



2025
Shaklee Incentive Booklet
(Canada)

Contents

Terms and Conditions3

Star Club Bonus5

VIP Elite Program7

VIP Elite Incentive Trip Invitations.....17

Shaklee Cares Elite Retreat22

Quarterly Incentives.....23

North America Conference Recognition25

New Rank Recognition26

New Master Coordinator Celebration27

2025 Rank Up Bonus28

Terms and Conditions

The Statement of Privileges and Responsibilities ("P&R") is the legal document that outlines the policies and procedures that govern the relationship between you and the Company. You can find the P&R at: <https://images.shaklee.com/canada/privileges-and-responsibilities-june2024.pdf> In the event of a conflict between this document and the P&R, the P&R governs. Shaklee reserves the right to modify all or part of this document on notice to Ambassadors by posting in the Member Center as provided in the P&R.

The Statement of Privileges and Responsibilities ("P&R") is the official document governing your independent contractor relationship with Shaklee U.S., LLC. You can find the P&R at: <https://images.shaklee.com/canada/privileges-and-responsibilities-june2024.pdf> In the event of a conflict between any document in the Agreement, the following order of priority shall control: first the P&R, then the Compensation Plan https://images.shaklee.com/library/ShakleeCompPlan_060124.pdf and then the Application. Shaklee may amend the Agreement from time to time. Amendments will be effective thirty (30) days after notice that the Agreement has been amended has been sent to Members and Ambassadors via email at the email address on file with Shaklee.

Definitions

All capitalized terms have the meanings set forth in the Statement of Privileges and Responsibilities (P&R) unless otherwise specified in this document.

Company's Right to Change/Cancel Incentive Programs and/or Terms

Shaklee (the company) has the right to alter, limit, or modify the structure or any other feature of any Incentive Program described in this Incentive Booklet. The Company reserves the right to terminate any Incentive Program at any time, for any reason, without prior notice. Your continued participation in any Incentive Program will confirm your acceptance of such modifications. The Company reserves the right to monitor the activities of all participants for compliance with Incentive Program terms and conditions. All interpretations of Incentive Program terms and conditions are at the Company's sole discretion, and the Company's decisions will be final. In the event of any discrepancy between the English version and any translated version of any Incentive Program rules, the English language version will govern.

Audit Rights

Shaklee reserves the right to audit any activity, for any reason. If there appears to be deception and/or unethical business practices by those in qualification for any Incentive, they will be disqualified, and further action may be taken for breach of the P&R. Examples include but are not limited to shared addresses, forms of payments and shared bank accounts.

Compensation Plan Manipulation is Strictly Prohibited

To ensure compliance with the law, Shaklee prohibits conduct and actions which are, or may be perceived as, manipulation of the Compensation Plan primarily for the purpose of qualifying for incentives, bonuses, advancement, and/or compensation paid by Shaklee. This prohibited conduct may include but is not limited to: (i) purchasing and/or paying for Shaklee products and services under an Ambassador's account in your Organization; or (ii) placing, or encouraging the placement of, orders under customer or Member accounts in a fraudulent, manipulative, or deceptive manner.

Shaklee 2025 Incentives

Shaklee employs robust and consistent monitoring to ensure compliance with this policy. Similarly, Ambassadors shall not require or encourage other current or prospective customers or Ambassadors to make any purchase from, or payment to, any individual or other entity to participate in the Shaklee Compensation Plan other than those purchases or payments identified as recommended or required in official Shaklee literature.

Shaklee reserves the right to withhold final approval on all payments, recognition, awards, or incentives pending verification of compliance with any incentive, promotional, or recognition program terms and conditions and to ensure that there has been no Compensation Plan manipulation, inventory loading, or other violation of the Agreement

Trademarks

All trademarks are the property of their respective owners.

Earnings Opportunities

Shaklee makes no promises or guarantees regarding earning additional income or any other earnings opportunity. The success or failure of each Shaklee Ambassador, like any other business opportunity, depends on your own skills and personal effort.

Shaklee Ambassadors do not earn compensation for the recruitment or sponsorship of other Shaklee Ambassadors.

The Shaklee Compensation Plan is new and has limited earnings history. The financial results of all Shaklee Ambassadors for the preceding year under the existing compensation plans are contained in the Shaklee Average Earnings Chart that can be found at <https://ca.shaklee.com/earnings> which does not include Ambassador costs.

P&R Provisions

In order to participate in any Incentive Program, you must be in compliance with all provisions of the Statement of Privileges and Responsibilities (P&R), including, but not limited to, the following:

Chapter 3, Export/Import Policy Section (applicable to U.S. Members and Ambassadors)

The products from Shaklee U.S. have been formulated, manufactured, and labeled to comply with U.S. regulatory requirements. The Shaklee products formulated, manufactured, and labeled to comply with the laws of other countries, including Canada, do not necessarily comply with U.S. regulatory requirements. Therefore, Shaklee Members and Ambassadors may not, directly or indirectly, export the products of Shaklee U.S., LLC for resale in another country, nor may a Shaklee Member or Ambassador directly or indirectly import Shaklee products from another country for resale within the United States. Shaklee will not honour any product guarantee or warranty for products sold in violation of this provision, and any Shaklee Member or Ambassador engaging in such sales will be solely responsible for the products and any related claims or complaints.

Shaklee Ambassadors may, however, sell and ship Shaklee products to purchasers in other countries where Shaklee does not do business for the purchaser's personal use only, and not for resale to others. If Shaklee operates a business in any market, products of another country may not be shipped to that market for any purpose whatsoever to ensure compliance with law. In the event Shaklee determines that an Ambassador is abusing this policy, Shaklee reserves the right to terminate the Agreement.

Chapter 3, Export/Import Policy Section (applicable to Canadian Members and Ambassadors)

The products from Shaklee Canada have been formulated, manufactured, and labeled to comply with Canadian regulatory requirements. The Shaklee products formulated, manufactured, and labeled to comply with the laws of other countries, including the U.S., do not necessarily comply with Canadian regulatory requirements. Therefore, Shaklee Members and Ambassadors may not, directly or indirectly, export the products from Shaklee Canada for resale in another country, nor may a Shaklee Member or Ambassador directly or indirectly import Shaklee products from another country for resale within Canada. Shaklee will not honour any product guarantee or warranty for products sold in violation of this provision, and any Shaklee Member or Ambassador engaging in such sales will be solely responsible for the products and any related claims or complaints.

Shaklee Ambassadors may, however, sell and ship Shaklee products to purchasers in other countries where Shaklee does not do business for the purchaser's personal use only, and not for resale to others. If Shaklee operates a business in any market, products of another country may not be shipped to that market for any purpose whatsoever to ensure compliance with law. In the event Shaklee determines that an Ambassador is abusing this policy, Shaklee reserves the right to terminate the Agreement.

Star Club Bonus

Earn a \$75 Star Club Bonus each time you have \$500 in product sales from new people in a calendar month with at least (3) new enrolments.

- Do it again in the same calendar month, and you'll earn another \$75. That means if you have \$1,000 in product sales from new people in a month with at least (6) new enrolments, you will earn a total of \$150 in Star Club Bonuses. We'll reward you each time! You can earn up to 15 Star Club Bonuses each month while sharing Shaklee products.



New Enrolments

- A new enrolment is a customer, Member, or Ambassador that places their first order of any size.
- You must be the Original Sponsor (at the time of purchase) of the new Member or Ambassador on their first purchase.
- The customer's order must be first level to you.
- The count of new customers, Members, or Ambassadors starts over with each calendar month, so you must sponsor at least three new customers, Members, or Ambassadors in the month, with a total of \$500 of product sales to earn a Star Club Bonus.

Product Sales from New People

- You must have a minimum of \$500 in sales from new people, plus a minimum of (3) new enrollments in a calendar month to earn a Star Club Bonus.
- Product sales from new people includes the **first** purchase a new customer, Member, or Ambassador places at their purchase price (excluding taxes, order charge, non-PV items, and join bundles) in the month they are sponsored.
- The first order placed counts, regardless of size. Any subsequent orders placed do not count toward product sales from new people for Star Club Bonuses. Unfortunately, due to system limitations, no exceptions can be made to count sales from any order other than the first order.

Eligibility

- Star Club Bonuses can be earned by a new or existing Ambassador, Associate, or Business Leader. You must be the Original Sponsor (at the time of purchase) of the new Member, or Ambassador on their first purchase. Customer first purchases must be first level to the Ambassador, Associate or Business Leader.
- You can earn up to 15 Star Club Bonuses each month while sharing Shaklee products.
- You do not have to be bonus eligible (with a 100 PV personal order) to earn a Star Club Bonus.
- In the event the Original Sponsor is a Member or is no longer active, the new join order will count for the next eligible Original Sponsor.

