

# BRAVENLY<sup>®</sup> COMPENSATION PLAN



**COURAGE. INTEGRITY. IMPACT.**

 **CANADA EDITION**

## 2025 STATEMENT OF TYPICAL PARTICIPANT'S EARNINGS

A Participant in the Plan is defined as a Brand Partner who actively engages in the activities necessary to realize the benefits of the Plan. A Typical Participant is defined as a Participant who has been active in the Plan within the preceding 12 months.

A Typical Participant in the Plan earns between 0\$ and 419\$ CAD annually (this amount has been converted from U.S. dollar equivalents using the average exchange rate for 2025 according to the Bank of Canada).

*These earnings estimates will be reviewed after six months of operation of the Canadian Plan to ensure there is no major discrepancy between this Statement of Typical Participant Earnings and the levels of compensation actually being received. After one year, this Statement of Typical Participant Earnings will be updated with compensation actually received by Typical Participants in the Canadian Plan and will then be updated annually thereafter.*

*The primary source of income for a Typical Participant in the Compensation Plan (the "Plan") of Bravenly Canada Entreprises Inc. (the "Company") is compensation earned on personal and downline product sales. Individual earnings will vary.*

*Based on the past earnings experience of Company Brand Partners, the following amounts of compensation could be expected to be received by the given percentages of participants in the Plan during the past year:*

% OF PARTICIPANTS	EARNINGS (\$USD)
35.63%	\$0 to \$99.00 USD
12.86%	\$100 to \$199.99 USD
7.55%	\$200 to \$299.99 USD
4.91%	\$300 to \$399.99 USD
3.63%	\$400 to \$499.99 USD
2.62%	\$500 to \$599.99 USD
2.19%	\$600 to \$699.99 USD
1.72%	\$700 to \$799.99 USD
1.75%	\$800 to \$899.99 USD
1.37%	\$900 to \$999.99 USD
25.76%	\$1,000 USD and up



## ENROL & START EARNING

FREE



### BRAND PARTNER RETAIL

- 🌿 Access to full compensation plan
- 🌿 Attend corporate Bravenly events
- 🌿 Earn incentive trips & participate in corporate incentives
- 🌿 Purchase products at FULL RETAIL PRICE
- 🌿 Digital Resources, Free Website & Virtual Back Office

## OPTIONAL ADD-ON DISCOUNT + MARKETING MATERIALS

\$25 CAD CLUB ACCESS



### BRAND PARTNER (CLUB ACCESS)

- 🌿 All the perks of joining as a Brand Partner
  - 🌿 Enjoy a 20-30% **discount** on every product purchase. *This optional club access does NOT include products.*
  - 🌿 FREE Digital Resources, Free Website & Virtual Back Office
- PLUS PRINTED MARKETING MATERIALS:**
- 🌿 The Bravenly Book, The Introducing Booklet & Affirmation Cards
  - 🌿 Pay Volume & Rank Volume: 0. Printed materials also available as a free download

# HOW THIS PLAN WORKS FOR YOU

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The Bravenly Canada Enterprises Inc. Compensation Plan combines the best of successful social marketing concepts and blends relationship building with innovative ideas, creating a new hybrid approach to your home-based business.

## LET 'S GET STARTED

Our success formula leverages social media and the latest digitally empowered business tools, combined with the best elements of customer referral marketing, direct selling, and social marketing. This provides you with easy-to-use tools to build your business with Bravenly.

# COMPENSATION PLAN

## PHASES OF SUCCESS

Our leveraged business system allows you to customize your income-earning efforts around your personal lifestyle and available time. There are four “phases” to building your Bravenly business, providing multiple ways to earn.



### FOUNDATION PHASE

Focus on selling products to your customers. This may include Retail Customers, who purchase products at SRP, or VIP Customers, who purchase products at a discount and receive exclusive perks.



### GROWTH PHASE

As you begin moving through the ranks, you can unlock additional ways to earn and start receiving bonuses through our Compensation Plan.



### LEADERSHIP PHASE

As you grow your leadership and continue rising through the ranks, even more earning opportunities become available.



### ELITE PHASE

Once you reach the top rank in our company, Elite Bonuses become available to you.



## 1 RETAIL CUSTOMER SALES

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**20%** COMMISSION ON RETAIL CUSTOMER SALES

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For every purchase that your Retail Customers make, you will earn a 20% commission based on the **Pay Volume (PV)** of their order.

***This commission is paid weekly.***

## 2 VIP CUSTOMER SALES

10% COMMISSION ON VIP  
CUSTOMER SALES

For every purchase that your VIP Customers make, you will earn a 10% commission based on the **Pay Volume (PV)** of their order.

