

The Business – The Career

The Marketing Plan



Success is not random.

Success can be calculated, planned and earned.

Jean Paul Getty, the world's richest man, once said that it takes three things to get wealthy and rich:

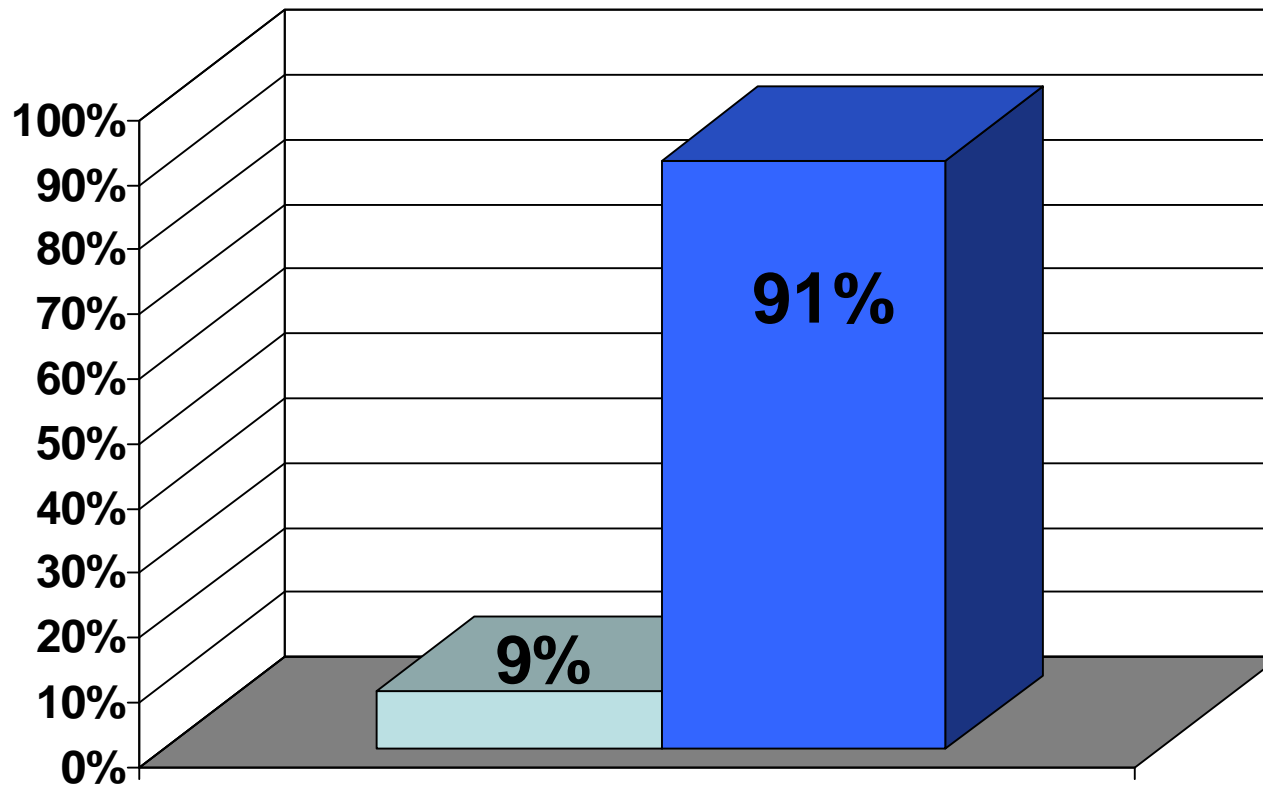
1. One's own business
... in a booming market
2. A repeatable bargain
3. A reliable product