New Ambassadors

- The month you become an Ambassador, you are given the remainder of that month, plus a full calendar month to earn your first Star Club Bonuses. We combine your counts and sales over your first two months to help give you more time to earn a Star Club Bonus. If you are someone that earns more than one Star Club Bonus during this time, you may need to look at your previous month history and your current month to get an accurate snapshot of your total Star Club Bonus activity and achievements during your first two combined months. You can earn a maximum of 15 Star Club Bonuses in each calendar month.

Star Club Payments

- Star Club Bonuses will be paid weekly (processed on Wednesday, deposited on Friday), accompanied by a new Report in the Back Office that details bonuses included in each weekly payment.

Shaklee 2025 Incentives

- *Shaklee generally pays bonuses monthly; however, Star Club Bonuses are paid weekly, when you are registered for direct deposit of your bonuses. Qualifiers without Direct Deposit will be paid in their monthly Bonus/Commission check.*

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to Star Club Bonuses.



VIP Elite Program

January 1, 2025 – December 31, 2025

Grow and be celebrated with progressively bigger experiences and rewards in our expanded and enhanced VIP Elite Program.

VIP Elite is an inspiring points program that your whole team can participate in! It recognizes and rewards the activities that build strong businesses – new customer sponsoring, retaining customers, and building your team by sharing Shaklee products.

The program is divided into four tiers or status levels. Each month during the year, you earn points for business-building activities that can add up to exciting rewards. The more points you earn, the higher your tier, the bigger and better your rewards!

Program Overview

- *Combined Recognition and Incentive Program.*
- *All incentive trips and quarterly incentives are part of the program.*
- *Points-based, annual program. Accrue points between January – December of each year. Points reset every calendar year.*
- *Earn points by sponsoring new people, retaining customers, and building your team by sharing products.*
- *Four recognition tiers with progressively higher levels of reward!*

How to Qualify

| |  |  |  |  |
|-------------------------|---|---|---|---|
| VIP Elite Points | 250 | 350 | 600 | 1000 |
| Paid As Rank | Senior Director (Or First Time Director) | Senior Director | Coordinator | Exec. Coordinator |
| VIP Elite Trip | 1 person | 2 people | 2 people + perks | 2 people + more perks |

Earn enough VIP Elite Points and complete these additional qualifications to earn a VIP Elite Tier:

- Sponsor at least two new Ambassadors.
- You must hit the Paid As Rank required for the VIP Elite Tier and hold for at least four consecutive months within the Qualification Period.
 - *Bronze Elite: You must be a Paid-As Senior Director or higher for at least four consecutive months within the Qualification Period to qualify.*
 - *Or be a first-time Director. If you have never been a DIRECTOR prior to January 2024, and you did not qualify for the 2024 VIP Elite Trip to Punta Cana, you are eligible to qualify for Bronze Elite if you hold the Paid-As Rank of Director for at least four consecutive months within the Qualification Period and complete the other Bronze qualifications. VIP Elite Bronze is the highest award you can earn at the Paid-As Rank of Director.*
 - *Silver Elite: You must be a Paid-As Senior Director or higher for at least four consecutive months within the Qualification Period to qualify.*
 - *Gold Elite: You must be a Paid-As Rank of Coordinator or above for at least four consecutive months within the Qualification Period.*
 - *Platinum Elite: You must be a Paid-As Executive Coordinator or higher for at least four consecutive months within the Qualification Period.*
- Once your rank requirement is met for your VIP Elite Tier, your Paid-As Rank may not fall below the Paid-As Rank of Director¹ in any month for the remainder of the Qualification Period and all succeeding months through the month of the trip.

How to Earn Points

You can earn points in different categories tied to the growth, sponsoring, retention and team building activities: Star Club Bonus, Ambassador Sponsoring, New Ambassador Sales, Month 2+ Orders, Rank Advancement, and Business Leader Development.

You don't have to worry about keeping track of your own points. Visit your Incentive trackers to see your VIP Elite point totals toward earning all the VIP Elite perks! Note: Some categories are updated daily, while others are updated weekly or monthly.

Sponsoring

Star Club Bonus Category

Earn 10 points each time you earn a \$75 Star Club Bonus. You earn a \$75 Star Club Bonus each time you have \$500 in product sales, from people that place their first order in a calendar month, with at least (3) new enrollments.

Please refer to the Star Club section of this document for the official rules as to how to earn the \$75 Star Club Bonus.

| Star Club Bonus Points | Points |
|-----------------------------|--------|
| Earn a \$75 Star Club Bonus | 10 |

A maximum of 120 points in this category will count towards Bronze and Silver Elite. A maximum of 240 points in this category will count towards Gold and Platinum Elite. The points in this category are updated weekly on your tracker.

| Star Club Bonus Points | Points |
|-----------------------------|--------|
| Earn a \$75 Star Club Bonus | 10 |

A maximum of 120 points in this category will count towards Bronze and Silver Elite. A maximum of 240 points in this category will count towards Gold and Platinum Elite. The points in this category are updated weekly on your tracker.

Ambassador Sponsoring Category

When you sponsor a brand-new Ambassador, or upgrade an existing Member to Ambassador, with an order of \$150 or more (after all promotional discounts are applied and excluding taxes, order charge and join bundles) you will earn 5 VIP Elite points. The Original Sponsor of the Ambassador is awarded the VIP Elite points.

| Ambassador Sponsoring Points | Points |
|------------------------------|--------|
| Sponsor a new Ambassador | 5 |

A maximum of 60 points in this category will count towards Bronze and Silver Elite. A maximum of 120 points in this category will count towards Gold and Platinum Elite. Reminder - You must sponsor a minimum of 2 Ambassadors during the qualification year. The points in this category are updated daily on your tracker.

If a new Ambassador returns their join order or becomes inactivated, the Ambassador Sponsoring Points will be removed from this category.

Retention

New Ambassador Sales Category

Get your new Ambassadors to share Shaklee with new people totaling \$500 in product sales. When new 2025 Ambassadors get a cumulative total of \$500 in product sales from new customers, Members and/or Ambassadors you will earn 10 VIP Elite points. If your new Ambassador reaches \$500 in product sales within their first 90 days of becoming an Ambassador, you earn an extra 5 points, for a total of 15 New Ambassador Sales points. No minimum order size required to count toward the \$500.

| New Ambassador Sales | Points |
|---|--------|
| New Ambassador accumulates \$500 in product sales to new people within first 90 days | 15 |
| New Ambassador accumulates \$500 in product sales to new people during qualification year | 10 |

A maximum of 150 points in this category will count towards Bronze and Silver Elite. A maximum of 300 points in this category will count towards Gold and Platinum Elite. The points in this category are updated daily on your tracker.

You must be the Original Sponsor of the new Ambassador to be awarded the New Ambassador Sales VIP Elite points.

The new Ambassador that joins under you, must be the Placement AND Original Sponsor to the new people they share Shaklee with, in order for them to count for the \$500 in sales.

You can earn VIP Elite Points in this category for a new Ambassador that join or upgrade between October 1, 2024 and December 31, 2025. The product sales from customers, Members and Ambassadors include the purchase price paid (excluding taxes, order charge, non-PV items, and join bundles). When your new Ambassador shares Shaklee products with new customers, Members or Ambassadors, their cumulative product sales count towards this category when they reach a total of \$500. They must reach the \$500 total in their first 90 days (from the date they became an Ambassador) to get the full 15 points. The maximum number of points you can earn from any Ambassador is 15 points.

Example 1: Business Leader Bradford sponsors Briana as a new Ambassador in January 2025. Briana sponsors Tyler as a new Member and Emma as a new Ambassador. Tyler places a \$100 product order in February and another \$100 product order in April. Emma places a \$150 order in February and another \$150 order in May. Bradford earns 10 points in this category because Briana accumulated a total of \$500 in product sales to new people during the qualification year, but beyond 90 days of when she became an Ambassador.

Example 2: Business Leader Ava sponsors Aroosha as a new Ambassador on November 14, 2024. Aroosha sponsors Skyler as a new Member. Skyler places a \$200 Loyalty Order in November and continues to get this order shipped every month. At the end of the 2024 VIP Elite qualification Aroosha has a total of \$400 in cumulative product sales and did not trigger points for her Original Sponsor during 2024 incentive year. When Skyler's first \$200 Loyalty Order processes on January 14, 2025 Ava earns 15 points in this category because Aroosha accumulated more than \$500 in product sales within Aroosha's first 90 days (prior to February 12, 2025).

Month 2+ Order Retention

Earn VIP Elite points each month a new customer, Member or Ambassador places an order in their 2nd month and beyond.

