



Marketing Plan

Shared Success is fun!

What income could you achieve?

You

With one tray = 24 units (cans)

You are entitled to commission.

Cost of € 21.60 + delivery

In the first month.

Delivery and payment can be automatically generated.

With every order of 24 units there is a discount of 10 cents per unit, which totals € 2.40

So, in the second month your tray is only € 19.20. + delivery

You can build a fantastic business on just one tray.

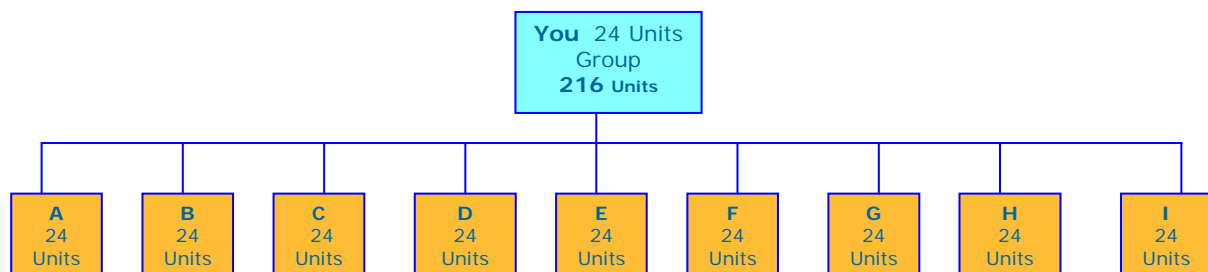
Now, let's go!

At the first 15 bonus points the production period is always one month. Further increment steps relate to the yearly turn-over. Everyone is paid according to their individual performance.

However, the real earnings will come from the differences you manage to create as exemplified in the bonus tables below.

Naturally, these are merely theoretical examples of basic calculations and are always based on people who do exactly the same as you. In practice, this may be somewhat different because turn-over is often much higher.

In the first example, we are assuming that you manage to convince one or two people of your business idea a week. What happens after five or six weeks? You will have 9 new business partners (BP) already.



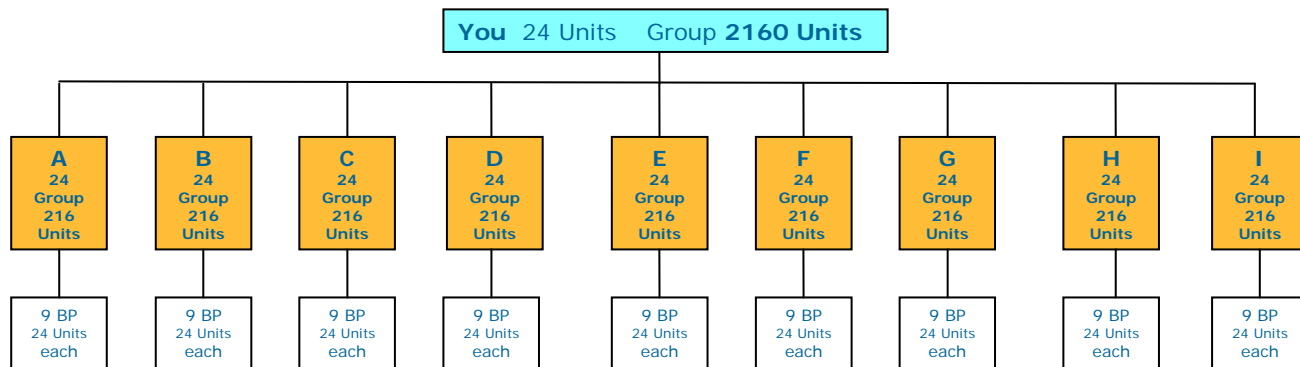
Example 1 9 Business Partners	
Total turnover per group 240 Units	
Bonus point 2	€ 4.80
Own Turnover 10 Cent/24 Un.	€ 2.40
Total Earnings =	€ 7.20
	=====

Bonus points: monthly			
Point 1	Direct Sales	Unit	10 Cent
Point 2	From 200	Units	2 Cent
Point 3	From 500	Units	3 Cent
Point 4	From 1000	Units	4 Cent
Point 5	From 2000	Units	5 Cent
Point 6	From 3000	Units	6 Cent
Point 7	From 5000	Units	7 Cent
Point 8	From 10000	Units	8 Cent
Point 9	From 15000	Units	9 Cent
Point 10	From 25000	Units	10 Cent
Point 11	From 35000	Units	11 Cent
Point 12	From 50000	Units	12 Cent

Your total earnings will be € 7.20. That's not much, yet, but your tray will continue to become cheaper, but not much has happened, yet. Take a look at the next points. What will happen when you start doing something? It will begin to duplicate massively.