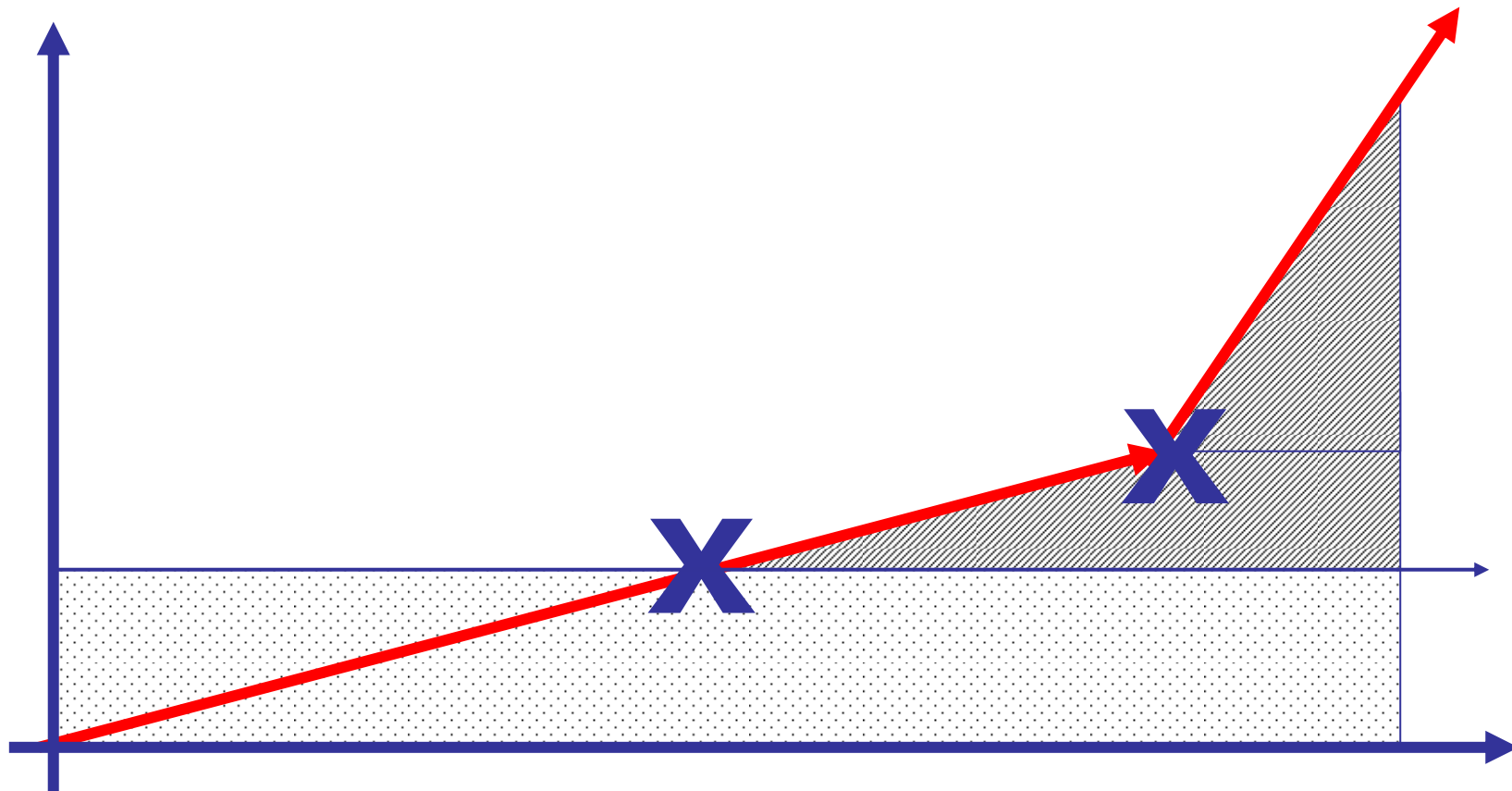
Self-employed workers

Employed workers

3,000 Euros



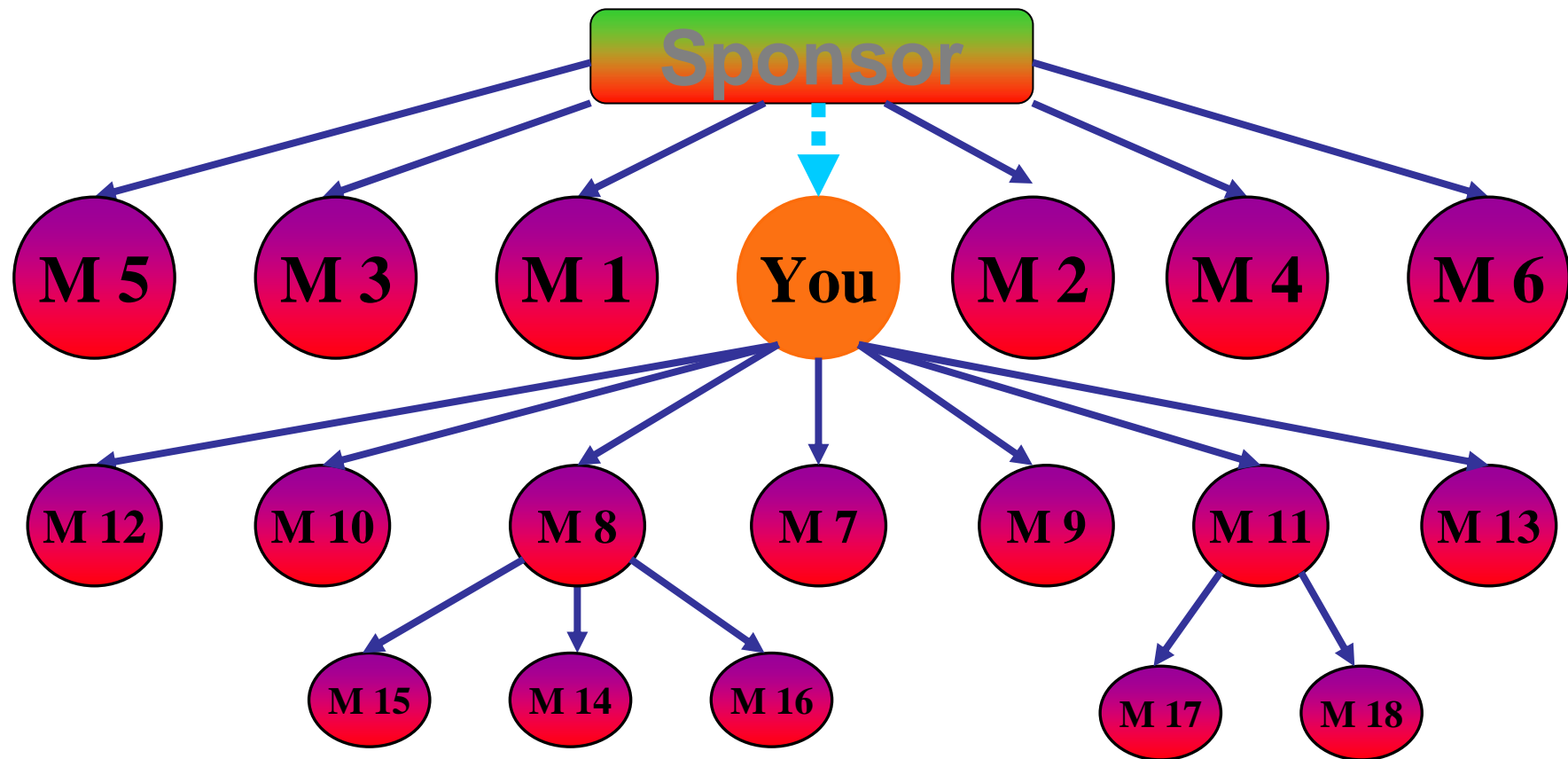
Permanent income versus passive income



Until now, things worked this way:

- **High entrance fees**
- **Permanent operating costs**
- **Expensive purchases**
- **Extra fees for marketing websites**
- **Etc.**

Until now, things worked this way:

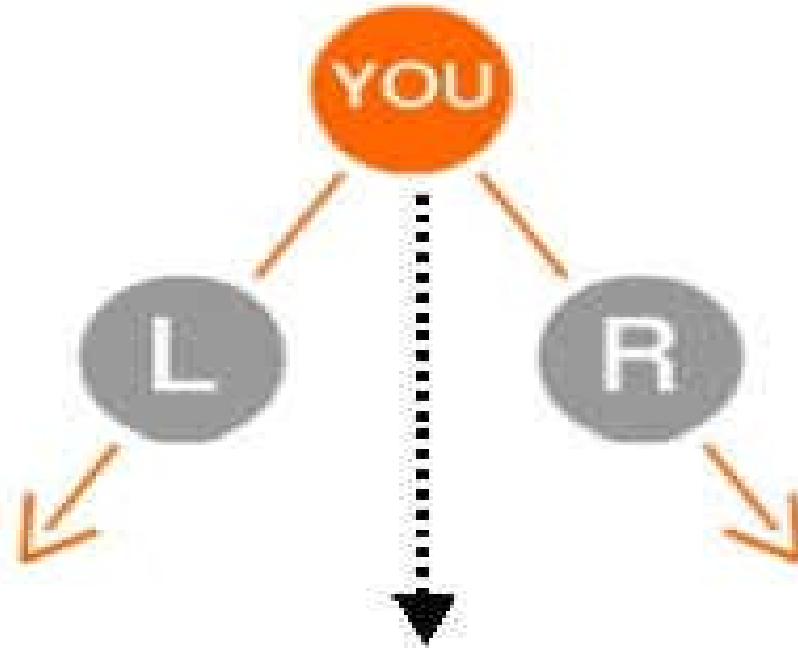


„All meaningful
understanding
resides in grand
simplicity“

Albert Einstein

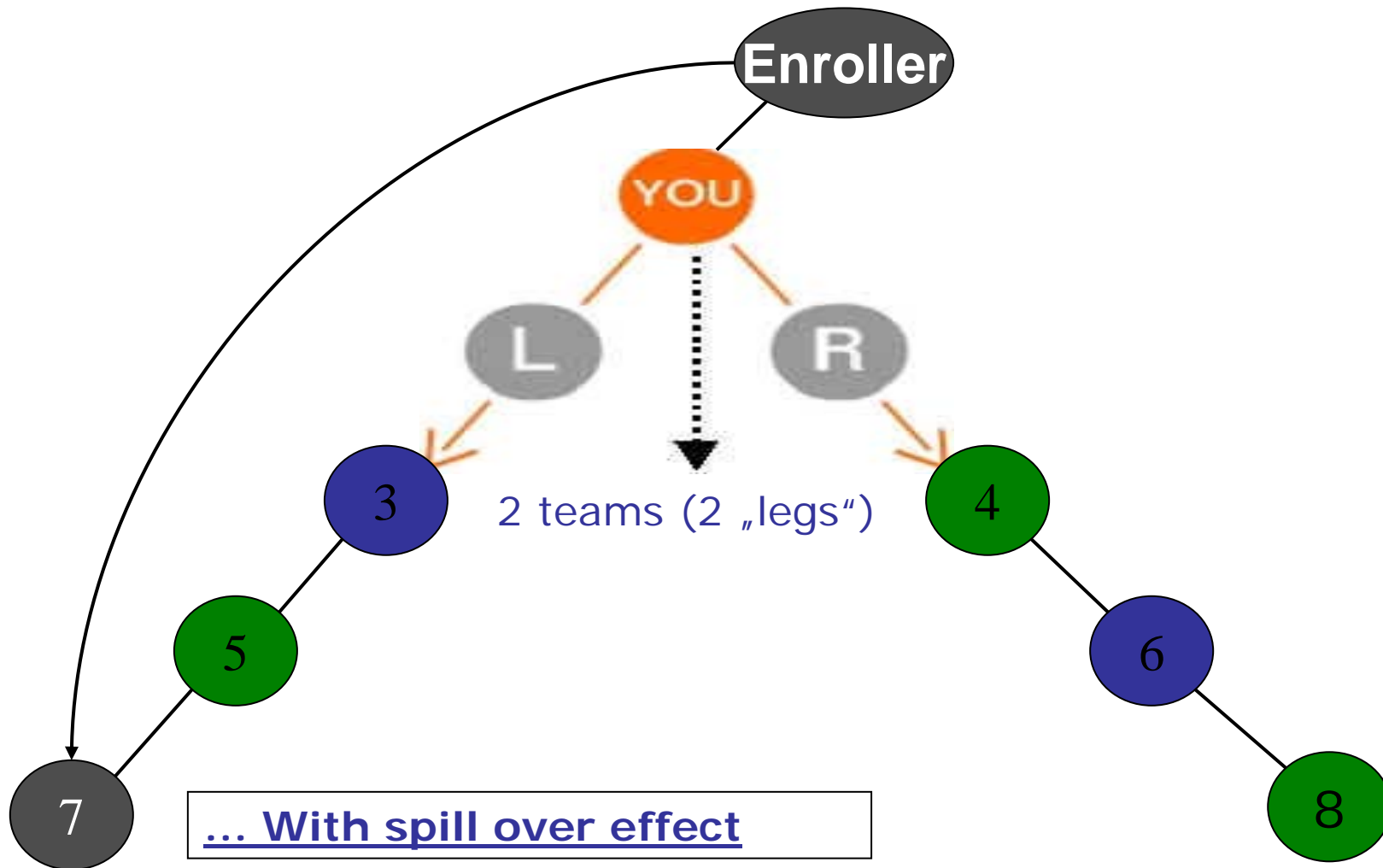
VEMMA – The Business

Dual marketing system – 2 teams, 2 legs



... This demonstrates that only 2 teams (2 „legs“) – a left team and a right team – are to be build up, and all clients and members (business partners, respectively) will be attributed to one of these two teams.

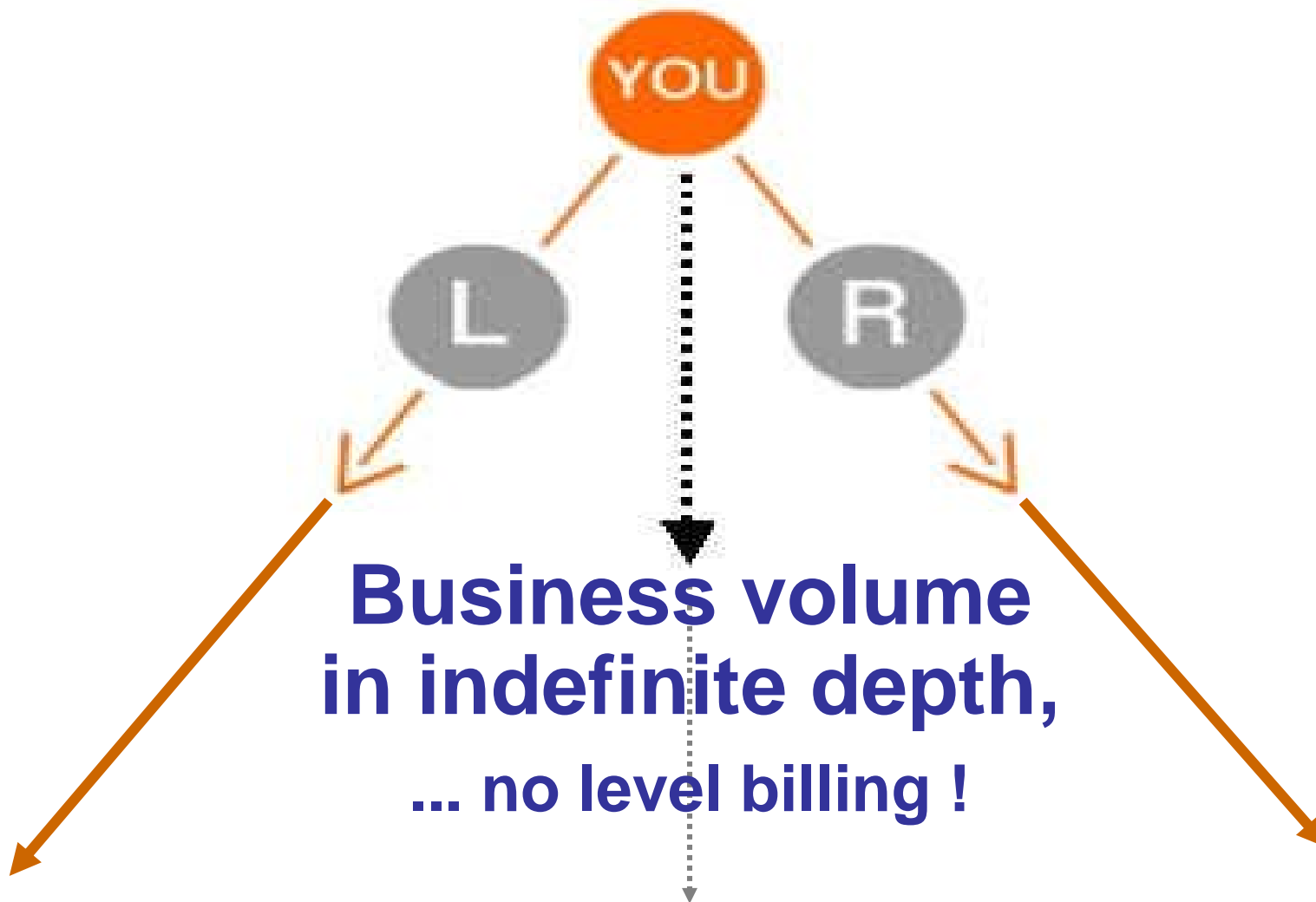
VEMMA – The Business



● = Member (co-worker, M)

