

People across the globe are joining direct selling companies for various reasons. In these challenging economic times, people are seeking ways to earn additional part-time or full-time wages to supplement their financial needs. Direct selling is a proven, stable business option with a rich history of more than 100 years. Many direct selling companies have helped impact people's lives for decades. Nerium International™ was built upon solid business principles that have stood the test of time, are simple for the average person to accomplish, and offer the basic opportunity to supplement individual income. The level of financial gain depends upon an individual's work ethic, the amount of time he, or she, can devote to building their business and his, or her, determination to succeed.

Nerium attracts three different groups of individuals to become a part of the Nerium family: Customers, Savings Seekers, and Business Opportunity Leaders. The first, and by far the largest, segment is the Customers. Retail and Preferred Customers make up over 70% of the total number of enrollments for Nerium. Retail customers simply want to try the product once, and they usually enroll as Preferred Customers after they see the product's results. Preferred Customers receive the same pricing as our Savings Seekers and Business Opportunity Leaders, since they purchase the product each month and enjoy the benefits of significant price discounts.

Savings Seekers and Business Opportunity Leaders (called Brand Partners) can enroll with Nerium by simply purchasing a \$99 (at cost) Business Launch Kit which provides them with tools and information in order to start their business. This pack includes a full set of tools and materials including: videos, audios, books, personal development materials, training manuals, brochures, and flyers, along with all the forms necessary to manage your business. Brand Partners can also sign up for a monthly product order, which provides them with the lowest price for their monthly product needs. Brand Partners can also utilize Nerium Edge, our online business building system that includes an array of leading tools, including SlideShark, Deductr, Nerium Communications Center, and the Real Life Library.

Preferred Customers have no stipulations on whether or not they must continue to receive discounted product, other than the monthly order commitment. Brand Partners have the opportunity to earn revenue in the short term through commissions, bonuses, and incentives, including a free tablet computer. As they develop their business, they can earn a Lexus Car Bonus and residual income streams that can give them a substantial income, depending upon the efforts they expend in their business. Brand Partners will generate income in proportion to the time, energy, and investment they dedicate to their Nerium business. For this analysis, the Brand Partners have been divided into two groups, those that are defined as Savings Seekers and those that are defined as Business Opportunity Leaders.

Brand Partners, who for the purposes of this report are defined as Savings Seekers, include all those Brand Partners who have not built any organizational hierarchy under them in the past six months. Savings Seekers may have only earned while they were selling product, but never developed an organization to generate residual income. Brand Partners who have built an organization of Brand Partners are defined as our Business Opportunity Leaders because of their efforts and commitment to generating a part-time, or full-time, residual income. In total, 32% of our Brand Partners would be considered Business Opportunity Leaders.

The following table divides the Business Opportunity Leaders, based on effort levels in promoting and developing their business, and is ranked based on average annual income from the actual income earned during the past six months. This report is generated from actual commissions, bonuses, and incentives for the period from September 2012 through February 2013. See the detailed Brand Partner Compensation Plan for further explanations of ranks and, or, incentives. The amounts expended by the Brand Partners in order to build their business are not factored in.

Total Brand Partners	75,276	100%		Overall Average	\$1,222.20
Benefits					
Wholesale price on product purchases					
Retail profit on sales to outside customers					
Business Opportunity Leaders	24,277	32%	Payments	Count	Average
Benefits					
Wholesale price on product purchases			Over \$500,000	5	\$880,360
Retail profit on sales to outside customers			\$250,000 to \$500,000	13	\$359,589
			\$100,000 to \$250,000	65	\$149,706
Commissions and incentives on sales to other Brand Partners			\$50,000 to \$100,000	71	\$66,343
			\$25,000 to \$50,000	207	\$34,060
			\$10,000 to \$25,000	648	\$15,084
Car bonuses and other incentives based on production			\$5,000 to \$10,000	1230	\$6,834
			\$2,500 to \$5,000	2352	\$3,525
			\$1,000 to \$2,500	4259	\$1,616
			Under \$1000	11219	\$370
			\$0	4208	\$ -
			Total	24277	\$2,804

The earnings stated do not necessarily represent the typical earnings Nerium Brand Partners can, or will, earn through participation in the Nerium Compensation Plan. These statements should not be considered as guarantees or projections of actual earnings or profits. As with any other independent business, success results only from dedicated sales efforts, hard work, diligence, and leadership.

¹28,101 or 37% received no commissions