***This commission is paid weekly.***



## 3 CLUB CASH

EARN UP TO 15%  
COMMISSION

Earn Club Cash of up to 15% monthly based on your total Club Points. You earn Club Points on all your personal sales, including Retail Customer and VIP Customer orders.

*This commission is paid monthly.*

### TOTAL CLUB POINTS OR GROUP VOLUME IN A MONTH

### CLUB CASH % EARNED

up to 399 Club Points

**NO** Club Cash Earned

400 to 699 Club Points

Earn 6% of Club Points

700 to 1,199 Club Points

Earn 9% of Club Points

1,200 to 1,999 Club Points

Earn 12% of Club Points

2,000+ Club Points

Earn 15% of Club Points



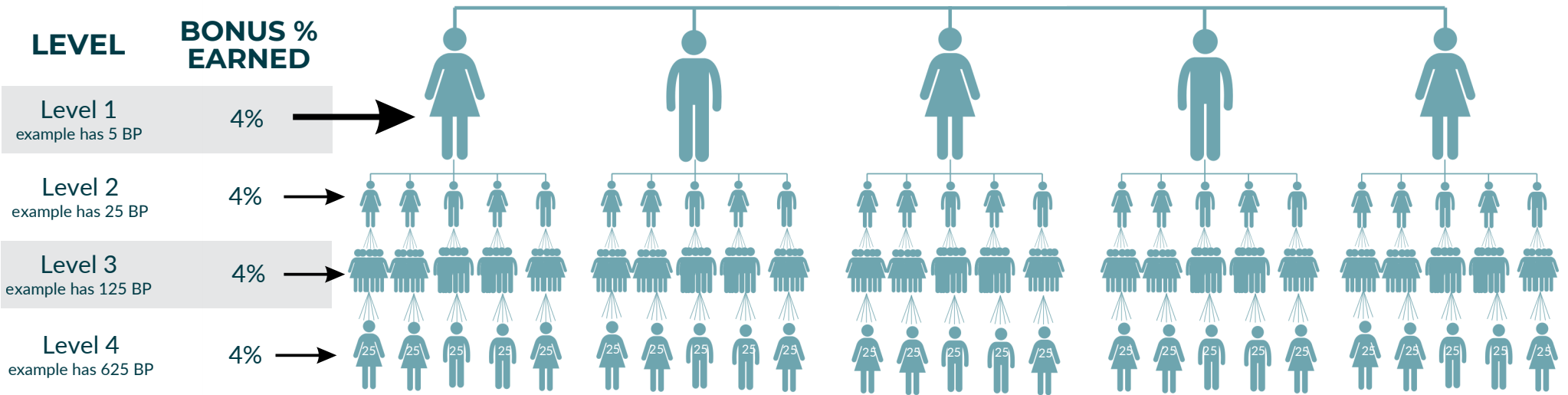
## 4 LEVEL BONUS 4% LEVEL BONUSES UP TO 4 LEVELS

As you rank up, you can begin earning Level Bonuses of 4% Pay Volume on up to 4 levels deep of Active Brand Partners & Affiliates.

**Level Bonuses are paid monthly.**

*If you choose to build an organisation, this is a sample organisation of how you would be paid. There is no requirement to enrol Brand Partners, this is just an example.*

### EXAMPLE ORGANISATION



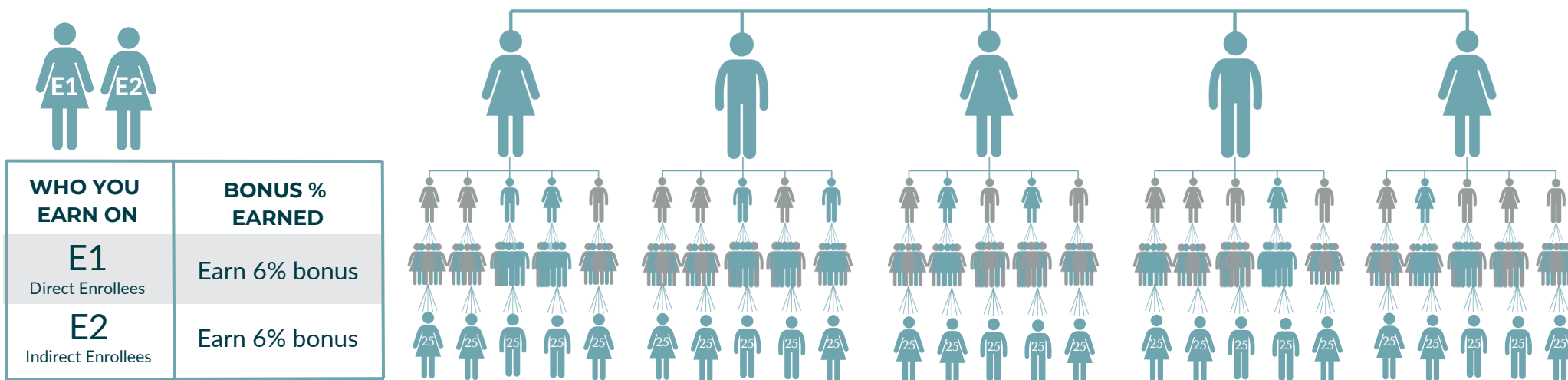
## 5 PERSONAL TEAM BONUS 6% BONUS ON E1 & E2