When a person places their first order with Shaklee in 2025, they are eligible to give you points in this category. The points will start being awarded for orders placed in their 2nd calendar month and each calendar month beyond that they place an order of \$50 or more (not necessarily monthly consecutive orders).

| Month 2+ Order Retention | Points |
|--|--------|
| 2 nd Month+ Order | 1 |
| 2 nd Month+ Scheduled Loyalty Order | 2 |

A maximum of 100 points in this category will count towards Bronze and Silver Elite. A maximum of 300 points in this category will count towards Gold and Platinum Elite. The points in this category are updated daily on your tracker.

- New customers, Members and Ambassadors are eligible to give you points in this category if they place their first order in 2025 (or if they placed their first order in December 2024).
- You can earn 1 point each calendar month when an eligible customer places a qualifying order of \$50 or more, after their first month. They do not need to place consecutive orders to count for this category.
- Loyalty orders will earn you 2 points starting with their second Loyalty Order (the month after they originally set-up a Loyalty order to process and deliver monthly). The first month that they set-up their Loyalty order and click "Add to Loyalty" button while placing the order in the shopping cart will count as 1 point, and their future qualifying Loyalty orders that automatically process and deliver monthly will count for a total of 2 points per month.
- One order per month will count for this Retention category starting the calendar month after they place their first order. If multiple orders are placed in a month, you will be awarded for a maximum of one order, whichever order type has the highest point value.
- You must be the placement sponsor for any new Member or Ambassador. The customers must be first level to you.

Example 1: Business Leader Tami sponsors Emilio as a new Member in December 2024. Emilio creates a Loyalty Order to ship every 30 days. Tami qualifies for 1 point for Emilio's order in January and then earns 2 points each of the following months (February – December), for a total of 23 points in the Month 2+ Order Retention Category.

Example 2: Business Leader Tiffany sponsors Lisa as a new Member in February 2025 with her first order. Lisa places her second order in June 2025 and Tiffany gets her first Month 2+ Order Retention point (1 point). In August Lisa creates a Loyalty Order to ship every 30 days (1 point) and she keeps that order on Loyalty in September (2 points) and October (2 points). Lisa cancels her Loyalty order for November and places a standard order in December (1 point). Tiffany earned a total of 7 points for Lisa's orders in the Month 2+ Order Retention Category.

Team Building

Rank Advancement Category

To earn Rank Advancement Points, you must achieve the new Paid-As Rank and maintain for three additional consecutive months (for a total of four consecutive months)² during this incentive year.

Two-Year Incentive Rule

New rank is determined according to the Two-Year Rule, meaning that the rank achieved must meet one of the following criteria:

- A first-time, never-before-achieved rank, or
- A Paid-As Rank that was held only prior to January 2023 PV month, or
- A Paid-As Rank that was held for less than four consecutive months from January 2023 through December 2024.

Example 1: Annie had the two-year base rank of Senior Executive Coordinator for the January–December 2024 qualification year because she had earned Executive Coordinator and Senior Executive Coordinator Rank Advancement Points in 2021. However, she has not held a Paid-As Rank higher than Senior Coordinator in the past two years. With the Two-Year Incentive Rule, her base rank is reset to Senior Coordinator for the 2025 Qualification year. Annie promoted to the Paid-As Rank of Executive Coordinator in February 2025. She held in March, April, and May PV months. Annie earned 110 Executive Coordinator Rank Advancement Points in May 2025 PV month.

Rank Advancement Points

| New Rank Achieved ² | Points |
|---------------------------------|--------|
| Director | 30 |
| Senior Director | 50 |
| Coordinator | 75 |
| Senior Coordinator | 90 |
| Executive Coordinator | 110 |
| Senior Executive Coordinator | 145 |
| Key Coordinator | 180 |
| Senior Key Coordinator | 210 |
| Master Coordinator | 250 |
| Senior Master Coordinator | 275 |
| Presidential Master Coordinator | 300 |

² For the ranks of Key Coordinator and higher, you must meet the requirements of the rank and hold for two additional consecutive months (total of three consecutive months) before promotion to the appointed title occurs. For purposes of this section and the Car Program section, the first month that you meet the requirements to be paid at that rank is the month that your qualification begins. For example, you meet all requirements for the Key Coordinator rank and are paid as a Key Coordinator in March 2025 PV month. You continue to meet the requirements for the Key Coordinator rank in April, May, and June PV months. You are promoted to Key Coordinator in May PV month. You earn your Rank Advancement Points for Key Coordinator in June PV month.

Shaklee 2025 Incentives

Rank Advancement Points will be awarded only once during the qualification year for any given rank. Rank Advancement Points will be awarded at the conclusion of the four-consecutive-month period during the year and the points are updated monthly. Points must be earned by December 2025 PV month to count for the January 1, 2025–December 31, 2025 Qualification Period. New Rank Points expire at the end of the Qualification Period and cannot be carried over to the next qualification period.

Example 1: Business Leader Karen promotes to Senior Coordinator in May 2025 PV month. She must maintain as a Paid-As Senior Coordinator or higher in June, July and August PV months and then will be awarded 90 points. The 90 points count for the January 1, 2025–December 31, 2025 Qualification Period.

Example 2: Business Leader Keith achieves a new Paid-As Rank of Senior Executive Coordinator in December 2024 PV month. With the Two-Year Incentive Rule, Keith's Base Rank is Executive Coordinator. Keith must maintain as a Paid-As Rank of Senior Executive Coordinator or higher in January, February and March PV months and then will be awarded 145 points.

Example 3: Business Leader Kellan is a new Ambassador and she promotes to Coordinator in February 2025 PV month. She maintains as a Paid-As Coordinator in March, April and May PV months and is awarded 30 points for Director, 50 points for Senior Director and 75 points for Coordinator (for a total of 155 points).

Business Development Category

Earn 50 points for First Generation Business Leader Rank Advancements to any new Business Leader Rank between Director and Master Coordinator. Points are earned when the Business Leader hits the new Paid-As Rank (according to the Two-Year Rule) and holds it for a total of 4 consecutive months during the incentive qualification. There is no limit to the number of Business Leaders you may develop and earn up to 150 points for.

| New Business Leader Development Points | Points |
|---|--------|
| Earn 50 points for 1 st Generation new Rank Advancements | 50 |

A maximum of 150 points will be counted per Business Leader in this category. We will award points for the first three ranks each Business Leader advances. There is no maximum number of points in this category. The points in this category are updated monthly on your tracker.

For a Business Leader to qualify in this category, the rank achieved must meet one of the following criteria and they must hold the title for 4 consecutive months during the qualification period³:

1. A first-time, never-before-achieved rank, or
2. A Paid-As Rank that was held only prior to January 2023 PV month, or
3. A Paid-As Rank that was held for less than four consecutive months from January 2023 through December 2024.

Shaklee 2025 Incentives

Example 1: Business Leader Karen promotes Melissa from the Paid-As Rank of Senior Coordinator to the Paid-As Rank of Executive Coordinator in May 2025 PV month. Melissa maintains the Paid-As Rank of Executive Coordinator through August 2025 PV month. Karen will earn 50 points in the Business Leader Development Category.

Example 2: Business Leader Ed promotes Melina from a new Ambassador to the Paid As Rank of Senior Coordinator in February 2025 PV month. Melina maintains the Paid-As Rank of Senior Coordinator through May 2025 PV month. Ed will earn 150 points in the Business Leader Development Category for Melina achieving Director, Senior Director and Coordinator. These are the first three ranks Melina advances and Ed earned the maximum number of points he could earn from Melina (during this qualification year), but he promoted another Business Leader and will earn more Business Development points when the new Business Leader completes 4 consecutive months.

Example 3: Business Leader Anil promotes Peter to the Paid-As Rank of Director in November 2025 PV month. Anil will not be eligible to earn points in the New Leader category for Peter in this qualification period, as Peter will not have held the Paid-As Director rank for 4 consecutive months by the time the qualification period has ended in December 2025.

Activity Points Category

Activity points may be offered during the incentive year as a way for you to gain additional VIP Elite Points. There are currently 4 different ways for you to earn points in this category: Shaklee North America Conference Attendance, Personal Loyalty Orders and Quarterly Incentives. Additionally, if you are a new Ambassador in 2025 you have a 4th way to earn Activity Points.

| Activity Points | Points |
|--|--------|
| Register for the 2025 North America Conference | 15 |
| Personal Loyalty Orders | 1 |
| Earn all 4 Quarterly Incentives | 50 |
| Personal New Ambassador Sales Activity Points (only available for new Ambassadors) | 20 |

Shaklee North America Conference Attendance Activity Points

If you register for the 2025 Shaklee North America Conference in person or virtual option, you will earn 15 Activity Points toward the VIP Elite Program.

A maximum of 15 points can be earned for this activity per Shaklee ID.