What will happen after approximately three or four months?

Your business partners (BP) have, with your help, also managed to find 9 business partners, who are convinced of the idea and who will order one tray a month.



You will have achieved a turnover of 2.184 cans!

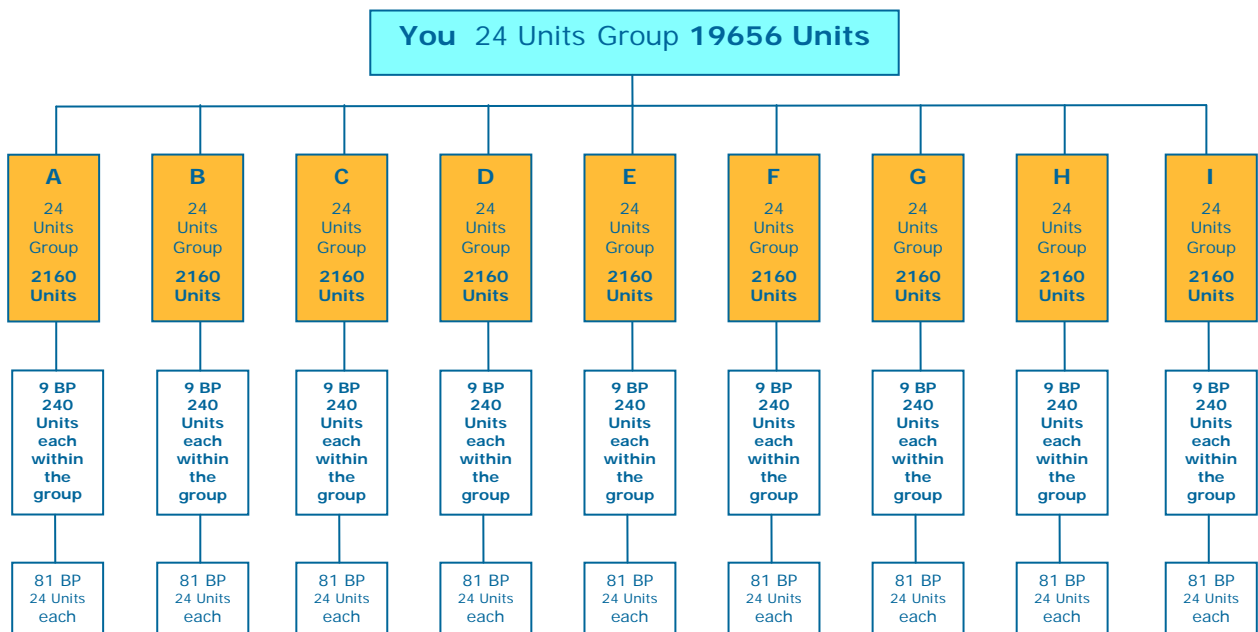
Example 2		90 Business Partners	
Total turnover in the group: 2184 units			
Bonus point 5			€ 109.20
Your direct business partners have achieved bonus point 2, so minus €4.80 x 9			€ 43.20
Difference bonus			€ 66.00
Own turnover 10 Cent/unit			€ 2.40
Total earnings	=		€ 68.40
			=====

Your tray is already free of charge and possibly so is even a second one.

Bonus points: monthly			
Point 1	Direct Sales	Unit	10 Cent
Point 2	From 200	Units	2 Cent
Point 3	From 500	Units	3 Cent
Point 4	From 1000	Units	4 Cent
Point 5	From 2000	Units	5 Cent
Point 6	From 3000	Units	6 Cent
Point 7	From 5000	Units	7 Cent
Point 8	From 10000	Units	8 Cent
Point 9	From 15000	Units	9 Cent
Point 10	From 25000	Units	10 Cent
Point 11	From 35000	Units	11 Cent
Point 12	From 50000	Units	12 Cent

What happens three or four months later?

You now already have three platforms, on which everyone is ordering on tray.
Your company is starting to duplicate massively.
Now you can't go back to not earning anything (unless you stop ordering your own tray).



You have achieved a turn-over of 19680 units!