If you choose to personally enrol a Brand Partner or Affiliate (your “E1s”), you begin receiving 6% Personal Team Bonuses on their Pay Volume. Their Pay Volume refers to their personal sales. When your E1s personally enrol others (your “E2s”), and you have reached the rank of Director or higher, you will earn 6% bonuses on the Pay Volume of your E2 Brand Partners and Affiliates.

**Enroller Bonuses are paid monthly.**

*If you choose to build an organisation, the following is a sample illustration of how you may be paid. There is **no requirement** to enrol Brand Partners. This example is provided for illustrative purposes only.*

EXAMPLE ORGANISATION



## 6 RANK BONUSES

### BONUSES AS YOU RANK

#### RANK ADVANCEMENT BONUS

As you advance in rank within the designated time frame, you will earn these bonuses. You may achieve the rank before the time frame ends and earn the bonus sooner; however, if you achieve the rank after the time frame, you will not earn the bonus.

These bonuses stack, meaning if you advance past multiple ranks, you can earn the bonuses associated with each rank.

#### EXAMPLE

Your first month is your join month, followed by three full calendar months.

If you enrol in February and reach EBK within your first three full calendar months, you will earn the \$25 Rank Bonus.



#### RANK MAINTENANCE BONUS

Once you have achieved each rank within the timeline, you can earn three additional bonuses when you maintain that paid-as rank for three of the next four calendar months.

Get rewarded with these two types of Rank Bonuses as you **achieve & maintain** ranks shown within the designated time frame. All bonus amounts shown in USD and converted to local currency at time of commission payout.

RANK	TIME FRAME	RANK ADVANCEMENT BONUS	RANK MAINTENANCE BONUS - 1	RANK MAINTENANCE BONUS - 2	RANK MAINTENANCE BONUS - 3
EXECUTIVE BRAND PARTNER	3 full calendar months	\$25	\$25	\$25	\$25
DIRECTOR	4 full calendar months	\$200	\$100	\$100	\$100
SENIOR DIRECTOR	6 full calendar months	\$400	\$200	\$200	\$200
EXECUTIVE DIRECTOR	12 full calendar months	\$600	\$350	\$350	\$350
SENIOR EXECUTIVE DIRECTOR	15 full calendar months	\$800	\$450	\$450	\$450
VICE PRESIDENT	18 full calendar months	\$1,600	\$800	\$800	\$800
SENIOR VICE PRESIDENT	24 full calendar months	\$4,000	\$2,000	\$2,000	\$2,000
EXECUTIVE VICE PRESIDENT	36 full calendar months	\$10,000	\$5,000	\$5,000	\$5,000

#### EXAMPLE

You achieve the rank of Senior Director (SD) within the first six calendar months and earn the \$400 Rank Advancement Bonus. You then maintain the Paid-As rank of Senior Director in three of the following four months and earn three \$200 Rank Maintenance Bonuses.



