollment Tree. Any Associates that they enroll are also added to the tree, and the same goes for anyone that this next group enrolls. Each successive level of Associates is called a "generation."

**Binary Sales Tree** – All Associates are part of the Max Sales Team. Each Associate is directly above a left sales team and a right sales team. These two teams together make up your Binary Sales Tree.

# Pin Ranks

All **Monthly Bonus Commissions** are paid out based on your **Paid Rank**. As you grow your business you will earn new ranks based on your performance. There are 11 **Pin Ranks** in the Max Compensation Plan starting with the **Associate** rank up to the maximum **Triple Crown** rank. Each rank comes with its own specific requirements and rewards.

## Requirements

To advance to the **Bronze, Silver,** and **Gold** ranks you will need to generate the specified amount of **CV** from the **Pay Leg** of your **Binary Sales Tree**. You will also need to maintain a specific number of personally enrolled, **Active Associates**. Finally, you'll need to generate a minimum of 100 PV for that month.

**Platinum** has the same requirements in addition to needing at least 1 Gold Associate in your **Enrollment Tree**.

The **Diamond** ranks and **Crown** Rank have all those requirements at greater levels (except for personally enrolled Associates in your Binary Tree, which caps at four) and now you must generate a minimum of 200 PV per month.

Finally, the **Double** and **Triple Crown** ranks respectively require 2 million and 4 million CV to be generated by your **Enrollment Tree**.

RANK	MONTHLY PV	PERSONALLY ENROLLED ACTIVE IN EACH BINARY TEAM	MONTHLY PAY LEG CV	ENROLLMENT TREE GOLD TEAMS	ENROLLMENT TREE CV
<b>Associate</b>	N/A	N/A	N/A	N/A	N/A
<b>BRONZE</b>	100	1 Active	2,000	N/A	N/A
<b>SILVER</b>	100	2 Active	4,000	N/A	N/A
<b>GOLD</b>	100	3 Active	16,000	N/A	N/A
<b>PLATINUM</b>	100	4 Active	32,000	1	N/A
<b>DIAMOND</b>	200	4 Active	80,000	2	N/A
<b>DOUBLE DIAMOND</b>	200	4 Active	160,000	3 1 in each Binary leg	N/A
<b>TRIPLE DIAMOND</b>	200	4 Active	250,000	4 1 in each Binary leg	N/A
<b>CROWN</b>	200	4 Active	400,000	5 1 in each Binary leg	N/A
<b>DOUBLE CROWN</b>	200	4 Active	400,000	6 1 in each Binary leg	2,000,000
<b>TRIPLE CROWN</b>	200	4 Active	400,000	7 1 in each Binary leg	4,000,000

### Glossary

**Enrollment Tree Gold Team** – is any Enrollment tree leg that has at least 1 Associate that achieves the paid rank of Gold or above.

**Pin Rank** – Is the highest rank achieved by an Associate

**Paid Rank** – Is the rank that the Associate is paid at for any given month.

RANK	MATCHING CHECK BONUS GENERATIONS	ABLE TO PARTICIPATE IN 2% GLOBAL BONUS POOL	0.5% PLATINUM POOL	DIAMOND POOL	MAX LIVING BONUS
Associate	N/A	YES	N/A	N/A	N/A
BRONZE	2	YES	N/A	N/A	N/A
SILVER	3	YES	N/A	N/A	N/A
GOLD	4	YES	N/A	N/A	N/A
PLATINUM	5	NO	1 Share	N/A	\$500 USD*
DIAMOND	6	NO	1 Share	1 Share	\$750 USD*
DOUBLE DIAMOND	7	NO	1 Share	1 Share	\$1,000 USD*
TRIPLE DIAMOND	7	NO	1 Share	1 Share	\$1,500 USD*
CROWN	7	NO	1 Share	1 Share	\$1,500 USD*
DOUBLE CROWN	7	NO	1 Share	1 Share	\$1,500 USD*
TRIPLE CROWN	7	NO	1 Share	1 Share	\$1,500 USD*

### Rewards

As you increase in rank, your earning potential increases exponentially. Higher ranks directly benefit your **Matching Check Bonus (MCB)** and the **Max Living Bonus**. The **Team Bonus**, the **Global Bonus Pool**, and the **Platinum/Diamond Leadership Pools** are determined by your monthly performance.

\*All bonuses will be paid based on the current exchange rate multiplier.