Personal Loyalty Order Activity Points

The first Loyalty Order scheduled and shipped to you each month will earn you 1 VIP Elite Activity Point. For example, to earn 1 Loyalty Order Activity Point in February, you must schedule a Loyalty Order and the order must ship no later than February 28, 2025. An order where you click the "Add to Loyalty" button while placing the order will not count as a Loyalty order for these points. You may only earn 1 Loyalty Order Activity Point per month.

A maximum of 12 points can be earned for this activity per Shaklee ID.

Quarterly Incentive Activity Points

Shaklee 2025 Incentives

If you earn the Quarterly Incentive prize every quarter in 2025, you will also earn 50 additional VIP Elite Points. You must qualify for all 4 quarters in 2025 to be these VIP Elite Points. If you miss a quarter for any reason (including joining Shaklee part way through the incentive year), you are not eligible for any Quarterly Incentive Activity Points.

Personal New Ambassador Sales Activity Points (For NEW Ambassadors)

If you are a new Ambassador (join or upgrade) you are eligible to get 20 Activity Points. The New Ambassador must share Shaklee with new people totaling \$500 in product sales in their first 90 days. When new Ambassadors (sponsored between October 2024 and December 2025) get a cumulative total of \$500 in product sales from new customers, Members and/or Ambassadors in 2025, the upline earns 15 points New Ambassadors Sales VIP Elite points, and the new Ambassador can earn 20 Activity points as well.

VIP Elite Point Snapshot

| SPONSORING POINTS | | |
|--|---|---|
| Star Club Bonus | 10 pts per bonus earned | yearly max: 120 pts (240 pts Gold & Platinum) |
| Ambassador Sponsoring | 5 pts per Ambassador enrollment | yearly max: 60 pts (120 pts Gold & Platinum) |
| RETENTION POINTS | | |
| Ambassadors enrolled Oct '24-Dec '25 who reach \$500 in total sales | 15 pts: done within their first 90 days | yearly max: 150 pts (300 pts Gold & Platinum) |
| Month 2+ Purchaser | 1 pt for each Month 2+ order | |
| Earn VIP Elite points each month a new Customer, Member or Ambassador places an order in their 2 nd month and beyond. | 2 pts for each Month 2+ order delivered on Loyalty (the order after the month it is put on Loyalty) | yearly max: 100 pts (300 pts Gold & Platinum) |
| TEAM BUILDING POINTS | | |
| Business Leader Development | 50 pts for every new 1st Generation BL rank advancement (w/ 4 cons month hold) | Max per BL per year: 150 pts |
| Personal Rank Advancement | 30-300 pts, depend on rank | yearly max: none |
| ACTIVITY POINTS | | |
| 2025 Amb w/ \$500 in sales w/in 90 days | 20 pts for reaching \$500 in total sales w/in 90 days of enrollment | - |
| Attend North America Conference | 15 pts for registering and attending | yearly max: 15 pts |
| Quarterly Incentives | 50 pts for earning all 4 Quarterly incentives | yearly max: 50 pts |
| Personal Loyalty Order | 1 pt for first loyalty order in a month | yearly max: 12 pts |

Leadership Track - For Senior Executives+

Eligible Senior Executive Coordinators and higher may qualify to earn additional VIP Elite points through the Leadership Track categories.

| Leadership Track | VIP Elite Points |
|--|------------------|
| Each 1 st Generation VIP Elite Bronze Qualifier | 50 Points |
| Unlock Boost Points | Various |

Eligible Senior Executive Coordinators and Higher

Sr. Executive Coordinators or above who held that Paid-As Rank for 4+ months in 2024 and earned at least 1 Star Club Bonus in 2024 are eligible to earn Leadership Track Points.

The eligible Sr. Executive Coordinator and above must sponsor 2 Ambassadors during the 2025 Incentive Year to qualify and hold the Paid-As Rank of Sr. Executive Coordinator and above for at least 6+ months in 2025.

VIP Elite Bronze Qualifier Category

Eligible Senior Executive Coordinators and above can earn 50 points for each 1st Generation VIP Elite Bronze qualifier.

- Must be the 1st Generation to the VIP Elite Bronze qualifier. If the VIP Elite Bronze qualifier does not have a 1st Generation upline that is an eligible Senior Executive Coordinator or above, the points will not roll-up to anyone else.
- A VIP Elite Bronze qualifier must be fully qualified with at least 250 points, have sponsored at least 2 Ambassadors (or earned at least 10 Ambassador Sponsoring Points), and has completed the rank requirements to count. A VIP Elite Incentive Trip invitation through other qualifications, outside of a VIP Elite Tier, will not count for the category.

Leadership Track Boost Points

Eligible Senior Executive Coordinators and above can unlock a boost to their Sponsoring and Retention Category maximums.

- A perk of being an eligible Senior Executive Coordinator is the ability to earn more points in all the Sponsoring and Retention categories. The maximums in each of these categories will be higher to give you a boost to your qualifications.

| Leadership Track – Unlock Boost Points | Bronze/Silver | Gold/Platinum |
|--|----------------------|----------------------|
| Star Club Bonus – New Boost Maximum | 160 Points | 320 Points |
| Ambassador Sponsoring – New Boost Maximum | 80 Points | 160 Points |
| New Ambassador Sales – New Boost Maximum | 200 Points | 400 Points |
| Month 2+ Orders – New Boost Maximum | 130 Points | 390 Points |

Example 1: A qualifying Senior Executive Andre earned 300 points in the Star Club Bonus Category. 120 of those Star Club Bonus would typically count for his Bronze and Silver VIP Elite Tier qualification, but Andre is able to count a maximum of 160 Points. This gives him the boost that he needs to qualify for VIP Elite Silver. As a VIP Elite Silver, he can count a maximum of 240 Star Club Bonus points, but he is able to unlock a maximum of 320 Star Club Bonus points. Andre can still earn another 20 points in this category before he hits the boosted maximum.

Purchase/Sale, Survivorship, Combined Ambassadorships, or Reorganization

If a business is transferred due to Survivorship or to a Purchase/Sale transaction, the Company will adjust the transferee's base so that they are the same as those held by the transferor. Points earned by the transferor in those categories prior to the transfer will be reassigned to the transferee. The transferee will forfeit any prior points earned.

In the case of the formation or dissolution of a Combined Ambassadorship, the Company will adjust bases and points on a case-by-case basis.

No VIP Elite points may be earned from a reorganization, roll-up, or sponsorship line movement. Shaklee reserves the right to determine in its sole discretion whether an award of points is appropriate.

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to all the VIP Elite Incentive Trip Programs.

VIP Elite Incentive Trip Invitations

Trip Qualification Period
January 1, 2025 – December 31, 2025

Location: Hyatt Ziva Los Cabos
Trip Dates: April 12 – 16, 2026

Get ready to travel with your Shaklee Family! Shaklee is planning a trip like only Shaklee can, filled with natural beauty, first-class experiences, and memories to last a lifetime. Perched on the tip of the Baja California Peninsula, Hyatt Ziva Los Cabos is a luxurious all-inclusive oasis for all ages. Nestled between desert dunes and ocean rock formations, this magnificent beachfront resort offers spectacular views of the Sea of Cortez and is only minutes from San Jose del Cabo. You will want to join us on this exciting trip, so please review the qualification information and make your plan to qualify!

Ways to Qualify for a VIP Elite Trip Invitation

We offer various ways to earn an invitation to the VIP Elite Trip and we have different qualification types.

| Qualification Type | Required |
|---|---|
| Incentive Trip for One Person/One Room/\$350 Airfare Credit | Bronze Elite – 250 Points Grow To Go Invitation Executive Coordinator Invitation |
| Incentive Trip for Two People/One Room/\$700 Airfare Credit | Silver Elite – 350 Points Gold Elite – 600 Points Platinum Elite – 1000 Points Keys and Above Invitation PM and SM Invitation |

Earning the trip through VIP Elite Points is the most popular way to qualify. Earn enough VIP Elite Points and complete these additional qualifications to earn a VIP Elite Tier:

- Sponsor at least 2 new Ambassadors.*
- You must hit the Paid-As Rank required for the VIP Elite Tier and hold for at least four consecutive months within the Qualification Period.*

Shaklee 2025 Incentives

- *Bronze Elite: You must be a Paid-As Senior Director or higher for at least four consecutive months within the Qualification Period to qualify.*
 - *Or be a first-time Director. If you have never been a DIRECTOR prior to January 2024, and you did not qualify for the VIP Elite Trip to Punta Cana, you are eligible to qualify for Bronze Elite if you hold the Paid-As Rank of Director for at least four consecutive months within the Qualification Period and complete the other Bronze qualifications. VIP Elite Bronze is the highest award you can earn at the Paid-As Rank of Director, regardless of the number of points you earn.*
- *Silver Elite: You must be a Paid-As Senior Director or higher for at least four consecutive months within the Qualification Period to qualify.*
- *Gold Elite: You must be a Paid-As Rank of Coordinator or above for at least four consecutive months within the Qualification Period.*
- *Platinum Elite: You must be a Paid-As Executive Coordinator or higher for at least four consecutive months within the Qualification Period.*
- *Once your rank requirement is met for your VIP Elite Tier, your Paid-As Rank may not fall below the Paid-As Rank of Director in any month for the remainder of the Qualification Period and all succeeding months through the month of the trip.*

Or you can qualify through one of the following VIP Elite Incentive Trip Invitation qualifications:

- *Grow To Go Invitation*
- *First-Time Executive Coordinator Invitation*
- *Keys and Above Leadership Invitation*
- *Presidential Master Coordinator and Senior Master Coordinator Invitation*

Please see each invitation section for the full qualifications.