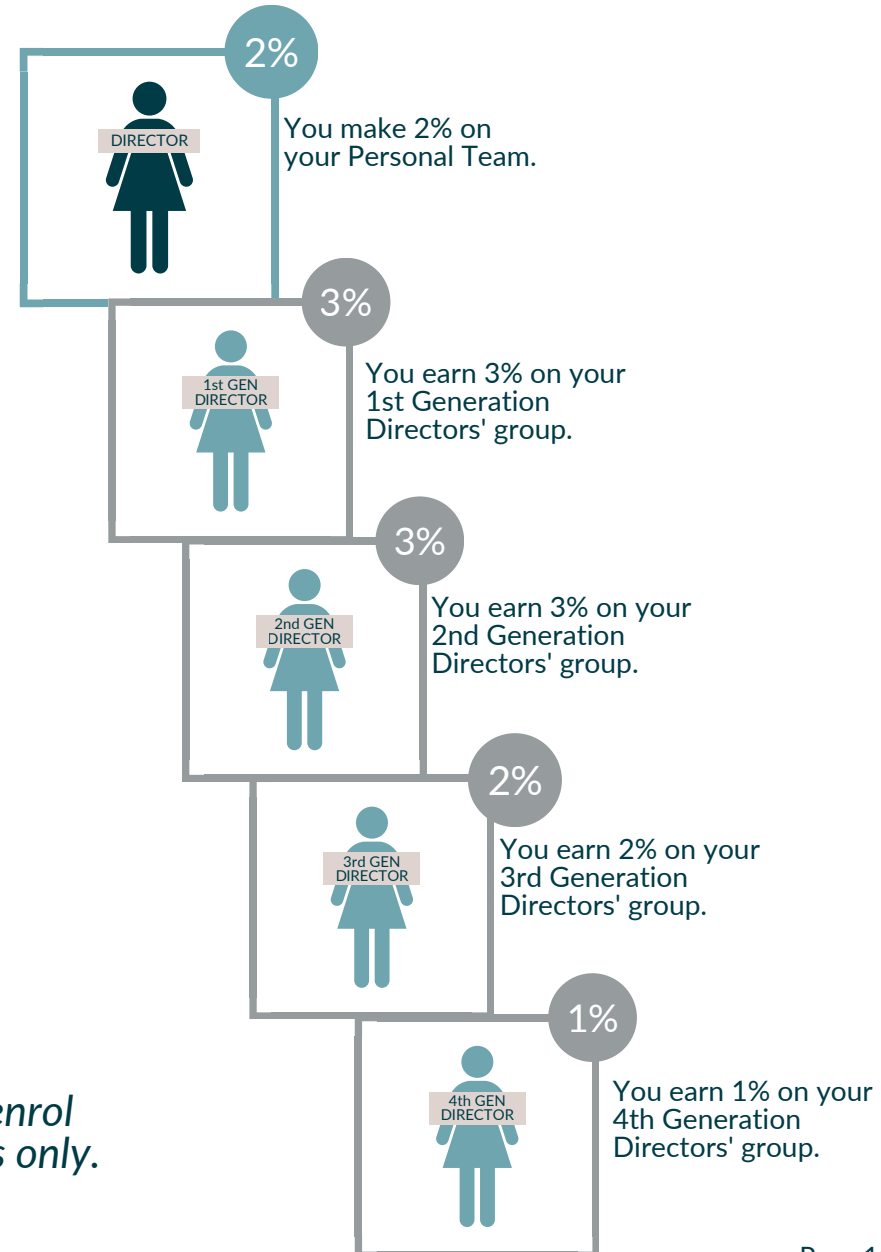
## 7 DIRECTOR BONUSES

**2% BONUS ON PERSONAL TEAM**  
**1-3% BONUS ON DIRECTOR TEAMS**

As a Paid-As Director, you earn a 2% bonus on your Team Pay Volume (TPV). Your Team Pay Volume is made up of Pay Volume from anyone in your downline who has not yet reached the rank of Director.

At the rank of Director, you can also earn a 3% bonus on the Enrolment Tree Groups of Brand Partners in your downline who have achieved the rank of Director or higher. As you continue advancing beyond Director, you will unlock additional Generations of Directors beneath you.

*If you choose to build an organisation, the following is a sample illustration of how you may be paid. There is **no requirement** to enrol Brand Partners. This example is provided for illustrative purposes only.*