● = Client

VEMMA – The Business



VEMMA – The Business

- 10 ways to earn money with VEMMA –
devided into 3 big groups:

1. Retail Income

Margin of profit

Direct Sponsor Bonus

Fast Start Bonus

Consistency Bonus

2. Team Building Income

Cycle Bonus

Team Bonus

Matching Bonus 1

Matching Bonus 2

Position - Confirmation Bonus

3. Global Bonus Pools

Global Bonus

1. Retail Income

Retail Income means that bonus payments are awarded for each customer and member (co-worker) recruited.

Prerequisites for a retail income:

1. Being a registered member / sales partner
and
2. Standing single-pack autoship / subscription

1. Retail Income

- A. Margin of profit
- B. Direct (Instant) Sponsor Bonus - ISB
- C. Fast Start Bonus - FSB
- D. Consistency Bonus - CB

1. Retail Income

A. Margin of profit:

All clients that want to buy directly and without being registered.

Prime cost:	51.50 Euros	(pack of ten)
<u>Retail cost:</u>	<u>78.00 Euros</u>	<u>(78 Euros or more)</u>

Margin of profit: **26,50** Euros

Respectively: **51 % <**

1. Retail Income

B. Direct (Instant) Sponsor Bonus - ISB:

The „Direct Sponsor Bonus“ of USD XX will be awarded for the first entry in one of my teams.

1. Retail Income

C. Fast Start Bonus - FSB:

For the first purchase of all registered clients and members;

Higher provision, fewer cycle points (CP)

D. Consistency Bonus - CB:

For follow-up purchases of all registered clients and members;

Normal provision, normal cycle points (CP)

<u>VEMMA –PACK</u>	<u>FSB (CP)</u>	<u>CB (CP)</u>
Single pack	10 (30)	3 (60)
Pack of 2	20 (60)	6 (120)
Pack of 4	40 (120)	12 (240)
Pack of 10	80 (240)	18 (420)

2. Team Building Income

„Team-Building Income“ means that profits on all sales of clients and members / sales partners of both teams are awarded. The basis for the calculation is given by **cycles**.

Prerequisites for Team-Building Income:

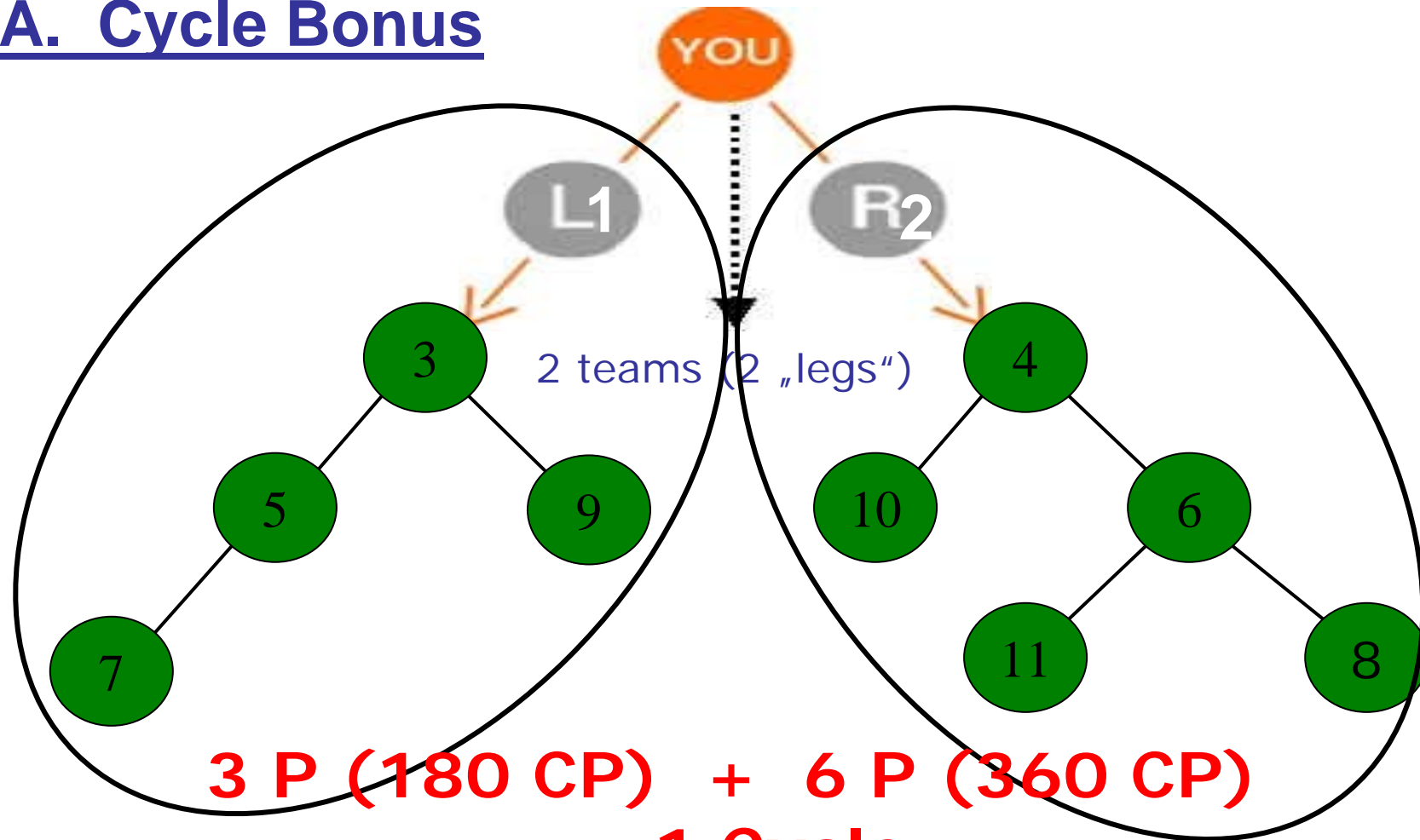
1. One (1) direct member LEFT and one (1) RIGHT,
2. Pack of 2 autoship
3. Minimum sales 1 cycle in the whole team
1 cycle means 9 packages or 540 CP (cycle points), respectively, divided into 3 P (180 CP) left, and 6 P (360 CP) right, or vice versa.