Additional Incentive Trip Invitation Requirements (for ALL Qualifiers)

- *The 2025 VIP Elite Incentive trip will include flight credit, group transfers to/from the airport to the hotel in the destination city on set arrival and departure dates, and hotel room, tax and gratuity charges for the specified nights of the VIP Elite Incentive trip. With an all-inclusive resort most food and beverages on the property are included.*
- *How is the flight credit paid? To be eligible for the flight credit, you must be fully qualified for a VIP Elite Incentive Trip Invitation, complete the rank maintenance requirements and be registered to attend the VIP Elite Incentive Trip. The flight credit will be paid with your February PV Bonus. If the qualifier is set up for EFT/Direct Deposit, the flight credit dollar amount will be paid via Direct Deposit around March 15th. If they are not set up on EFT/Direct Deposit, the qualifier will be reimbursed in the February PV commission cheque.*
- *If you qualify for the incentive trip, but the remaining rank maintenance requirements are not fully met, Shaklee reserves the right to cancel your participation in the Trip and/or to charge your account for costs incurred on your behalf.*
- *In all cases, at least one attendee must be on Shaklee records as a member of the qualifying Ambassadorship. As long as one attendee is on Shaklee records as a member of the qualifying Ambassadorship, they may bring whomever they would like as an additional attendee(s) to accompany them on the trip. If for any reason no one from the qualifying Ambassadorship attends, Shaklee reserves the right to charge back any nonrefundable trip expenses incurred by Shaklee on behalf of the Ambassadorship.*

Shaklee 2025 Incentives

- A Business Leader who qualifies for the trip will be rewarded with the single highest milestone earned. The highest reward you can earn is a trip for two in one room, with a \$700 flight credit.
- Qualifiers will be emailed registration information at the end of the Qualification Period that includes event registration deadlines. If you are unable to register by the deadline, you may incur additional costs and/or be unable to attend this event.
- You will be able to buy-in additional guests to stay in your room (within the limits set by the hotel). Qualifiers will be emailed additional buy-in information and specifics with the registration information.
- Shaklee reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated award should become unavailable for any reason. Each qualifier is solely responsible for all applicable federal, provincial and local taxes, including taxes imposed on his/her income.
- Trip awards are non-transferable and must be taken in the year earned. In the event a VIP Elite Trip qualifier is unable to attend the trip in the year earned, there are limited circumstances such as pregnancy, recent childbirth, or major medical condition in which our policy allows a qualification to be moved to the following year's incentive trip instead. In all cases, a request must be made via email to Shaklee Events at events@shaklee.com, providing details about why the qualifier is unable to attend the current year's trip, and to request it be carried forward to the following year (a one-time rollover only). This request should be made at the earliest possible opportunity once the qualifier knows they will be unable to attend.

Should the Events Team approve a qualifier's request, the qualifier will be required to maintain eligibility for the trip the following year. This means they must maintain a Paid-As Rank of Director or above with no Volume Grace Months or Waiver taken, through the entire qualification and maintenance periods of the re-scheduled trip. Failure to do so may result in the exception being revoked.

Example: Steven is approved for a carry forward of his 2025 VIP Elite Trip to the 2026 VIP Elite Trip instead. He then receives a Volume Grace Month in September 2025 (during the qualification period for the 2025 trip). This may result in Steven no longer being able to attend the 2026 trip.

Grow To Go Invitation

This is a way to earn an invitation to the VIP Elite trip simply by growing your customer sales in lieu of qualifying via the VIP Elite Points Program. Earn an invite for one person when you have \$25,000 in cumulative sales to new customers (customers and Members).

This is a great option for those who may excel at selling, but not at building a team, to get an invite to the VIP Elite Trip!

| Grow To Go Invitation | Required |
|--|-----------------------------|
| Incentive Trip for One Person/One Room/\$350 Flight Credit | \$25,000 New Customer Sales |

Your personal customers (customers and Members) that place their first order with Shaklee in 2025 (including customers and Members that placed their first order in December 2024), will be eligible to count towards your New Customer Sales. Each new personal customer product purchase in 2025,

Shaklee 2025 Incentives

based on purchase price, will count towards the \$25,000 in new customer sales goal. 'Purchase Price' does not include non-volume items (ex: sales tax, order charge, non-volume products).

Requirements:

- Achieve \$25,000 in new personal customers sales (as defined above).
- Must sponsor a minimum total of 50 new personal customers in 2025 (Dec. 1, 2024 – Dec. 31, 2025).
- You must be a Paid-As Director or higher for at least four consecutive months within the Qualification Period.
 - Once that requirement is met, your Paid-As Rank may not fall below Director in any month through the month of the trip.

Example 1: Business Leader Greg shares Shaklee with new personal customers and Members in 2025. Their first order and all their subsequent orders throughout 2025 help Gregs' qualification. The purchase price total of all their orders exceeds \$25,000 and he had a total of 62 personal customers. Greg also held the rank of Director the entire incentive qualification year. He earns a Grow to Go invitation for the VIP Elite Incentive Trip for one person.

The Grow to Go Invite includes an invitation to the VIP Elite Incentive Trip but does not automatically give you a VIP Elite Status. If you qualify for the Grow to Go Invitation and you qualify for any VIP Elite Tier, you will only qualify for the highest VIP Elite Tier earned. The Grow to Go reward will be forfeited.

First-Time Executive Coordinator Invitation

Become an Executive Coordinator for the first time.

Achieve the first-time Paid-As Rank of Executive Coordinator and hold it for a total of 4 consecutive months to qualify for an invite for one person, in one room, with a \$350 flight credit.

Must hold the Paid-As Rank of Director through the month of the trip and you must be the Paid-As Rank of Executive Coordinator at least one month in the last quarter of 2025 (October 2025, November 2025 or December 2025).

The Leadership Invitation qualification includes an invitation to the VIP Elite Incentive Trip but does not automatically give you a VIP Elite Status. If you qualify for the First-Time Executive Coordinator Invitation and you qualify for any VIP Elite Tier, you will only qualify for the highest VIP Elite Tier earned. The First-Time Executive Coordinator Invitation reward will be forfeited.

Key Coordinator and Above Leadership Invitation

Eligible Key Coordinators and higher may qualify for a VIP Elite Incentive Trip Invitation under the alternate qualifications in lieu of qualifying via the VIP Elite Points Program.

Eligible Key Coordinators and Higher

To be eligible to qualify using the Leadership Invitation, you must have been a Paid-As Key Coordinator or higher in at least four PV months from January–December 2024, not necessarily consecutive.

In addition, you must be a Paid-As Key Coordinator or higher for six months during the Qualification Period (January–December 2025), not necessarily consecutive. Once that requirement is met, your Paid-As Rank may not fall below your 2025 VIP Elite Rank Advancement Category Base Rank for

the remainder of the Qualification Period and all succeeding months through the month prior to the trip.

| Leadership Invitation for Keys and Above | Required |
|--|---|
| Incentive Trip for Two People/One Room/\$700 Flight Credit | 3 Bronze+ Elite Qualifiers on your team |

Key Coordinator and Above Leadership Invitation Qualifications

You must meet the following criteria to qualify:

- 1) Have at least three Business Leaders in your downline (within six generations), down to and including the next eligible Key Coordinator or higher (but not their downline), who have fully qualified as a Bronze Elite or above. This means that a fully qualified VIP Elite Bronze Tier or above qualifier will only count for the first eligible Key Coordinator and above in their upline.
 - a) Fully qualified means that they have at least 250 points, that they have sponsored at least 2 Ambassadors (or earned at least 10 Ambassador Sponsoring Points) and have been a Paid-As Director or higher for at least four consecutive months during the Qualification Period. Remember, once those qualifications have been met, they cannot fall below Director through the month prior to the trip. A VIP Elite Incentive Trip Invitation must be earned through the VIP Elite Points program to count for this category. Any other invitation types earned will not count for the category.
- 2) You must personally sponsor a minimum of 2 new Ambassadors during the qualification period.