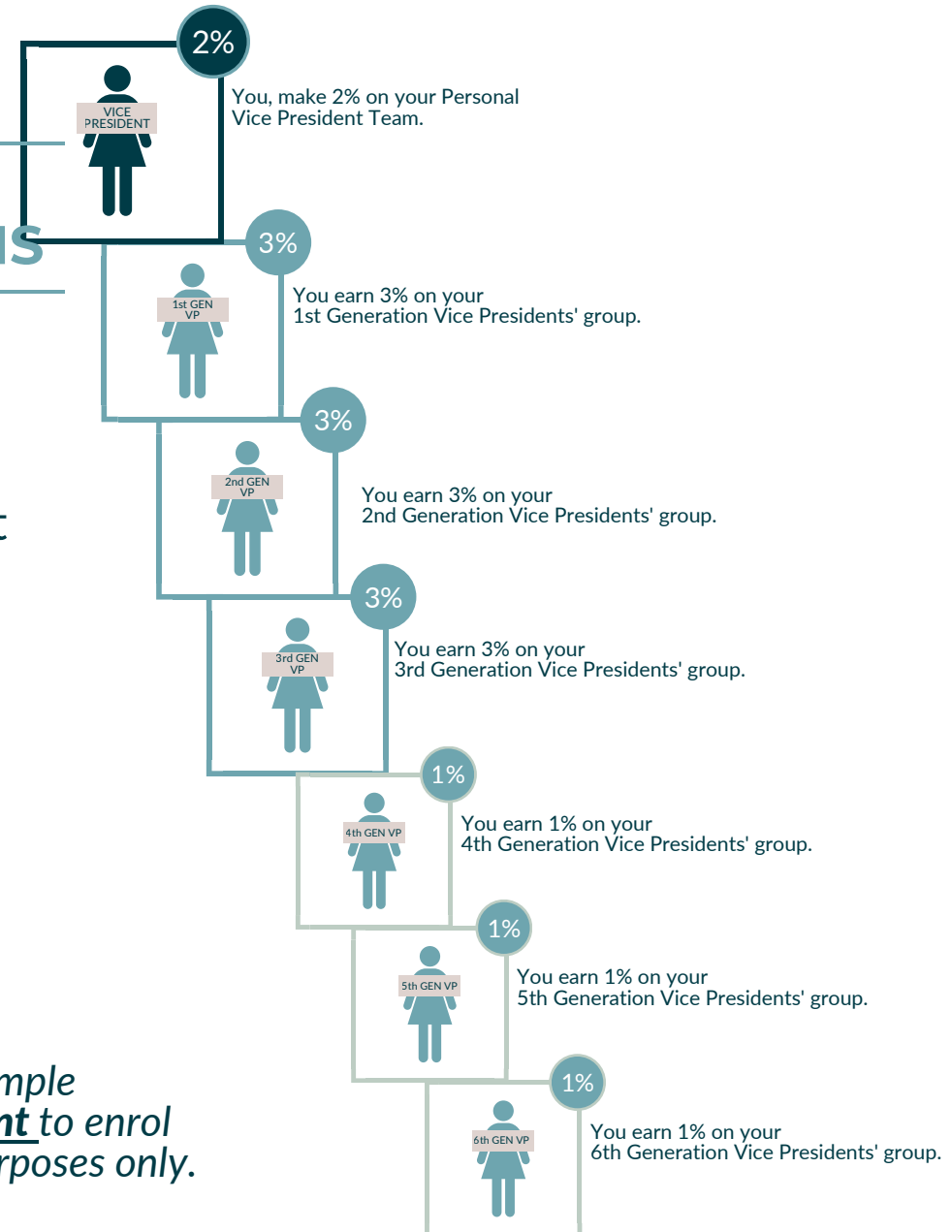
## 8 VICE PRESIDENT BONUSES

**2% BONUS ON PERSONAL TEAM**  
**1-3% BONUS ON DIRECTOR TEAMS**

As a Paid-As Vice President, you earn a 2% bonus on your Team Pay Volume (TPV). Your Team Pay Volume is made up of Pay Volume from anyone in your downline who has not yet reached the rank of Vice President.

At the rank of Vice President, you can also earn a 3% bonus on the Enrolment Tree Groups of Brand Partners in your downline who have achieved the rank of Vice President or higher. As you continue advancing beyond Vice President, you will unlock additional Generations of Vice Presidents beneath you.

If you choose to build an organisation, the following is a sample illustration of how you may be paid. There is **no requirement** to enrol Brand Partners. This example is provided for illustrative purposes only.



# ELITE PHASE

## 9 NATIONAL BONUS POOL

**1%** OF BRAVENLY'S PAY VOLUME SHARED AMONG EVPS

### EXECUTIVE VICE PRESIDENT

You are Paid-As an Executive Vice President (EVP). Earn **ONE\*** share for hitting EVP.

### SILVER EXECUTIVE VICE PRESIDENT

You are Paid-As a Silver EVP. Earn **TWO\*** shares for hitting Silver EVP.

### GOLD EXECUTIVE VICE PRESIDENT

You are Paid-As a Gold EVP. Earn **THREE\*** shares for hitting Gold EVP.