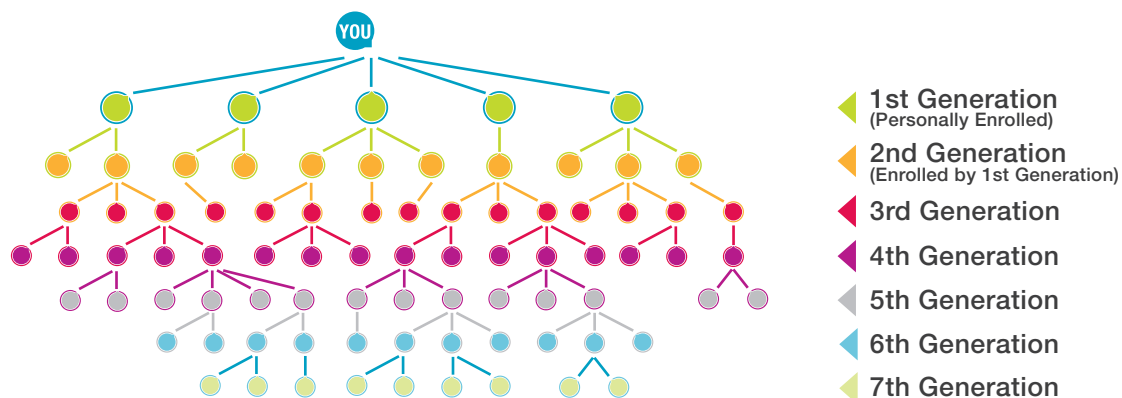
# 6 Matching Check Bonus

The **Matching Check Bonus (MCB)** has, by far, the greatest earning potential of all the different commissions. You have the opportunity of receiving the MCB on every personally sponsored Associate as well as on all the Associates that your downline enrolls (and on and on) through seven “**generations.**” The MCB is paid on the Team Bonus of the people in your Enrollment Tree up to the **7th generation.** Each personally enrolled Associate within your enrollment tree is considered **1st generation.** Subsequently, when a personally enrolled Associate enrolls a new Associate, that new Associate becomes your 2nd generation, and so on through the 7th generation.

## Glossary

**Generation** – Each level of your Enrollment Tree is called a generation. Your personally enrolled Associates comprise your 1st generation. Any Associates that your 1st generation enrolls comprises your 2nd Generation. Your 2nd Generation enrolls your 3rd, and so on. While this can continue indefinitely, MCB pays up to your 7th Generation.

## ENROLLMENT TREE



The **Matching Check Bonus** qualification is determined by “paid rank.” **Paid rank** is the rank for which the Associate qualifies at the end of the calendar month. Associates must generate the minimum PV requirement based on their paid rank to receive the **MCB.**

## MATCHING CHECK BONUS LEVELS CHART

RANK	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	DOUBLE DIAMOND AND ABOVE
1ST GENERATION	25%	30%	35%	40%	45%	50%
2ND GENERATION	10%	10%	10%	10%	10%	10%
3RD GENERATION		9%	9%	9%	9%	9%
4TH GENERATION			9%	9%	9%	9%
5TH GENERATION				8%	8%	8%
6TH GENERATION					7%	7%
7TH GENERATION						6%

### Matching Check Bonus Rules

1. The company pays up to **50%** of the global CV that is generated each month in various commissions, including the **Matching Check Bonus (MCB)** program.

2. The MCB is based on a monthly adjustable percentage and is calculated after all other ways of earning are determined.

3. The sponsoring Associate can earn up to **\$12,500 USD\*** per month on a first level MCB for each personally enrolled Associate.

4. Bronze thru Platinum Associates must generate a minimum of **100 PV** to earn a MCB.

5. Diamond Associates and above must generate a minimum of **200 PV** to earn a MCB.

6. Monthly commissions for the MCB will not exceed the accumulated CV of an Associate's **Pay Leg**.

### Unlimited Sponsoring

## UNLIMITED COMMISSIONS

**Qualified Associates** are paid on all personally enrolled Associates to unlimited width.

Associates who enroll with the **Premiere** or **Professional Pack** will automatically qualify for the **Silver Matching Check Bonus** for the month of enrollment, plus the following five calendar months. Associates must have **100 PV** and have sponsored a minimum of one active Associate on each team, in order to receive Matching Check Bonus during the automatic qualification period of Silver.

In order to receive a Matching Check Bonus, Associates must generate the required **PV** at their current rank.

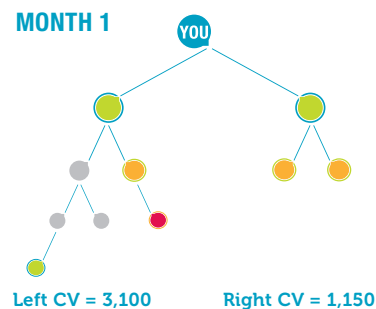
\*All bonuses will be paid based on the current exchange rate multiplier.