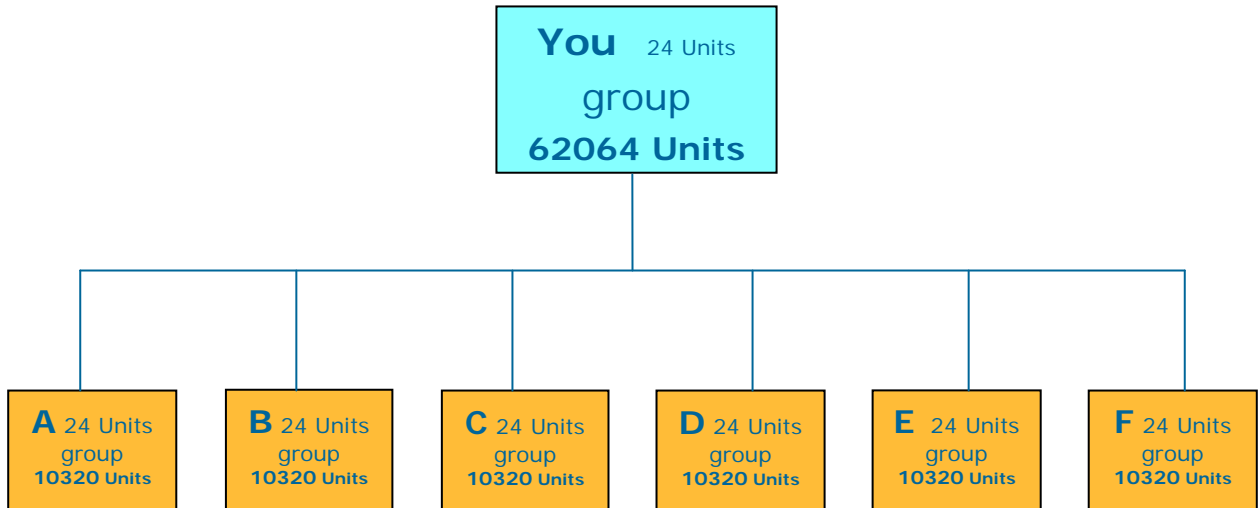
Example 3 819 Business Partners	
Total turnover within the group 19 680 units	
Bonus point 9	€1771.20
Your direct BP's have achieved onus point 5 so minus	€109.20 x 9 = € 982.80
Difference bonus	€ 788.40
Own turnover 10 Cent/units	€ 2.40
Total earningst	= € 790.80 =====

Bonus points: monthly			
Point 1	Direct Sales	Unit	10 Cent
Point 2	From 200	Units	2 Cent
Point 3	From 500	Units	3 Cent
Point 4	From 1000	Units	4 Cent
Point 5	From 2000	Units	5 Cent
Point 6	From 3000	Units	6 Cent
Point 7	From 5000	Units	7 Cent
Point 8	From 10000	Units	8 Cent
Point 9	From 15000	Units	9 Cent
Point 10	From 25000	Units	10 Cent
Point 11	From 35000	Units	11 Cent
Point 12	From 50000	Units	12 Cent

Your income is now 11 times higher than before!

Your potential result after one year

Only six of your BP's have not achieved bonus point 9, but only point 8.



You have achieved a turnover of 62,088 cans!

Example 4	
Total turnover within the group	62088 units
Bonus point 12	€ 7450.56
Your direct BP's have achieved bonus point 8 so minus	€ 827.52 x 6 = € 4965.12
Difference bonus	€ 2485.44
Own turnover 10 Cent/EH	€ 2.40
Total earnings	= € 2487.84

Bonus points: monthly			
Point 1	Direct Sales	Unit	10 Cent
Point 2	From 200	Units	2 Cent
Point 3	From 500	Units	3 Cent
Point 4	From 1000	Units	4 Cent
Point 5	From 2000	Units	5 Cent
Point 6	From 3000	Units	6 Cent
Point 7	From 5000	Units	7 Cent
Point 8	From 10000	Units	8 Cent
Point 9	From 15000	Units	9 Cent
Point 10	From 25000	Units	10 Cent
Point 11	From 35000	Units	11 Cent
Point 12	From 50000	Units	12 Cent

Can you see what's happening?

Through continuous effort you have managed to establish a good second income in addition to your main income, which has been confirmed by your own efforts.

Is it wrong when higher performance is awarded so that you can realise a few of your dreams?

But this is only the beginning, now it's really getting started!

During this time, you will certainly have realised that with effort you can continue to take advantage of this multiplication and firmly establish an above-average income for yourself.