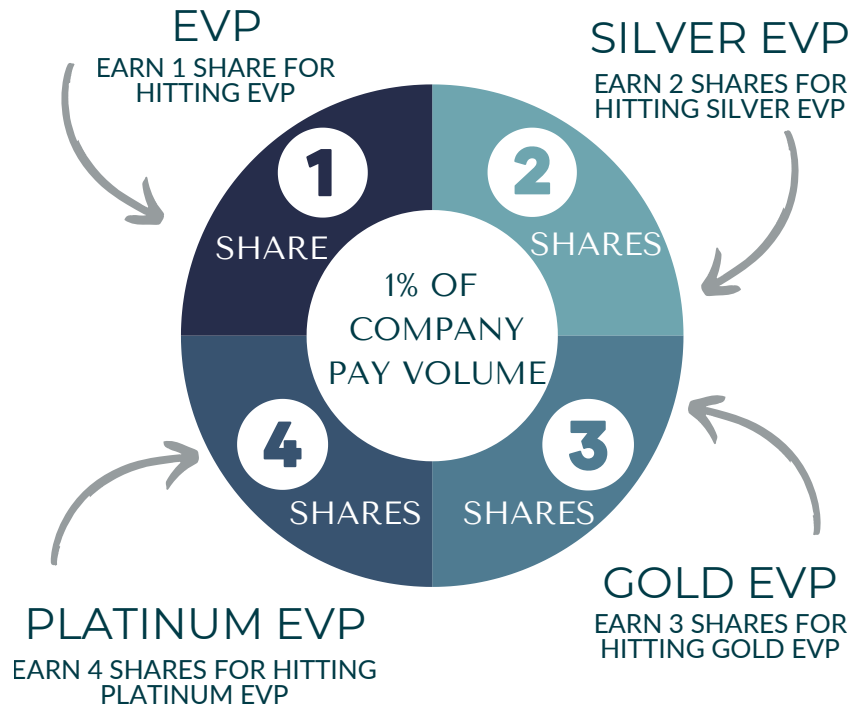
### PLATINUM EXECUTIVE VICE PRESIDENT

You are Paid-As a Platinum EVP. Earn **FOUR\*** shares for hitting Platinum EVP.

Once you reach the rank of Executive Vice President, you unlock an additional way to earn. Our top ranks at Bravenly are eligible to earn shares in the National Bonus Pool.

Once you achieve one of these ranks, you become eligible to share in the company's total Pay Volume. Each month, at least 1% of the company's Pay Volume is allocated to the National Bonus Pool.

The bonus pools are paid annually based on the shares you have earned.



\*No single BP may earn more than 40% of the total National Bonus pool payout. Any BP earning more than 40% will be capped.

# COMPENSATION PLAN CHART AT A GLANCE

**FOUNDATION PHASE**

**GROWTH PHASE**

**LEADERSHIP PHASE**

**ELITE PHASE**

QUALIFICATIONS	INDEPENDENT BRAND PARTNER	SENIOR BRAND PARTNER	EXECUTIVE BRAND PARTNER	DIRECTOR	SENIOR DIRECTOR	EXECUTIVE DIRECTOR	SENIOR EXECUTIVE DIRECTOR	VICE PRESIDENT	SENIOR VICE PRESIDENT	EXECUTIVE VICE PRESIDENT	SILVER EXECUTIVE VICE PRESIDENT	GOLD EXECUTIVE VICE PRESIDENT	PLATINUM EXECUTIVE VICE PRESIDENT
RANK QUALIFICATIONS*	—	ACTIVE + 2 PERSONALLY ENROLLED QUALIFIED CUSTOMERS											
TEAM RANK VOLUME	—	400	1,000	2,500	5,000	10,000	20,000	40,000	75,000	150,000	300,000	600,000	1,000,000
RANK BALANCE %	—	—	—	50% RULE	50% RULE	50% RULE	50% RULE	40% RULE	40% RULE	40% RULE	40% RULE	40% RULE	40% RULE
MAINTENANCE VOLUME	—	400	800	2,000	4,000	8,000	16,000	32,000	60,000	120,000	240,000	480,000	800,000
MAINTENANCE BALANCE %	—	—	—	50% RULE	50% RULE	50% RULE	50% RULE	40% RULE	40% RULE	40% RULE	40% RULE	40% RULE	40% RULE
<b>BONUSES</b>	RETAIL & VIP CUSTOMER COMMISSIONS EARN 10% ON VIP CUSTOMERS & 20% ON RETAIL CUSTOMERS OF THE PAY VOLUME (see CLUB CASH on pg.6)												
<b>UNILEVEL BONUS:</b>													
LEVEL 1 BONUS	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
LEVEL 2 BONUS	—	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
LEVEL 3 BONUS	—	—	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
LEVEL 4 BONUS	—	—	—	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
<b>ENROLLER BONUS:</b>													
E1-DIRECT ENROLLEE	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
E2-INDIRECT ENROLLEE	—	—	—	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
<b>RANK BONUSES:**</b>													
ADVANCEMENT BONUS	—	—	\$25	\$200	\$400	\$600	\$800	\$1,600	\$4,000	\$10,000	See National Bonus Pool on page 12 to learn about additional bonuses at these ranks.		
MAINTENANCE BONUS 1	—	—	\$25	\$100	\$200	\$350	\$450	\$800	\$2,000	\$5,000			
MAINTENANCE BONUS 2	—	—	\$25	\$100	\$200	\$350	\$450	\$800	\$2,000	\$5,000			
MAINTENANCE BONUS 3	—	—	\$25	\$100	\$200	\$350	\$450	\$800	\$2,000	\$5,000			
<b>DIRECTOR GENERATIONAL BONUSES</b>	PERSONAL TEAM			2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	1ST GENERATION DIRECTOR			3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
	2ND GENERATION DIRECTOR				3%	3%	3%	3%	3%	3%	3%	3%	3%
	3RD GENERATION DIRECTOR					2%	2%	2%	2%	2%	2%	2%	2%
	4TH GENERATION DIRECTOR						1%	1%	1%	1%	1%	1%	1%
<b>VICE PRESIDENT GENERATIONAL BONUSES</b>	PERSONAL TEAM							2%	2%	2%	2%	2%	2%
	1ST GENERATION VICE PRESIDENT							3%	3%	3%	3%	3%	3%
	2ND GENERATION VICE PRESIDENT								3%	3%	3%	3%	3%
	3RD GENERATION VICE PRESIDENT									3%	3%	3%	3%
	4TH GENERATION VICE PRESIDENT										1%	1%	1%
	5TH GENERATION VICE PRESIDENT											1%	1%
6TH GENERATION VICE PRESIDENT												1%	1%