2. Team Building Income

- A. Cycle Bonus - CB
- B. Team Bonus - TB
- C. Matching Bonus 1 - MB1
- D. Matching Bonus 2 - MB2
- E. Rank Advancement Award Levels – Career levels
- F. One Time Rank Advancement Rewards
- G. Cycle Earning Levels

2. Team Building Income

A. Cycle Bonus



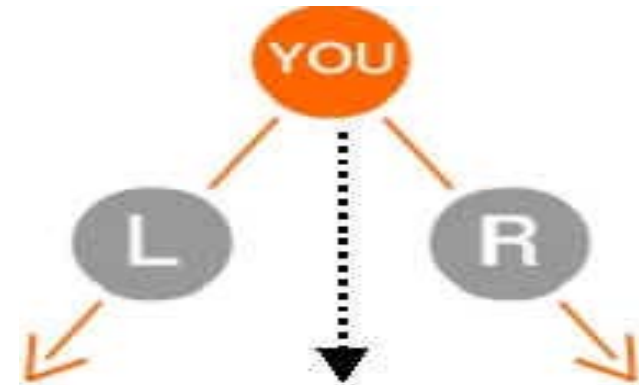
The remainders of each side are billed to the coming week

2. Team Building Income

A. Cycle Bonus

1 Cycle = 22-26 USD

The cycle value is appointed and calculated on the basis of the total sales volume (46%).



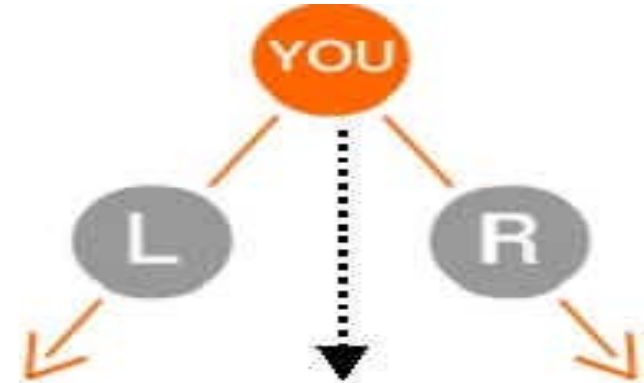
Prerequisites for the Cycle Bonus:

1. At least 1 cycle within a 4-weeks period
2. Pack of 2 autoship
3. 2 personally registered members with a single pack, 1 x left and 1 x right

2. Team Building Income

B. Team Bonus

The team bonus automatically rounds up the total income of the last 4 weeks to a minimum of **USD 60** to the respective member.



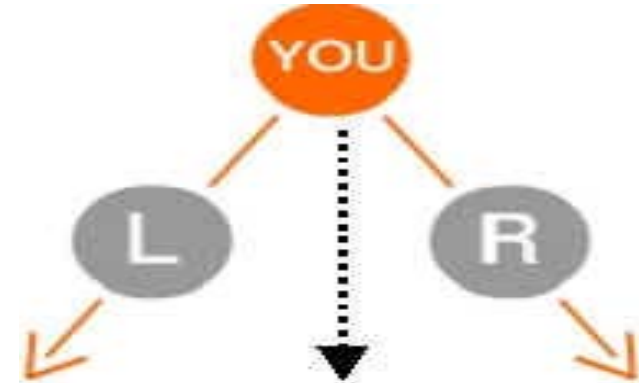
Prerequisites for the Team Bonus:

1. At least 1 cycle within a 4-week period
2. Pack of 2 autoship
3. 4 personally registered members with a single pack

2. Team Building Income

C. Matching Bonus 1

The „Matching Bonus 1“ pays **10 %** on the Cycle Bonus income of personally registered members.



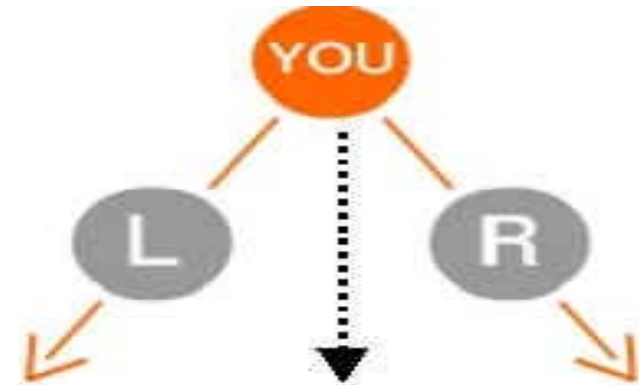
Voraussetzungen für Matching Bonus 1:

1. Pack of 2 autoship
2. 4 personally registered members with a single pack

2. Team Building Income

D. Matching Bonus 2

The „Matching Bonus 2“ pays **10 %** on the Cycle Bonus income of personally registered members (2nd level).



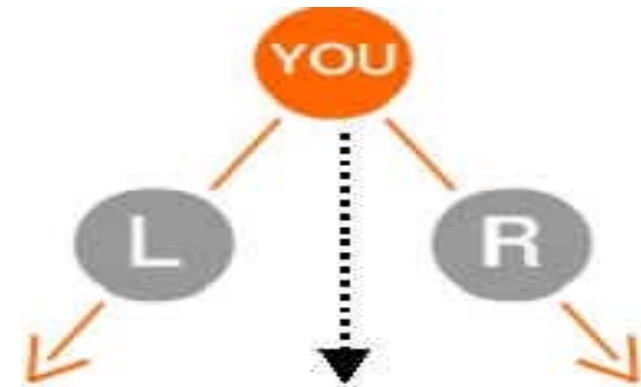
Prerequisites for matching bonus 2:

1. Pack of 2 autoship
2. 6 personally registered members with a single pack

2. Team Building Income

E. Rank Advancement Award Levels – Career Levels

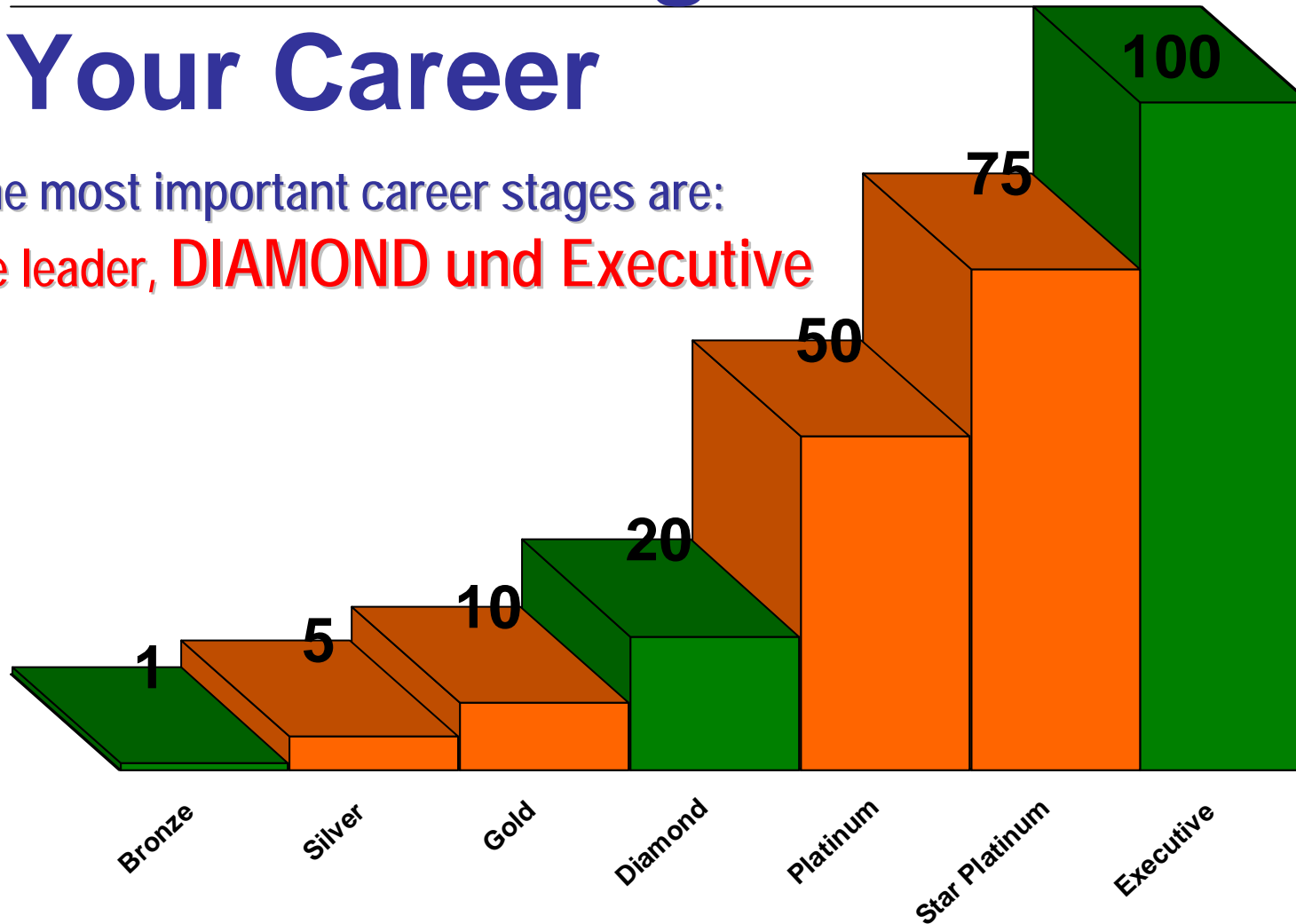
Bronze	1	Cycle
Silver	5	Cycles
Gold	10	Cycles
Diamond	20	Cycles
Platinum	50	Cycles
Star Platinum	75	Cycles
Executive	100	Cycles
Star Executive	175	Cycles
Presidential	250	Cycles
Star Presidential	375	Cycles
Ambassador	500	Cycles
Star Ambassador	1000	Cycles
Royal Ambassador	2000	Cycles



The Marketing Plan

Your Career

The most important career stages are:
Bronze leader, **DIAMOND** und **Executive**



2. Team Building Income

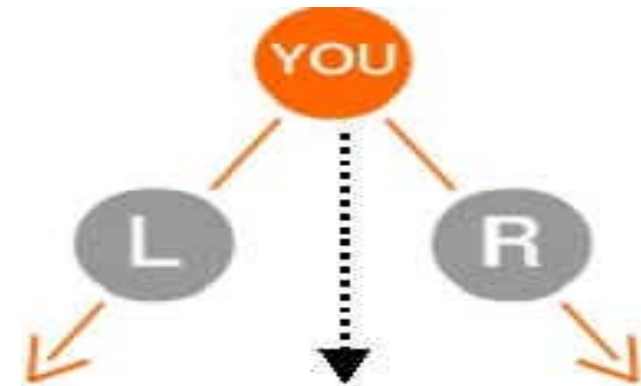
F. One Time Rank Advancement Rewards

2 consecutive months:

Silver	USD	100,--
Gold	USD	250,--
Diamond	USD	500,--
Platinum	USD	750,--
Star Platinum	USD	1.000,--
Executive	USD	1.500,--
Star Executive	USD	2.000,--

3 consecutive months:

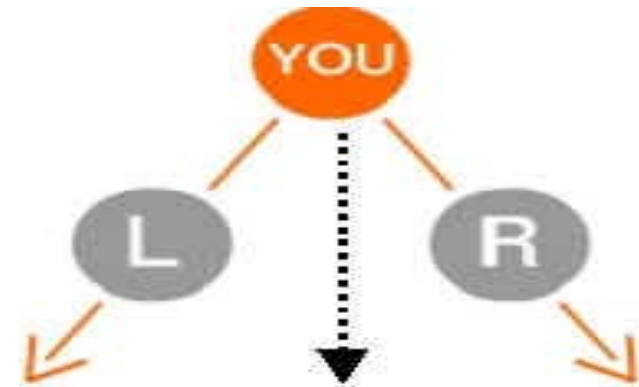
Presidential	USD	3.000,--
Star Presidential	USD	5.000,--
Ambassador	USD	10.000,--
Star Ambassador	USD	15.000,--
Royal Ambassador	USD	25.000,--



2. Team Building Income

G. Cycle Earnings Levels

Single Pack	USD	1,000.00
Pack of 2	USD	3,000.00
Pack of 4	USD	10,000.00
Pack of 10	USD	25,000.00



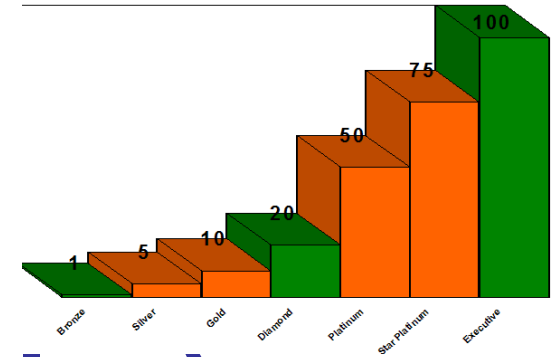
Prior to fixing their position, a member takes 12 weeks to decide if they wish to upgrade their cycle earning level.