**The following pages are only for those who like to think BIG!!!
Please only read them, when you can actually visualise it all.**

Now we are starting to get into income brackets you can achieve in addition to your earnings up until now.

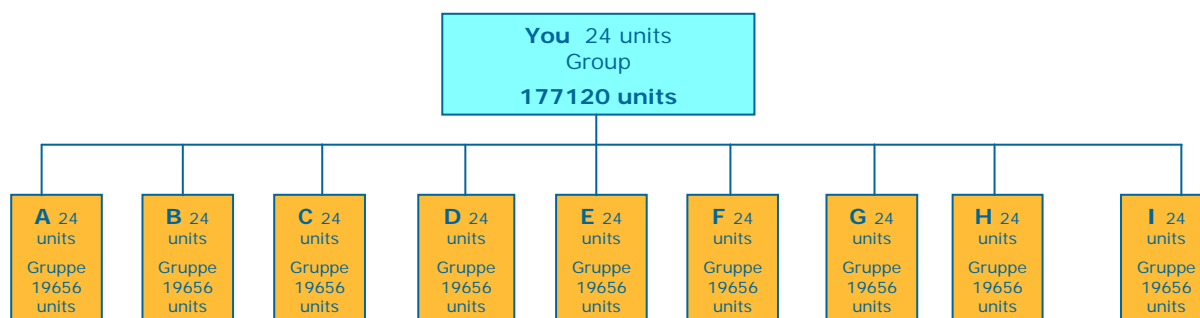
For example:

Your 9 direct BP's achieve bonus point 9, you quite possibly will have 15-20 or more BP's at this point already. But we don't have enough space here to list them all, so we won't even include those for the moment.

What's happening!

One you have achieved, as outlined in the previous example, 62,000 cans, it is only a matter of time, until you achieve 100,000 cans or more.

Bonus point 13 will be activated and you will receive in addition to your difference bonus, **1%** of your net turn-over a month.



You will achieve a turnover of 177144 units

<u>Example Point 12 and Point 13</u>		
Total turnover within the group 177144 units		
Bonus point 12		€21257.28
Your direct business partners have achieved bonus point 9		
so minus	€1771.20 x 9	€15940.80
Difference bonus		€ 5316.48
Own turnover 10 Cent/EH		€ 2.40
Earnings Point 12		€ 5318.88
Earnings Point 13		
177144 units = 132858.00 net		
times 1%	=	€ 1328.58
Total Earnings	=	€ 6647.46
		=====

Bonus points: monthly			
Point 1	Direct Sales	Unit	10 Cent
Point 2	From 200	Units	2 Cent
Point 3	From 500	Units	3 Cent
Point 4	From 1000	Units	4 Cent
Point 5	From 2000	Units	5 Cent
Point 6	From 3000	Units	6 Cent
Point 7	From 5000	Units	7 Cent
Point 8	From 10000	Units	8 Cent
Point 9	From 15000	Units	9 Cent
Point 10	From 25000	Units	10 Cent
Point 11	From 35000	Units	11 Cent
Point 12	From 50000	Units	12 Cent
Point 13 additional income	From 100000	Units	1 % of net earnings

For a job well done, continue to get paid for it!

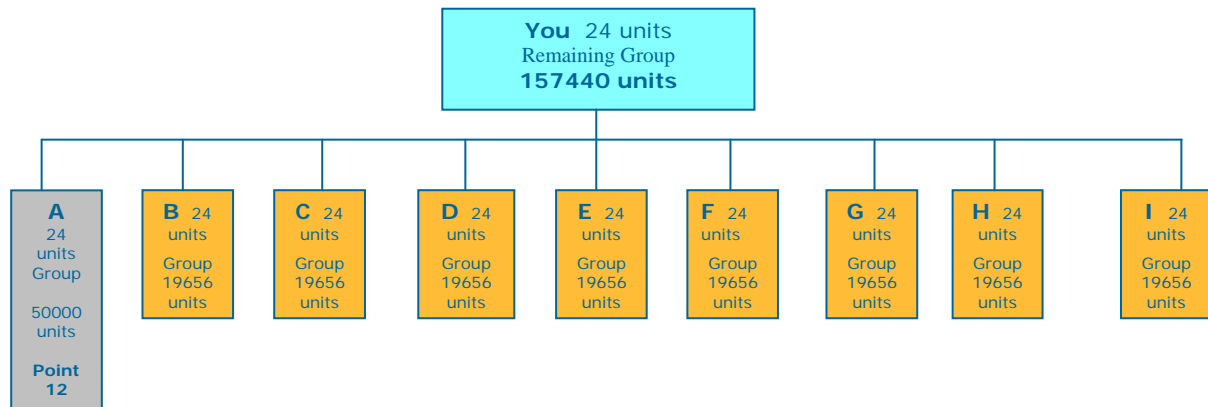
That's exactly what Bonus Point 14 is all about.