\*When Achieving any new lifetime rank, for the first time, the maintenance qualifications for the previous ranks must be hit as well. For more info, see "Lifetime Rank Qualifications" in the glossary.

\*\*See page 19 for further clarification on the time frame to earn these bonuses.

Currency Conversion: All commissions, bonuses, and incentives are calculated in USD. Payouts are converted to local currency using exchange rates established by Bravenly, which may differ from real-time market exchange rates.

## TERMS YOU SHOULD KNOW

**50% or 40% Rule:** There is **NO** requirement to enrol Brand Partners and build a team at Bravenly. You can rank up with your personal sales alone. However, if you **CHOOSE to build a team, that option is available to Brand Partners.** If that choice is made, no more than 50% (or 40%, as specified by rank) of the TRV required for rank qualification or maintenance can be counted from any one leg. Brand Partners can fulfil the remaining 50% (60%) of the required TRV from personal sales or by building additional legs by recruiting additional Brand Partners. Any amount greater than 50% (or 40%) of the required TRV that comes from one leg of a Brand Partner's downline will not be counted toward the total required for advancement to, or maintenance of, that rank. However, the Brand Partner will be paid bonuses on all volume, from whatever source, that the Brand Partner is entitled to be paid upon for the "Paid-As" rank for which that Brand Partner is qualified, AFTER application of the 50% (or 40%) Rule, regardless of whether or not the TPV corresponding with that volume was used to determine the "Paid-As" rank. For example, a Brand Partner could advance to the rank of Senior Director by generating 5,000 in TRV (100%) from personal sales. Alternatively, a Brand Partner who has personally enrolled two additional Brand Partners could reach the same TRV with 30% personal sales, 50% TRV from the first recruited Brand Partner (capped due to the rule), and 20% TRV from the second recruited Brand Partner.

**ACTIVE:** Personally acquire 100 Personal Rank Volume each pay period.

**AFFILIATE:** A person who is participating in our Affiliate Program, earning in the first three ways of our comp plan, but not building a business as a Brand Partner.

**BRAND PARTNER RETAIL:** The name of an independent contractor who has enrolled as a Brand Partner with the Free Canada Brand Partner Enrolment Kit.

**BRAND PARTNER (CLUB ACCESS):** A Brand Partner who has enrolled for FREE but upgrades to Club Access for \$25 CAD.

**BRAVENLY BUSINESS KIT:** The kit with tools, brochures, workbooks, etc. that a Brand Partner receives when they enrol in the optional Club Access.

**CLUB POINTS:** The Personal Pay Volume of a Brand Partner that calculates their Club Cash.

**DIRECTOR PERSONAL TEAM:** As a Director, the Brand Partners in your downline, to unlimited depth in every leg, until another Enrolment Tree Director or higher is found in that leg, are in your Director Personal Team.

**DOWNLINE:** Those people directly sponsored by a Brand Partner, plus all the people whose line of sponsorship resulted from and came through that enrolled Brand Partner, including those that were placed in their downline.

**E1 - DIRECT ENROLLEE:** A personally enrolled Brand Partner. This is someone who went to your website and enrolled directly with you as their sponsor.

**E2 - INDIRECT ENROLLEE:** A personally enrolled Brand Partner enrolled by your E1.

**ENROLLER:** The Bravenly Brand Partner who introduces an Enrollee to the opportunity and whom that Enrollee signs with through their website.

**ENROLLER & SPONSOR RELATIONSHIPS:** Bravenly tracks two different types of relationships among its Brand Partners—the "Enroller relationship" and the "Placement Sponsor relationship." The Enroller is the person who enrolled the new Brand Partner. The Sponsor of a new Brand Partner is the person under whom the Enrollee is directly placed. This can be the same person if the Enrollee keeps their new Brand Partner Front Line.

