



ADVANT
CLUB

REMUNERATION PLAN





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CLUB

- **ICM company,**
that unites the efforts of its employees and the community of enterprising customers to promote ADVANT offers.
- **ICM (Influencer & Community Marketing) —**
is a system of events, knowledge and tools to help club members become opinion leaders.



- **OPINION LEADER
COMMUNITY —**
our primary marketing tool.

- **OPINION LEADERS'
RECOMMENDATIONS —**
our way of advertising.



**TRUST IS THE
NEW GOLD!**

Results of the Influencer Marketing efficiency study by analysts of the American agency HelloSociety:

- More than 82% of people shop thanks to the recommendations of opinion leaders.
- Three times more users are willing to buy what opinion leaders rather than brands promote.
- On average, 74% of users will attract four friends to buy goods they have seen from the opinion leader.



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Major brands such as UBER, Booking and many others are just beginning to use popular bloggers in their advertising.

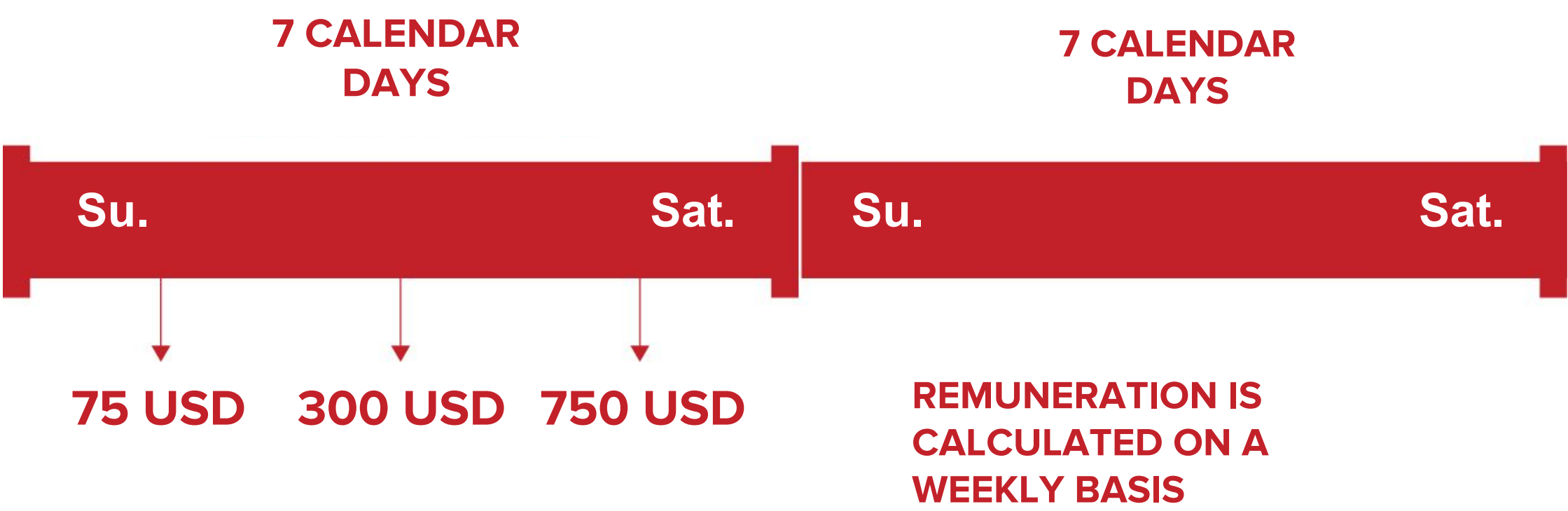
**WE INITIALLY BELIEVE IN THE
POWER OF EACH OF YOU!**

82% OF THE INCOME OF ADVANT
WE PROVIDE ON REWARDING OUR
OPINION LEADERS.

VP is a system of internal points, which is used within ADVANT to calculate rewards and loyalty program calculations.

- Internal points - VP points are awarded for payments made in the system according to the conditions of each reward flow.
- For calculations we accept that 1 VP = 1 USD.