# Bonus Pools

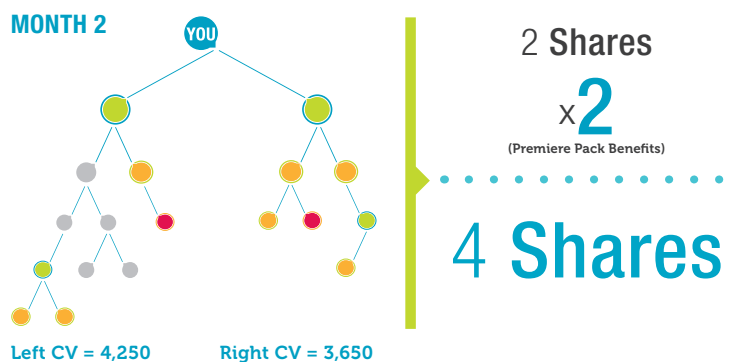
The **Bonus Pools** are your opportunity to share in the success of the entire company. Associates are able to earn shares of **2.75%** of the **Commissionable Volume** that Max makes globally. This **Global Bonus** extends to **Gold** rank, after which Associates are entered into special **Platinum** or **Diamond Leadership** Pools.

## 7 Global Bonus Pool

**Two percent (2%)** of the company's global CV is put into a **Global Bonus Pool** and is paid to **Qualified Associates**. For each **1,000 CV** that an Associate's **Pay Leg** volume grows compared to the prior month, the Associate will receive **one share** in the Global Bonus Pool.



**For example:** You're a Qualified Associate and the amount of **CV** earned by your **Pay Leg** has increased by **2,500** since the previous month. This allows you to receive **2 shares** of the **Global Bonus Pool (GBP)** for that month. Because you purchased a **Premiere Pack** a couple of months prior, you're entitled to **double shares** of the GBP, so for this month you receive a total of **4 shares** of **2%** of the **Commissionable Volume** for the entire company.



1. Carry forward volume does not count towards GBP qualifications.
2. Associates do not have to qualify for any commissions in the previous month to qualify for GBP commission.
3. All personal purchase volume and Preferred Customer volume in excess of 100 PV count towards the increase in Pay Team volume.
4. Associates who enroll or purchase a Premiere or Professional Pack will receive lifetime double GBP shares starting the month after their pack purchase.
5. Associates are required to be qualified for Team Bonus during the qualifying month in order to participate in the GBP program.
6. Associates that are paid as Gold or below are able to participate in the Global Bonus Pool.



## 8 Platinum & Diamond Pools

0.75% of the monthly **global CV** is put in two separate pools and is paid exclusively to Associates who are **Platinum, Diamond** and above.

0.50% is put in the **Platinum Pool**.

0.25% is put in the **Diamond Pool**.

*Any Associate who is paid at the Platinum rank receives one share in the Platinum Pool.*

*Any Associate who is paid at the Diamond rank or higher receives one share in the Diamond Pool and one share in the Platinum Pool.*

*Associates who enroll or purchase a Premiere or Professional will receive lifetime double shares in the Platinum and Diamond Pool as long as they are paid as Platinum, Diamond, or above.*

*Associates will continue to receive a share(s) in the pools as long as they maintain the required paid rank*



**Platinum Pool**



**Diamond Pool**

## 9 Max Living Bonus

Max believes in helping Associates achieve what matters most to them. The **Max Living Bonus** makes it easier for you to fulfill your wants and needs—financial security, a memorable vacation with family, or anything else important to you. We want you to use the Max Living Bonus to help you realize your dreams. The Max Living Bonus can help make it all possible.

In order to receive a Max Living Bonus, Associates must have a paid rank of **Platinum** or above.

A graphic with a background image of a woman in a white floral dress and a white hat standing on a beach, looking out at the ocean. On the left side, there is a list of bonus amounts for different ranks:

- Platinum: \$500<sub>USD\*</sub>
- Diamond: \$750<sub>USD\*</sub>
- Double Diamond: \$1,000<sub>USD\*</sub>
- Triple Diamond & Above: \$1,500<sub>USD\*</sub> (with "MAX LIVING BONUS" written below it)

\*All bonuses will be paid based on the current exchange rate multiplier.