Three fully qualified teams earn a VIP Elite Trip for two people, in one room, including a \$700 Flight Credit. The Leadership Invitation qualification includes an invitation to the VIP Elite Incentive Trip but does not automatically give you a VIP Elite Status. If you qualify for the Leadership Invitation and you qualify via VIP Elite Points, you will only qualify for a maximum of two people in one room, with a \$700 flight credit.

Presidential and Senior Master Coordinators Invitation

A Presidential or Senior Master Coordinator who maintains Paid-As Presidential or Senior Master Coordinator qualifications for at least nine months during the Qualification Period, and in the month prior to the VIP Elite Trip, will automatically receive an invitation to the VIP Elite Trip for two people, in one room, with a \$700 Flight Credit. Once that requirement is met, your Paid-As Rank may not fall below Master Coordinator in any month through the month of the trip.

| Presidential & Senior Master Coordinator Invitation | Required |
|--|-----------------------------|
| Incentive Trip for Two People/One Room/\$700 Flight Credit | 9+ Months at PM or SM Ranks |

The Presidential and Senior Master Coordinator qualification includes a VIP Elite Incentive Trip Invitation but does not automatically give you a VIP Elite Status. If you qualify for a Presidential or Senior Master Coordinator Invitation and you also qualify via your Elite Status, you will only qualify for a maximum of two people in one room, with a \$700 flight credit.

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to all the VIP Elite Incentive Trip Programs.

Shaklee Cares Elite Retreat

Trip Qualification Period

January 1, 2025 – June 30, 2025

Location: New Orleans

Trip Dates: September 11 - 14, 2025

Rest and recharge in style at the Shaklee Cares Elite Retreat in New Orleans, Louisiana. You'll enjoy 4 days soaking up the vibrant culture of The Big Easy – known for music, cuisine, and rich history – as you network with and get inspired by your fellow Shaklee leaders.

You'll also have the opportunity to live out our mission of Making Healthy Happen™ by serving the local community in partnership with local food banks/organizations.

Qualifications

Achieve Silver VIP Elite by the end of June PV month to be eligible for our Shaklee Cares Elite Retreat.

| Qualification Type | Required |
|--|--|
| Shaklee Cares Elite Retreat for 1 person | Silver Elite – 350 Points by end of June and be the Paid-As Rank of Senior Executive Coordinator |

Earn Silver VIP Elite or above and complete the additional qualifications by June 30 (with the close of June PV month):

- *Sponsor at least 2 new Ambassadors.*
- *You must be a Paid-As Senior Director or higher for at least four consecutive months within the Qualification Period.*
- *You must be a Paid-As Executive Coordinator or higher in June 2025.*

You don't have to worry about keeping track of your own points. Visit your Incentive trackers to see your VIP Elite point totals toward earning all the VIP Elite Perks! See the above VIP Elite Program for details.

Additional Rules (For All Qualifiers)

- *Qualifying teams will earn a trip for 1 person, who must be on file with Shaklee as a working member of the qualifying Business.*
- *If we have over 25 teams qualify, the 25 teams with the highest VIP Elite points (at the end of June 2025 PV month) will qualify.*
- *The Shaklee Cares Elite Retreat will include round-trip coach class air transportation for one, group transfers to/from the airport to the hotel in the destination city on set arrival and departure dates, some meals, and hotel room, tax and gratuity charges for the specified nights of the incentive.*

Shaklee 2025 Incentives

- There is the ability to add a second person to the Shaklee Cares Elite Retreat if they pay for their own round-trip airfare as well as a buy-in cost. The second person needs to be a spouse, partner, or active Business Leader in your personal group. As your guest, they will be included in the hosted meals and events.
- Shaklee provides round-trip coach air transportation from an airport near your hometown (the mailing address on file with Shaklee). Attendees are responsible for paying any additional airfare if they embark from another location.
- If you qualify for the Shaklee Cares Elite Retreat, but the remaining rank maintenance requirements are not fully met, Shaklee reserves the right to cancel your participation in the trip and/or to charge your account for costs incurred on your behalf.
- Qualifiers will be emailed registration information at the end of July that includes event registration deadlines. If you are unable to register and book your airfare by the deadline, you will not be able to attend this event. Your qualification will be awarded to the next person in line.
- Trip awards are non-transferrable, and no substitution will be made for anyone that is unable to travel for any reason including COVID-19 or any other health reason. Shaklee reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated award should become unavailable for any reason. Each qualifier is solely responsible for all applicable federal, provincial and local taxes, including taxes imposed on his/her income. Prize winners will be issued a Income Tax information letter for the value of the incentive award.

Note: This Shaklee Cares Elite Retreat is not associated with the non-profit Shaklee Cares®.

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to all the VIP Elite Incentive Trip Programs.

Quarterly Incentives

The Quarterly Incentive Program is a series of four short-term incentives that reward you when you grow your business and earn VIP Elite Points. Our programs are aligned so you can focus on one set of qualifications and enjoy the benefits of doing so in multiple areas. Each quarter has a special prize that you will earn when you meet those goals. The Quarterly Incentives provide a great rhythm to the business and offer awesome prizes you can earn to help you and your team grow!

Quarter 1: January – March

Quarter 2: April – June

Quarter 3: July – September

Quarter 4: October – December

Qualifications

You have the chance to earn the Quarterly Incentive reward each quarter. It is a series of four 90-day sprints that will reward you with a special prize when you meet these goals during the quarter.

50 VIP Elite Points in the Quarter

| <i>(in the Sponsoring and Retention Categories)</i> |
|---|
| <i>At least 10 VIP Elite Sponsoring Points</i> |
| <i>At least 10 VIP Elite Retention Points</i> |

You do not have to worry about keeping track of your own points. Visit your Incentive trackers to see your Quarterly Incentive tracker that includes the VIP Elite points that count towards Quarterly. These are the same Sponsoring and Retention VIP Elite Points, but we will track them by quarter, without any maximums being applied. See the above VIP Elite Program for additional details on how to earn VIP Elite Points.

Quarterly VIP Elite Points can be earned through the following categories:

| Sponsoring Points | Points |
|--------------------------|---------------|
| Star Club Bonus | 10 |
| Ambassador Sponsoring | 5 |

| Retention Points | Points |
|--------------------------|---------------|
| New Ambassador Sales | 10 or 15 |
| Month 2+ Order Retention | 1 – 2 |

All VIP Elite points earned in the Sponsoring and Retention Categories will count toward the Quarterly Incentives. VIP Elite Category maximums will not be taken into account for Quarterly Incentives.

Rewards

Each quarter will have a unique reward. Check out the Shaklee News and Events for further information on the current rewards.

Quarterly Leadership Category

Shaklee Key Coordinators or above are eligible to earn the Quarterly Incentive reward when they help 5 or more Ambassadors, Associates, or Business Leaders in their personal groups earn the Quarterly Incentive during the quarter.

To be eligible for this category, a Key Coordinator or above must have been a Paid-As Rank of Key Coordinator or above for 4 months in 2024. They must have at least five Ambassadors and above in their downline (within six generations), down to and including the next eligible Key Coordinator or higher (but not their downline), who qualify for the Quarterly reward to qualify. This means that each quarterly qualifier will only count for the first eligible Key Coordinator and above in their upline.

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to all the VIP Elite Incentive Trip Programs.

When does it update?

Shaklee

Backoffice Reports and Dashboard: 'real-time' (within 5 min. or less)

TRACKERS

VIP Elite Tracker

Updated **Daily**:

- Sponsored Amb pts
- New Amb w/\$500 in sales pts

Updated **Weekly**:

- Star Club Bonus points

Updated **Monthly**:

- PTV Growth pts
- 1st Gen Rank Advancement pts
- Personal Rank Advancement pts

Questions?
Reach out to Field Support:
• 1-888-574-2553
• canada@shaklee.com

Quarterly Tracker

Since this uses VIP Elite points, this tracker updates **at the same time the VIP Elite Tracker updates.**

Star Club Bonus Tracker

Updated **Daily**:

- Enroller data

Updated **Weekly**:

- Bonuses earned (after the bonus is processed on Wednesdays)

Rank Up Bonus Tracker

Updated **Daily**:

- Customer count / volume

Updated **Monthly**:

- Rank titles (after the month is officially 'closed' and commissions are paid – usually on the 25th)

Shaklee Recognition

2025 North America Conference Recognition

Premium gifts, unique experiences, and celebrations that spotlight your achievements – are just some of the rewards you'll experience when you qualify for Shaklee Recognition. Learn how to qualify for special recognition below. Please note, you must be registered for the North America Conference no later than April 30, 2025 to be recognized during the 2025 North America Conference.

New Rank Promotions

Qualification Period: June 2024 – April 2025

Promote to a new Paid-As Rank (per the 5-year rule⁴) and maintain that rank in the month of April 2025 to receive an exclusive Award and walk the Big Stage. For Key Coordinators and above, the new Paid-As Rank must be held for a minimum of 3 consecutive months by the end of the qualification period.