CALCULATION PERIOD:

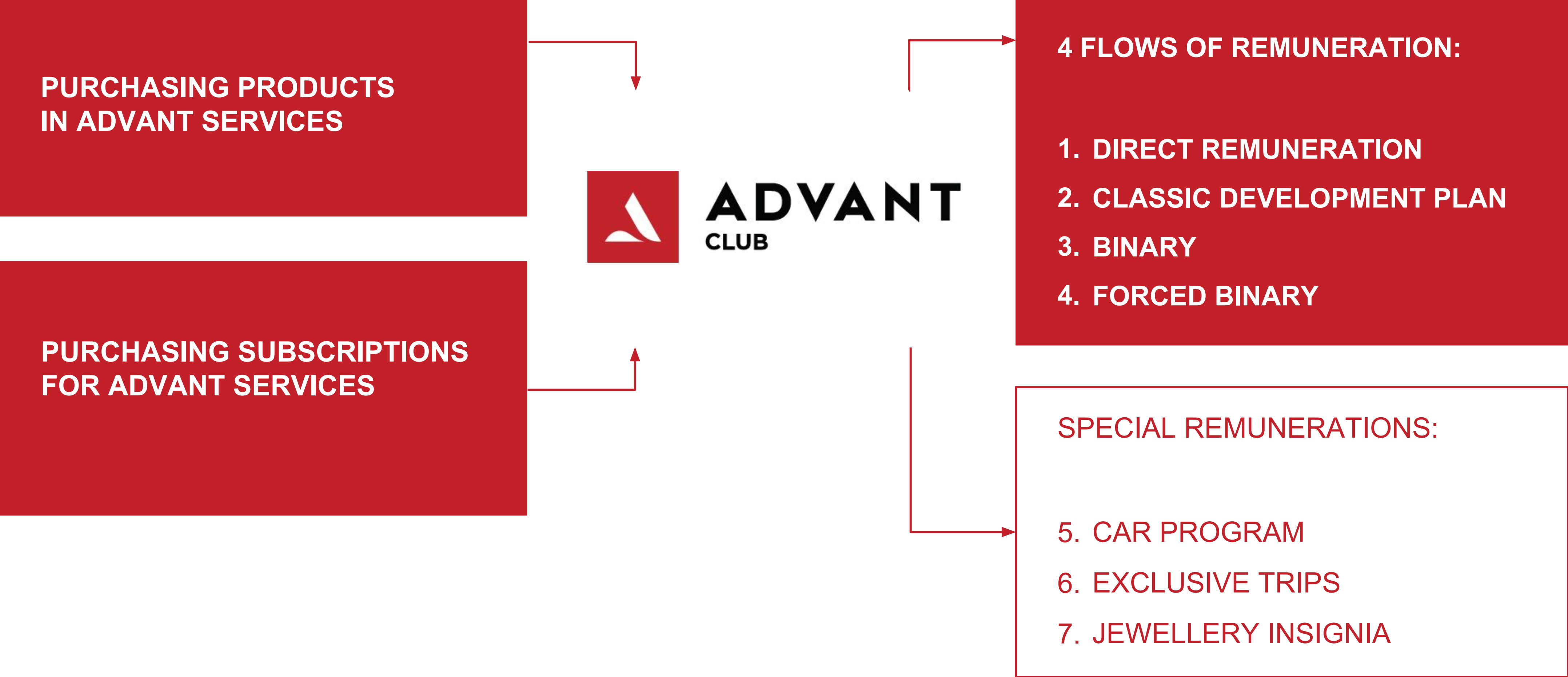


As a result of the calculation period:

- The career level is determined.
- The amount of remuneration is calculated according to the career level.

All payouts are made subject to and based on confirmation of activity for which Activity Elements (EA) are charged.

REVENUE AND REMUNERATION FLOWS:



COST AND POSSIBILITIES OF INDIVIDUAL SUBSCRIPTIONS:

	SUBSCRIPTION I	SUBSCRIPTION II	SUBSCRIPTION III	SUBSCRIPTION X
COST	750 USD	300 USD	75 USD	600 USD
VALIDITY TERM	15 YEARS	4 YEARS	1 YEAR	10 YEARS
CLASSIC PLAN	+	+	+	+
BINARY PLAN REMUNERATION FOR CLOSED CYCLES	50 VP	25 VP	—	50 VP
FORCED BINARY	+	—	—	+

BENEFITS OF FAMILY SUBSCRIPTIONS:

	Family 3	Family 5
COST	1 950 USD	3 000 USD
NUMBER OF PACKAGES I INCLUDED IN THE FAMILY SUBSCRIPTION	3 PCs.	5 PCs.
COST OF SUBSCRIPTION (PER ONE)	650 USD	600 USD
ECONOMY	300 USD	750 USD

- Family abonements are designed for active family travelers and provide significant savings compared to the individual purchase of several Packages I.
- Family Packages have a number of additional opportunities to develop remuneration flows, check with your Leader.