3. Global Bonus Pools Income

- A. Pearl Bonus Pool – 0,5%: 160/240 Cycles per 12 weeks
- B. Ruby Bonus Pool – 0,5%: 400/600 Cycles per 12 weeks
- C. Sapphire Bonus Pool – 0,5%: 1000/1500 Cycles per 12 weeks
- D. Emerald Bonus Pool – 0,5%: 2000/3.000 Cycles per 12 weeks
- E. Royal Bonus Pool – 1%: 5000/10000 Cycles per 12 weeks

Income

Bronze Leader (1 < Cycles)



USD : EUR = 0,9

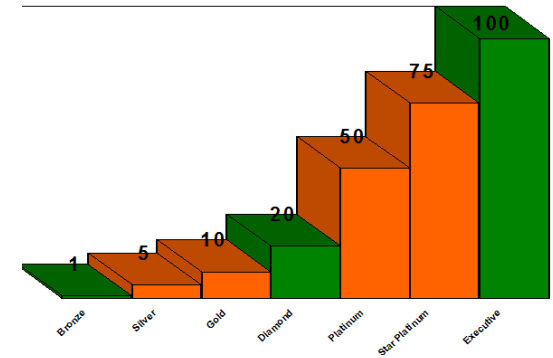
1 Cycles	per 22-26 USD, approx. 22 EURO	EURO	22.00
Team Bonus	1.Cycle difference to 60 USD		32.00
Fast Start Bonus	2M x per 2-P = 2 x 20, 1M x 1-P = 10, 1C x 1-P = 10,		36.00
Consistency Bonus	2M per 1-P = 2 x 3		5,40
Margin of Profit	4 P, (78 per 51,50 = 26,50)		106.00

Total

EURO 219.40
Each month, each year

Income

Bronze Leader (1 < Cycles)

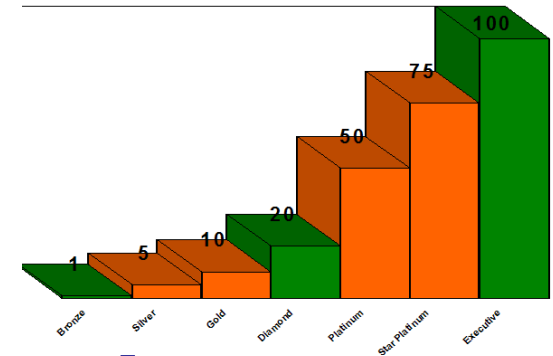


EUR 219.40

5%

EUR 52,656

Verdienst als Gold Leader (10< Cycles)



USD : EUR = 0,9

12 Cycles	per 20-30 USD, approx. 22 EURO	EURO	264.00
Fast Start Bonus	1M x 10-P = 80,		72.00
	1M x 2-P = 20		18.00
	2C x per 1-P = 2 x 20		18.00
Consistency Bonus	10M per 1-P = 30		27.00
Matching Bonus 1	2M x 6 C = 2 x 6 x 2,2		26.40
	2M x 2 C = 2 x 2 x 2,2		8.80
Matching Bonus 2	2M x 2 C = 2 x 2 x 2,2		8.80
	1M x 2-C = 1 x 2 x 2,2		4.40
Margin of Profit	10-P, (78 zu 51,50 = 26,50)		265.00

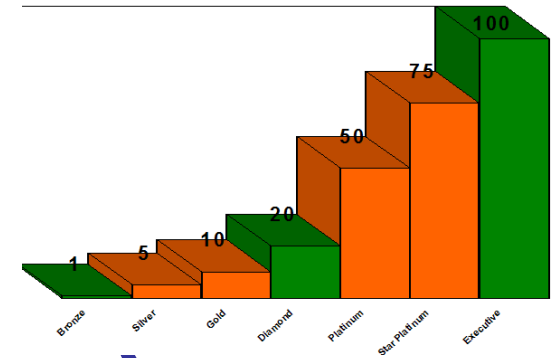
Total **EUR 712.40**

Each month, each year

Note: The amounts given above depend on personal performance and personal achievement and, therefore, cannot be guaranteed. © ROS

Income

Gold Leader (10< Cycles)

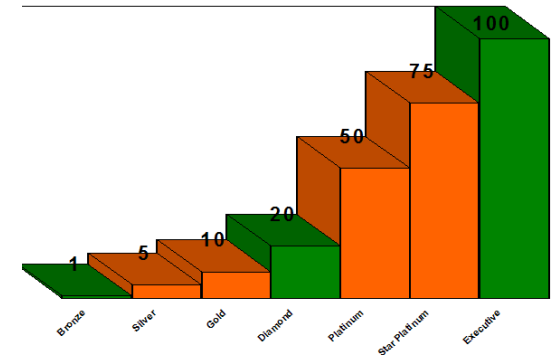


EURO 712.40

5%

EURO 170,976

Verdienst als Diamond (20< Cycles)



USD : EUR = 0,9

25 Cycles	per 20-30 USD, approx. 22 EURO	EURO	550.00
Fast Start Bonus	1M x 10-P = 80, 1M x 2-P = 20, 2C x per 1-P = 2 x 10		72.00 18.00 18.00
Consistency Bonus	20P per 3 USD		54.00
Matching Bonus 1	2M x per 12Cycles		52.80
Matching Bonus 2	4M x per 6C		52.80
Margin of Profit	10-P, (78 per 51.50 = 26.50)		265.00

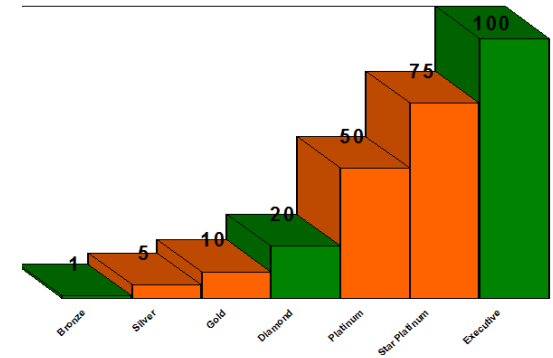
Summe

EURO 1,082.60

Each month, each year

Income

Diamond (20 < Cycles)



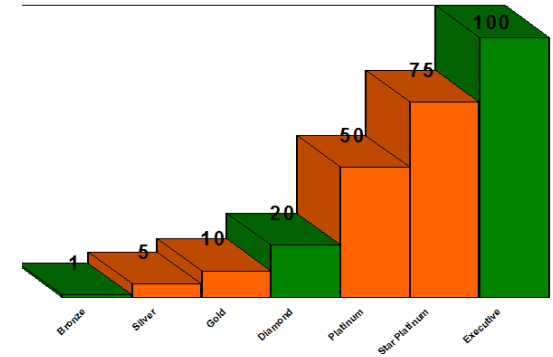
EURO 1,082.60

5%

EURO 259,824

Income

Executive (100< Cycles)

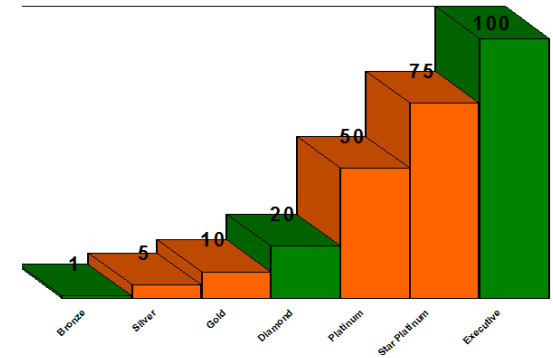


USD : EURO = 0.9

120 Cycles	per 20-30 USD, approx. 22 EURO	EURO 2,640.00
Fast Start Bonus	1M 10-P, 1M 2-P, 2C x per 1-P	99.00
Consistency Bonus	50P per 3 USD	135.00
Matching Bonus 1	1M x 60 C, 2M x per 25 C, 2M x per 25 C 2M x per 12 C, 2M x per 6 C	431.20
Matching Bonus 2	2M x per 25 C, 4M x per 12 C, 4M x per 6 C	268.40
Margin of Profit	10-P, (78 per 51,50 = 26,50)	265.00
Global Bonus Pool		x