**ENROLMENT & PLACEMENT TREES: ENROLMENT:** Tree refers to any Brand Partner directly enrolled with you or anyone they have enrolled. Placement Tree refers to any Brand Partner enrolled by an upline who is placed on your team, and then anyone who enrolls with them, and so on.

**FRONT LINE:** Refers to all Brand Partners who are personally enrolled (in the Enrolment Tree) or sponsored (in the Placement Sponsor Tree) by a Brand Partner and placed in Level 1.

**GENERATION:** Each new Director or VP that promotes in your downline starts a new generation in that leg, and the generation is made up of that Director or VP's Team Pay Volume.

**IN GOOD STANDING:** You must be in Good Standing Status with Bravenly to receive commissions.

**JOIN MONTH:** The calendar month that a Brand Partner joins Bravenly.

**LEG:** Each Independent Brand Partner on your first level represents a separate “Leg” in your team. A Brand Partner’s Legs grow as your first-level Brand Partners begin to build their own organisations.

**LEVEL:** The Brand Partners you personally sponsor (whether you directly enrolled them or they were strategically placed under you by an upline Brand Partner) are your “Level 1” or “L1.” Their L1s are your L2s, and so on. Levels generally define and refer to the Placement Sponsor Tree.

**LIFETIME RANK:** Your Lifetime Rank is the highest rank you have achieved when reaching a new rank for the first time. There are different qualifications for maintaining your rank each month. The qualifications for achieving ANY rank for the first time are that the Brand Partner MUST be Active, have two Personally Enrolled Qualified Customers, and meet the maintenance qualifications for the previous ranks.

**MAINTENANCE:** The standard of performance required for a Brand Partner to continue being “Paid-As” a rank after meeting the initial qualification requirements for that rank.

**PAID-AS RANK:** You will retain your highest earned rank title indefinitely. However, if you do not meet the specified maintenance requirements for that rank in a pay period, you will be “Paid-As” the rank for which you did qualify.

**PAY VOLUME (PV):** The value assigned to each product for the purpose of paying bonuses.

**PERSONAL PAY VOLUME (PPV):** The sum of the Pay Volume from your personal sales: your Retail Customers and your VIP Customers.

**PERSONAL RANK VOLUME (PRV):** The sum of the Rank Volume from your personal sales: your Retail Customers and your VIP Customers.

**BRAVENLY CASH:** Credit earned or given to a Brand Partner or Customer that can be redeemed later on a future purchase. When used, the SRP, Pay Volume, and Rank Volume of an order are proportionally deducted.

**QUALIFIED CUSTOMER:** A Retail or VIP Customer who has placed a 25 PV order in the current month.

**RANK VOLUME (RV):** The value assigned to each product for meeting rank promotion and maintenance qualifications.

**RENEWAL CLUB ACCESS:** To keep your Club Access, you will need to pay your \$25 CAD Renewal Fee each year. You may purchase this up to 30 days prior to your renewal date in your back office.

**RETAIL CUSTOMER:** A customer who is paying the Suggested Retail Price for a product and is not receiving any perks of the VIP Program.

**SPONSOR:** The Brand Partner under whom a new Enrollee is placed in the Placement Sponsor Tree. The Enroller and Sponsor of a Brand Partner may be the same person but are not necessarily so.

**SUGGESTED RETAIL PRICE (SRP):** This is the dollar value recommended by the Company for each of its products when sold to a Retail Customer.

**TEAM PAY VOLUME (TPV):** This is the total Personal Pay Volume (PPV) created by you and all your Brand Partners in your downline, calculated to infinite depth and sometimes subject to the 50% / 40% Rule.

**TEAM RANK VOLUME (TRV):** This is the total Personal Rank Volume (PRV) created by you and all your Brand Partners in your downline, calculated to infinite depth and sometimes subject to the 50% / 40% Rule.

**UPLINE:** Every Brand Partner above another Brand Partner in a genealogy structure.

**VIP CUSTOMER:** A customer who has paid the **14.99\$ CAD fee**, receives a 10% discount on the SRP, and is eligible to earn other perks of the program.

**VICE PRESIDENT PERSONAL TEAM:** As a Vice President (VP), all the Brand Partners in your downline, to unlimited depth in every leg, until another Enrolment Tree VP or higher rank is found in that leg, are part of your Personal Leadership Team.

**NOTE:** Currency Conversion: All commissions, bonuses, and incentives are calculated in USD. Payouts are converted to local currency using exchange rates established by Bravenly, which may differ from real-time market exchange rates.



**BRAVENLY GLOBAL COMPENSATION PLAN  
YOU ARE MADE FOR MORE!**