## FAQs

### When do all of these commissions pay out?

- **Retail Profit:** Paid when the sale takes place. If the Retail Sale occurs online, the profit will be paid with the weekly commissions. The Retail Profit is the difference between the retail price and the wholesale price.
- **Preferred Customer Bonus:** Based on sales that take place between Sunday at 00:00:00 and the following Saturday at 11:59:59 PM (23:59:59) Mountain Standard Time. Commissions are paid on the following Wednesday. The commission will be paid weekly, but the CV will be paid monthly on the 15th of the following month.
- **FastTrack Bonus:** Based on sales that take place between Sunday at 00:00:00 and the following Saturday at 11:59:59 PM (23:59:59) Mountain Standard Time. Commissions are paid the following Wednesday.
- **Double FastTrack Bonus:** Based on selling any combination of three Premiere and/or Professional Packs in a calendar month. The Double FastTrack Bonus is sent on the 15th of the following month that commissions are earned.
- **Team Bonus:** Based on sales that take place during the calendar month. Commissions are paid on the 15th of the following month that the commissions were earned.
- **Matching Check Bonus (MCB):** The MCB is sent on the 15th of the following month that the commissions were earned.
- **Global Bonus Pool:** Based on the previous month's company Global CV. The GBP is paid on the 15th of the following month that the commissions were earned.
- **Platinum and Diamond Leadership Pool:** Based on rank. This commission is paid on the 15th of the following month that the commissions were earned.
- **Max Living Bonus:** Based on "paid-as" rank. Bonus will be included with monthly commissions, paid on the 15th of the following month.

### What does the Starter Kit allow an Associate to do?

By purchasing a 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% bonus on their purchases.
- Enroll new Associates and earn a FastTrack Bonus.
- Access the Back Office.

### What is Carried Forward Volume?

Any amount of an Associate's Strong Leg on the Binary Sales Tree that is greater than the Pay Leg is carried over to the next month's CV total. If an Associate's left sales team of their Binary Sales Tree is the Strong Leg for that month, then any amount of CV larger than the Pay Leg's amount will be added to the left sales team's CV for the next month. Carried Forward Volume ALWAYS carries over to the same sales team, left or right, regardless of which one is the Strong or Pay Leg.

### What happens to my Carried Forward Volume if my Strong and Pay Legs switch places?

Carried Forward Volume always carries over to the same sales team, regardless of which is the Lesser or Strong Leg on any given month. If my left sales team is my Strong Leg for January, then the Carry Forward Volume gets added to my left sales team in February, even if it is the Pay Leg for the month of February.

## Glossary

**AutoShip** – Is the most convenient way for you and your Preferred Customers to receive product monthly. Just select your products and we'll deliver them to your door the same day every month.

**Loyalty AutoShip** – Loyalty has its rewards and the Loyalty AutoShip program is the most economical way to receive Max products. To receive Max products at a substantial discount, this program requires a 3 month AutoShip commitment.

**Binary Sales Tree** – All Associates are part of the Max Sales Team. Each Associate builds a left sales team and a right sales team. These two teams together make up your Binary Sales Tree.

**Enrollment Tree** – Every Associate that you personally enroll starts your Enrollment Tree. Any Associates that they enroll are also added to the tree, and the same goes for anyone that this next group enrolls. Each successive level of Associates is called a "generation."

**Enrollment Tree Gold Team** – Any Enrollment tree leg that has at least 1 Associate that achieves the paid rank of Gold or above is considered a Gold Team.

**Generation** – Each level of your Enrollment Tree is called a generation. Your personally enrolled Associates comprise your 1st generation. Any Associates that your 1st generation enrolls comprises your 2nd Generation. Your 2nd Generation enrolls your 3rd, and so on. While this can continue indefinitely, MCB pays up to your 7th Generation.

**Paid Rank** – Is the rank that the Associate is paid at for any given month.

**Pay Leg** – Every month, whichever sales team, left or right, of your Binary Sales Tree that generates the lowest amount of CV is your Pay Leg. The Pay Leg determines how much of a Team Bonus you earn for each month as well as contributing to your Pin Rank level.

**Pin Rank** – Is the highest rank achieved by an Associate.

**Qualified Associates** – Have enrolled a minimum of two personally enrolled active Associates with 1 placed in each left and right Binary Sales Team and have a minimum of 100 PV in a qualifying month to be a paid a Team Bonus, a Double FastTrack Bonus, and a Matching Check Bonus (if at least Bronze rank).

**Sales Teams** – All Associates are part of a Max Sales Team. Each Associate is directly above a left sales team and a right sales team. These two teams together make up your Binary Sales Tree. The smaller sales team, whether left or right, is referred to as the Pay Leg. The other, larger sales team is referred to as the Strong Leg.

**Strong Leg** – Every month, whichever sales team, left or right, of your Binary Sales Tree that generates the most CV is your Strong Leg. Any CV amount in your Strong Leg that is greater than the Pay Leg amount for a month carries over to the same sales team for the following month.