Total **EURO 3,838.60**
Plus Global Bonus Pool

Income Executive (100< Cycles)



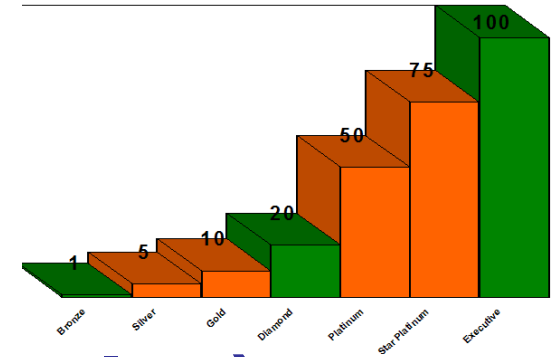
EURO 3,838.60

5%

EUR 921,264

Income

Star Ambassador (1.000 < Cycles)



USD : EURO = 0.9

1200 Cycles	per 20-30 USD, approx. 22 EURO	EURO 26,400.00
Fast Start Bonus		
Consistency Bonus		
Matching Bonus 1	1M x 60 C, 2M x per 25 C, 2M x per 25 C 2M x per 12 C, 2M x per 6 C	431.20
Matching Bonus 2	2M x per 25 C, 4M x per 12 C, 4M x per 6 C	268.40
Margin of Profit	10-P, (78 per 51.50 = 26.50)	265.00
Global Bonus Pool		x

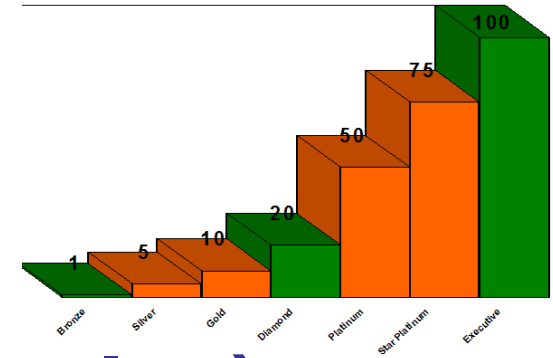
Total

EUR xx

Plus Global Bonus Pool

Income

Star Ambassador (1.000 < Cycles)

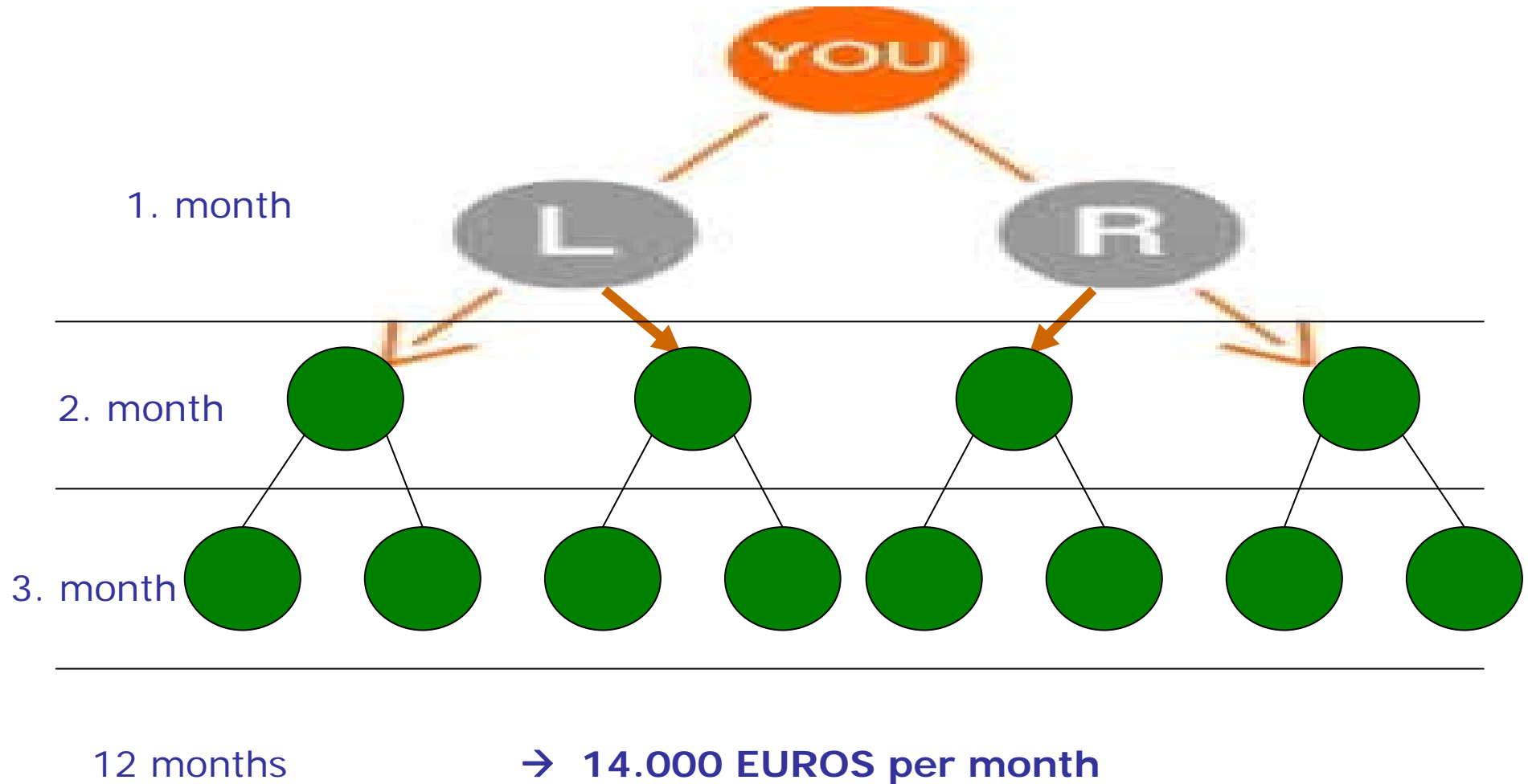


EUR xxx

5%

EUR xxx

Exemplary Calculation



Note: The amounts given above depend on personal performance and personal achievement and, therefore, cannot be guaranteed. © ROS

Summary of Business Data

- No start-up cost, no operating costs, no long-term commitment
- Limitless depth of business volume with spill-over effect (no level plan)
- 2 personal, free-of-charge, marketing websites
- Weekly profit disbursement
- Fantastic possibilities of a permanent income!

Welcome to the team

Good luck!