By meeting the qualifications, you will be formally invited to join us on the Big Stage to accept a custom Shaklee Trophy amidst thousands of your cheering Shaklee Family.

2025 VIP Elite Qualifiers

Qualification Period: January 2024 – December 2024

⁴ Five-Year Rule – New rank is determined according to the Five-Year Rule, meaning that the rank achieved must meet one of the following criteria: 1. A first-time, never-before-achieved rank, or 2. A Paid As Rank that was held only prior to January 2016 PV month, or 3. A Paid As Rank that was held for less than four consecutive months from January 2019 through December 2024 (a month in which a Volume Grace Month or waiver was used does not count as a month in which Director rank was held.)

Shaklee 2025 Incentives

Those who earned a VIP Elite Status during the 2024 Qualification Period will receive the corresponding recognition experiences in 2025 at the North America Conference and VIP Elite Incentive Trip:



| | Bronze ELITE | Silver ELITE | Gold ELITE | Platinum ELITE |
|---------------------------------|-----------------|-----------------|---------------|-------------------|
| Early Conference Registration | ✓ | ✓ | ✓ | ✓ |
| VIP Trip Event | ✓ | ✓ | ✓ | ✓ |
| Stage Recognition at Conference | ✓ | ✓ | ✓ | ✓ |
| Special Seating at Conference | ✓ | ✓ | ✓ | ✓ |
| Exclusive Conference VIP Gift | ✓ | ✓ | ✓ | ✓ |
| VIP Trip Shopping Experience | ✓ | ✓ | ✓ | ✓ |
| Event Concierge | | | ✓ | ✓ |
| Transportation (home/airport) | | | ✓ | ✓ |
| VIP Trip Gold Party | | | ✓ | ✓ |
| Conference Backstage Access | | | | ✓ |
| Conference Breakfasts | | | | ✓ |
| VIP Trip Platinum Dinner | | | | ✓ |

New Rank Recognition

One of the most important things we get to celebrate at Shaklee is when your business takes the next step and earns a promotion and Shaklee loves to celebrate you in a personal way! In the weeks after you officially qualify, as specified below, you will receive a beautiful bouquet as well as an official certificate commemorating this exciting occasion.

Additionally, you will receive a formal invitation to join us on the Big Stage at our North America Conference to accept a custom trophy as your Shaklee Family cheers you on.

Qualifications

Be promoted to a new Paid-As Rank (per the 5-Year Rule). For Key Coordinators and above, you must hold the new Paid-As Rank for 3 consecutive months.

New Master Coordinator Celebration

Qualification Period: January 2025 - December 2025

Time to pack your bags for an exclusive celebration, including an invitation to a once-in-a-lifetime dinner with our CEO Roger Barnett —all in your honour!



Eligibility

New (first-time) Master Coordinators are eligible for the New Master Coordinator Celebration.

Qualifications

You must be a fully-qualified, Paid-As Master Coordinator for three consecutive months and be promoted to Master Coordinator as per the P&R. In addition, you must be a Paid-As Master Coordinator in the month prior to the trip.

Master Coordinator Celebration Details

The trip includes airfare, VIP transfers, two nights' hotel, and a very special dinner with Roger Barnett. Qualification is for up to two people, each of whom must be on record with Shaklee as a member of the qualifying Shaklee ID number.



Make this your year of growth and earn up to \$20,000 when you increase in rank with the 2025 Rank Up Bonus.

Increase in rank (above your Rank Up Base Rank), hold for a total of four consecutive months, meet all other requirements, and earn cash bonuses and rewards of up to \$20,000! With the 2025 Rank Up Bonus, you can earn up to three Rank Up Bonuses at once!

Qualification Period

January 2025 —December 2025

Who Is Eligible?

All new and existing Members (who upgrade to Ambassador), Ambassadors, and Business Leaders up to Senior Master Coordinators are eligible to participate.

Shaklee 2025 Incentives

How Does It Work?

Rank up! Achieve the Paid-As Rank above your 2025 Rank Up Base Rank and hold for a total of four consecutive months to earn cash bonuses and rewards —up to a maximum of \$20,000 in 2025!

Be promoted to the new Paid-As Rank and maintain for three additional consecutive months (for a total of four consecutive months) without personal use of Volume Grace Months or waivers.

You can earn up to three Rank Up Bonuses at once!

The last month to start the qualification for a 2025 Rank Up Bonus is December 2025 PV month.

2025 Rank Up Bonuses

Achieve the Paid As Rank above your 2025 Rank Up Base Rank and hold for a total of four consecutive months to earn these cash bonuses and rewards—up to a maximum of \$20,000 in 2025!

| Rank* | Maintenance Required† | Minimum Customers / Members with Orders per Month | Minimum Customers / Member Volume per Month‡ | Monthly OV Increase Requirement§ | Award |
|------------------------------|---------------------------------------|---|--|----------------------------------|---|
| Director | Achieve and hold 3 consecutive months | 5 | 500 | | North America Conference Registration and One Night Hotel Credit¶ |
| Senior Director | Achieve and hold 3 consecutive months | 5 | 500 | X | \$1000 |
| Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$2,000 |
| Senior Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$2,500 |
| Executive Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$4,000 |
| Senior Executive Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$5,000 |
| Key Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$7,500 |
| Senior Key Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$10,000 |
| Master Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$20,000 |

Shaklee 2025 Incentives

| | | | | | |
|---------------------------------|---------------------------------------|---|-----|---|----------|
| Senior Master Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$20,000 |
| Presidential Master Coordinator | Achieve and hold 3 consecutive months | 5 | 500 | X | \$20,000 |

*Must achieve new Paid-As Rank above your 2025 rank up base rank.

†Must achieve the Paid-As Rank without personal use of Volume Grace Months or waivers.

#The Personal Group Volume from your customers and Members must equal a minimum of 500 PV or above, each month during the qualification.

\$Your OV must be higher than your OV in the month prior to your rank advancement each month during the qualification.

||To be eligible for the one-night hotel room credit, the Rank-Up Director qualifier must register and attend the North America Conference.

¶You can earn up to three Rank Up Bonuses at once and up to a maximum of \$20,000 in 2025.

What Is Your Base Rank?

Your 2025 Rank Up Base Rank is:

- The highest Paid-As Rank that was held for four consecutive months since the launch of your business. OR
- It is the base rank of Ambassador
 - Example 1: Patrick became a new Ambassador in January 2025. His 2025 Rank Up Base Rank is Ambassador. If he promotes to at least the Paid-As Rank of Director (and meets all the other Rank Up qualification requirements) by December 31, 2025 and holds it for a total of four consecutive months, he will be eligible to start earning 2025 Rank Up Bonuses.
 - Example 2: Elle became a Director for the first time in November 2024. She held the Paid-As Rank of Director in November and December 2024. Since she held the Paid-As Rank of Director for less than four months, her 2025 Rank Up Base Rank is Ambassador and she will already be two months into her 2025 Rank Up Director qualification.
 - Example 3: The highest Paid-As Rank Max held was Executive Coordinator in January 2023, February 2023, and March 2024. Otherwise, his highest Paid-As Rank was Senior Coordinator every other month. Since he did not hold the Paid-As Rank of Executive Coordinator for four consecutive months, his 2025 Rank Up Base Rank is Senior Coordinator. He must promote to at least the Paid-As Rank of Executive Coordinator (and meet all the other Rank Up qualification requirements) by December 31, 2025 and hold it for a total of four consecutive months to earn any 2025 Rank Up Bonuses.

What does "you can earn 3 Rank Up Bonuses at once" mean?

You can be in qualification for 3 Rank Up bonuses at a time. If you advance in Rank more than three Paid-As Ranks at a time, you will need to complete the first three Rank Up Bonus qualifications before you can start the qualification for the higher Rank Up Bonuses.

For new Ambassadors or those with the 2025 Rank Up Base Rank of Ambassador, the Director Rank Up reward does not count as one of the 3 Rank Up Cash Bonuses you can earn at a time.

- Example 1: A new Ambassador jumps to the Paid-As Rank of Senior Coordinator and earns the Director, Senior Director, Coordinator and Senior Coordinator rewards after

four consecutive months. They keep going earning more bonuses in 2025 as they advance in rank, meet all the qualification requirements, and maintain for 4 consecutive months.

- Example 2: Bruce has the 2025 Base Rank of Senior Director. He has huge growth in his business and in March 2025 he achieves the Paid-As Rank of Key Coordinator and maintains it for the remainder of 2025 (including all other Rank Up Bonus requirements). Bruce earns the Coordinator, Senior Coordinator and Executive Coordinator Rank Up Bonuses, a total of \$8,500, after June PV month. In July he starts the qualification for Senior Executive Coordinator, and Key Coordinator. He completes these qualifications in October and earns another \$11,500. He earns the maximum 2025 Rank Up total possible of \$20,000.