If a business partner also reaches bonus point 12, there will be no more difference and they will have a claim on the 12 Cents. This would not leave anything for you. You will only have the right to income of bonus point 14, if you yourself can achieve the overall target of bonus point 12. If not, the bonus will be paid out to the next level up with bonus point 12. However, this will only be the case until you have reached bonus point 12 again.

Here is a brief explanation as to why this has to be that way:

When your business partner A reaches bonus point 12 and you yourself are on bonus point 12, you are due 2% of their monthly net turnover. When someone from business partner A's line also reaches bonus point 12 and your business partner A has not reached bonus point 12, then your 2% (bonus point 14) will no longer add up to € 750.00. The 2% for all other BP's on point 12 in this direct line stemming from BP A will go to BP A.

This sounds quite complicated but it is important for guaranteeing your future income.



Example Bonus Point 14

2nd monthly income

50000 units = €37500.00 net
times 2%

minimum of € 750.00 a month

Bonus points: monthly			
Point 1	Direct Sales	Unit	10 Cent
Point 2	From 200	Units	2 Cent
Point 3	From 500	Units	3 Cent
Point 4	From 1000	Units	4 Cent
Point 5	From 2000	Units	5 Cent
Point 6	From 3000	Units	6 Cent
Point 7	From 5000	Units	7 Cent
Point 8	From 10000	Units	8 Cent
Point 9	From 15000	Units	9 Cent
Point 10	From 25000	Units	10 Cent
Point 11	From 35000	Units	11 Cent
Point 12	From 50000	Units	12 Cent
Point 13	From 100000	Units	+ 1 %
Point 14	On BP A's total net turnover (point 12) 2 % a month		

Opportunities for Additional Income

Safety Bonus:

When one of your business partners has achieved bonus point 12 and you, yourself are no longer holding this point, you need to achieve one third of point 12, i.e. a minimum of 15,000 units. Only then, the security bonus will activate. You then have 6 months to try and achieve reaching bonus point 12 again. All this time, the security bonus will be paid out to you. This will be calculated as 1% of your net turnover of your remaining turnover volume. For example, 18000 units = net a turnover of €13500.00 – therefore your Security bonus = €135.00

Point 15 For every first line of your 3 direct business partners who have achieved point 12 you will receive 1% a month based on their net turnover

Bonus points 16 to 21, there will be additional difference gradings, which means, you will not be paid out point 16 and point 17. The percentage will increase, however, if one of your BP's also achieves a bonus point, the percentage owed to him will be deducted from yours, you will be left with a difference. (For example, you are on point 19 and one of your BP's achieves point 16, then the ¼% which your BP is due from his 3 BP's will be deducted from yours.)

This will apply to the production period of one year. The business year is from 1st January to 31st December.

Point 16 **You have at least 3 direct BP's on point 12**

In one business year all 3 BP's have to maintain the turnover of point 12 for at least six months so that ¼% of the total net turnover of all 3 BP's will be paid out in addition.

Point 17 **You have at least 6 direct BP's on point 12**

In one business year all 6 BP's have to maintain the turnover of point 12 for at least six months so that ½% of the total net turnover of all 6 BP's will be paid out in addition.

Point 18 **You have at least 9 direct BP's on point 12**

In one business year all 9 BP's have to maintain the turnover of point 12 for at least six months so that ¾% of the total net turnover of all 9 BP's will be paid out in addition.

Point 19 **You have at least 12 direct BP's on point 12**

In one business year all 12 BP's have to maintain the turnover of point 12 for at least six months so that 1% of the total net turnover of all 12 BP's will be paid out in addition.

Point 20 **You have at least 15 direct BP's on point 12**

In one business year all 15 BP's have to maintain the turnover of point 12 for at least six months so that 1 ¼% of the total net turnover of all 15 BP's will be paid out in addition.

Point 21 **Global Bonus (highest income bracket)**

If 20 of your direct business partners have achieved point 12 you are entitled to 1% of G.O.T.'s total unit net turnover. This will be divided into equal shares for all who have achieved this point, i.e. a minimum of 1 million units.