When Are Rank Up Bonuses Paid?

All earned awards will be paid the month after the completion of all four consecutive months of qualification. Rank Up Bonuses will be paid separately from the monthly commission checks, around the 25 of the month (for qualifiers set up for EFT/Direct Deposit).

- Example: A Rank Up Bonus award earned in April 2025 (the Paid-As Rank was held January, February, March, and April) will be paid via Direct Deposit around May 25, 2025 if the qualifier is set up for EFT/Direct Deposit or with the May 2025 PV commission check around June 15, 2025 if they are not set up on EFT/Direct Deposit.

When Are Rank Up Bonuses Paid?

All earned awards will be paid the month after the completion of all four consecutive months of qualification. Rank Up Bonuses will be paid separately from the monthly commission checks, around the 25th of the month (for qualifiers set up for EFT/Direct Deposit).

Example: A Rank Up Bonus award earned in April 2025 (the Paid-As Rank was held January, February, March, and April) will be paid via Direct Deposit around May 25, 2025 if the qualifier is set up for EFT/Direct Deposit or with the May 2025 PV commission check around June 15, 2025 if they are not set up on EFT/Direct Deposit.

Business Leaders earning 2025 Rank Up Bonuses must all have separate bank accounts. They cannot share a bank account with another Business Leader or Ambassador.

Rank Up Director Reward

The Rank Up Director reward includes the 2025 Shaklee North America Conference Registration fee for up to two people (both must be listed on the Shaklee Account) and a one-night hotel credit. Rank Up Director qualifiers will receive additional information via email from events@shaklee.com.

Already registered? If the qualifier has already registered for the 2025 Shaklee North America Conference, they will be reimbursed for their conference registration expense prior to Conference.

How is the one-night hotel room credit paid? To be eligible for the \$200 hotel room credit the Rank Up Director qualifier must register and attend the 2025 Shaklee North America Conference. If the qualifier is set up for EFT/Direct Deposit, the \$200 hotel credit will be paid via direct deposit the week after the North America Conference they attend. If they are not set up on EFT/Direct Deposit, the qualifier will be reimbursed in their following PV commission check.

Additional Requirements

Shaklee 2025 Incentives

- Don't let your Organization Volume (OV) drop. When you advance in rank above your Rank Up Base Rank, you must hold your OV. Your OV must be higher than your OV in the month prior to your rank advancement each month after the rank advancement.

Example 1: Business Leader Janice, who has a Rank Up Base Rank of Executive Coordinator, advances from Executive Coordinator to Senior Executive Coordinator. Janice's Organizational Volume in the month prior to her rank advancement was 27,000 and grew to 32,500 in the month of her advancement. Janice must maintain her new Paid-As Rank for three additional consecutive months and her OV must remain above 27,000 in each month of her maintenance to be eligible to receive the 2025 Rank Up Bonus for Senior Executive Coordinator.

Example 2: Business Leader Robert, whose Rank Up Base Rank is Senior Coordinator, advances from Senior Coordinator to Executive Coordinator. In the month prior to his rank advancement, Robert had 24,500 Organizational Volume but was missing his third First-Generation Leader leg to qualify for Executive Coordinator. In the month of his rank advancement, Robert acquires his third First-Generation Leader leg; however, his Organizational Volume falls to 20,300, lower than his OV in the month prior to his rank advancement. This month will not count as his first month at the new higher Paid-As Rank, because his OV is not higher than his OV in the month prior to his rank advancement. If, in the next month, Robert remains at the new higher Paid-As Rank and increases his OV to a level above 24,500, that month may count as his first month at the new higher Paid As Rank.

- No more than two people advancing to any new Paid-As Rank within a given leg may earn any award at the same time, on the same underlying downline volume. The two people who are lower in the downline genealogy, who are advancing to any new Paid-As Rank, will be eligible for the award.

Under this rule, Senior Director and above rank promotions will be evaluated separately from Director rank promotions, meaning that a Director promotion below a Senior Director or above will not be considered a stacked rank promotion for determining the lowest two in the genealogy.

Example: If Tom promotes to the rank of Senior Coordinator in May 2025, his First-Generation Business Leader Eric promotes to the rank of Coordinator in May 2025, and Eric's First-Generation Business Leader Joe promotes to Senior Director in May 2025, then Eric and Joe will need to complete their maintenance period through August 2025. Tom can begin his Rank Up Bonus qualification starting in September, after Eric and Joe have completed and earned their Rank Up Bonuses.

- To grow a healthy Shaklee business, you need customers (customers and Members), in addition to Business Builders (Ambassadors and Business Leaders). Each month during your Rank Up qualification, you must have the following in your personal group:
 - A minimum of 5 customers or Members with product orders each month during the qualification. The Personal Group Volume from these customers and Members must equal a minimum of 500 PV or above, each month during the qualification.
 - Customer and Member orders must be from unique customers with separate shipping addresses.

Shaklee 2025 Incentives

- Customers and Members must use unique credit cards. Orders paid through prepaid credit cards will not be permitted to count toward any Rank Up qualifications.
 - Any return of product that counted toward qualification of any award will disqualify that award and will result in the forfeiture/deduction of any award(s) paid from the qualifier and/or their upline Business Leader(s).
 - You cannot earn a Rank Up Bonus for any rank more than once in a lifetime.
1. To grow a healthy Shaklee business, you need customers (customers and Members), in addition to Business Builders (Ambassadors and Business Leaders). Each month during your Rank Up qualification, you must have the following in your personal group:
 - a. A minimum of 5 customers or Members with product orders each month during the qualification. The Personal Group Volume from these customers and Members must equal a minimum of 500 PV or above, each month during the qualification.
 - b. Customer and Member orders must be from unique customers with separate shipping addresses.
 - c. Customers and Members must use unique credit cards. Orders paid through prepaid credit cards will not be permitted to count toward any Rank Up qualifications.
 2. Any return of product that counted toward qualification of any award will disqualify that award and will result in the forfeiture/deduction of any award(s) paid from the qualifier and/or their upline Business Leader(s).
 3. You cannot earn a Rank Up Bonus for any rank more than once in a lifetime.

2025 Rank Up and Reorganizations

The Company will not approve any reorganization or sponsorship line movement where the new Sponsor, new Business Leader, any intervening Ambassador between the new Sponsor and new Business Leader, or any upline Business Leader within six generations is in qualification for a 2025 Rank Up Bonus or is still within the timeframe where they could be in qualification for a 2025 Rank Up incentive, unless the new Sponsor, new Business Leader, any intervening Ambassadors, and the six upline Business Leaders relinquish their eligibility to participate in the 2025 Rank Up incentive, as evidenced by their signatures on the Reorganization Form.

From time to time, a new prospect may accidentally sign up on the wrong personal Website, or under the wrong sponsor, through no fault of the website owner. In those cases, the new Member/Ambassador and/or their current Business Leader of record may contact Shaklee with the Reorganization Application within 30 days of signing up online to be transferred to the correct sponsor. In such cases, the Original Sponsor will be changed as well and the 2025 Rank Up eligibility of the uplines of the Original Sponsor will not be affected.

In addition, the Company reserves the right to review, to disallow, and/or to rescind any reorganization into or within the downline of anyone whom they promote to any Business Leader rank that assists in qualifying for any 2025 Rank Up Bonus, if Shaklee determines that qualification for the 2025 Rank Up award is due in whole or in part to the reorganization. Alternatively, the Company reserves the right to exclude any of the uplines involved, regardless of rank, from participation in the 2025 Rank Up incentive.

Shaklee 2025 Incentives

In the case of a separation, divorce, or full or partial dissolution of a Combined Ambassadorship, if any first-level Member is moved with the departing member, then for purposes of the 2025 Rank Up incentive, the Company will treat the transaction as a reorganization subject to the rules above. If there is a court order specifying how the first levels are to be divided, then Shaklee will determine on a case-by-case basis eligibility for participating in the 2025 Rank Up incentive.

Rank Up bonuses may not be earned from a reorganization, roll-up, or sponsorship line movement. Shaklee reserves the right to determine in its sole discretion whether an award is appropriate.

2025 Rank Up and Purchase/Sale or Survivorship Transactions

In the case of a Purchase/Sale or Survivorship transaction, the buyer/transferee may no longer participate in the 2025 Rank Up incentive.

- *The 2025 Rank Up eligibility and qualifications, if any, of the seller/transferor are considered personal to the seller/transferor and do not transfer to the buyer/transferee.*
- *In addition, the buyer/transferee relinquishes any 2025 Rank Up eligibility or qualifications related to the sponsorship position they are leaving.*

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to Rank Up Bonuses.