SMART-MIX

Fast action and noticeable results for
a balance of health, energy and activity



SMART-MEAL

Weight control and adjustment, nutritional
balance and delicious addition to the diet



ESSELEUM

A variety of sensations in one drop

REMUNERATION FLOWS:

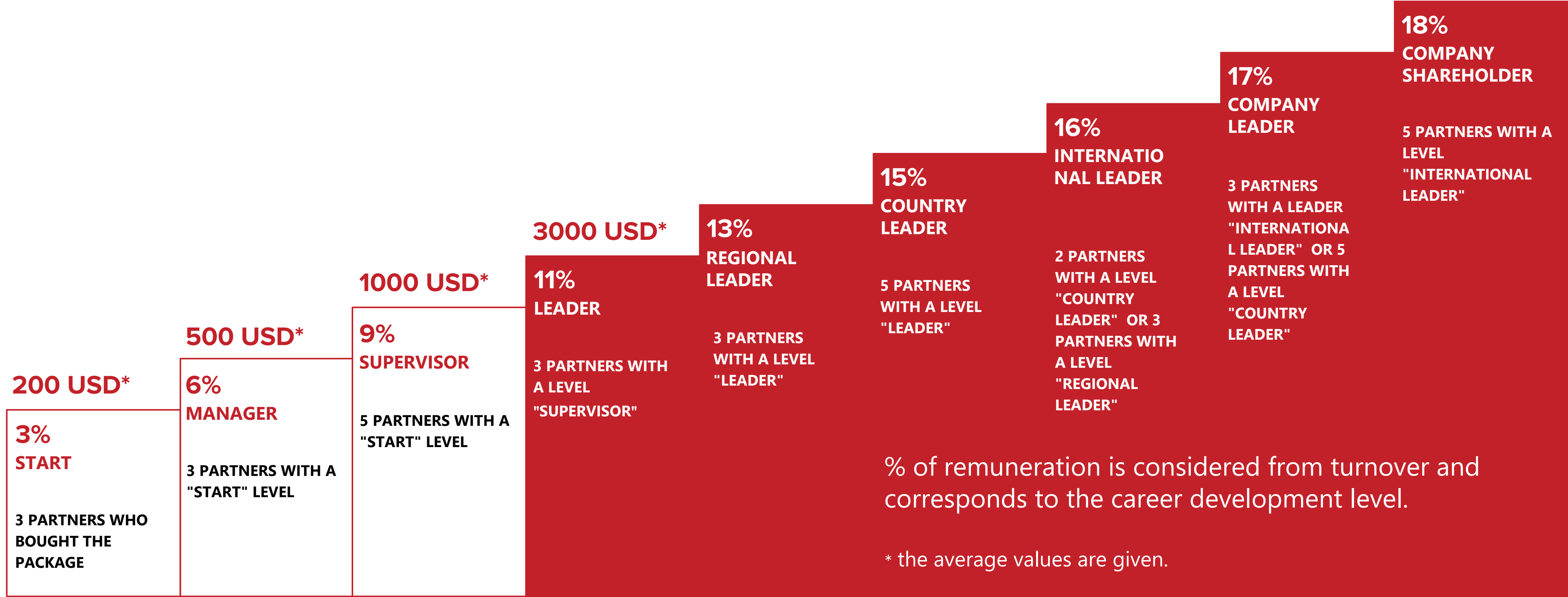
#1 DIRECT REMUNERATION

5% from the cost of the abonement, which is purchased by your personal direct recommendation, forms the first flow of remuneration.

SUBSCRIPTION	5% REMUNERATION
75 USD	3,75 VP
300 USD	15,00 VP
750 USD	37,50 VP

REMUNERATION FLOWS:

#2 CLASSIC DEVELOPMENT PLAN



START FAST, GET YOUR «FASTSTART» BONUSES:

1. FASTSTART BONUS 100 VP (1 VP = 1 USD)

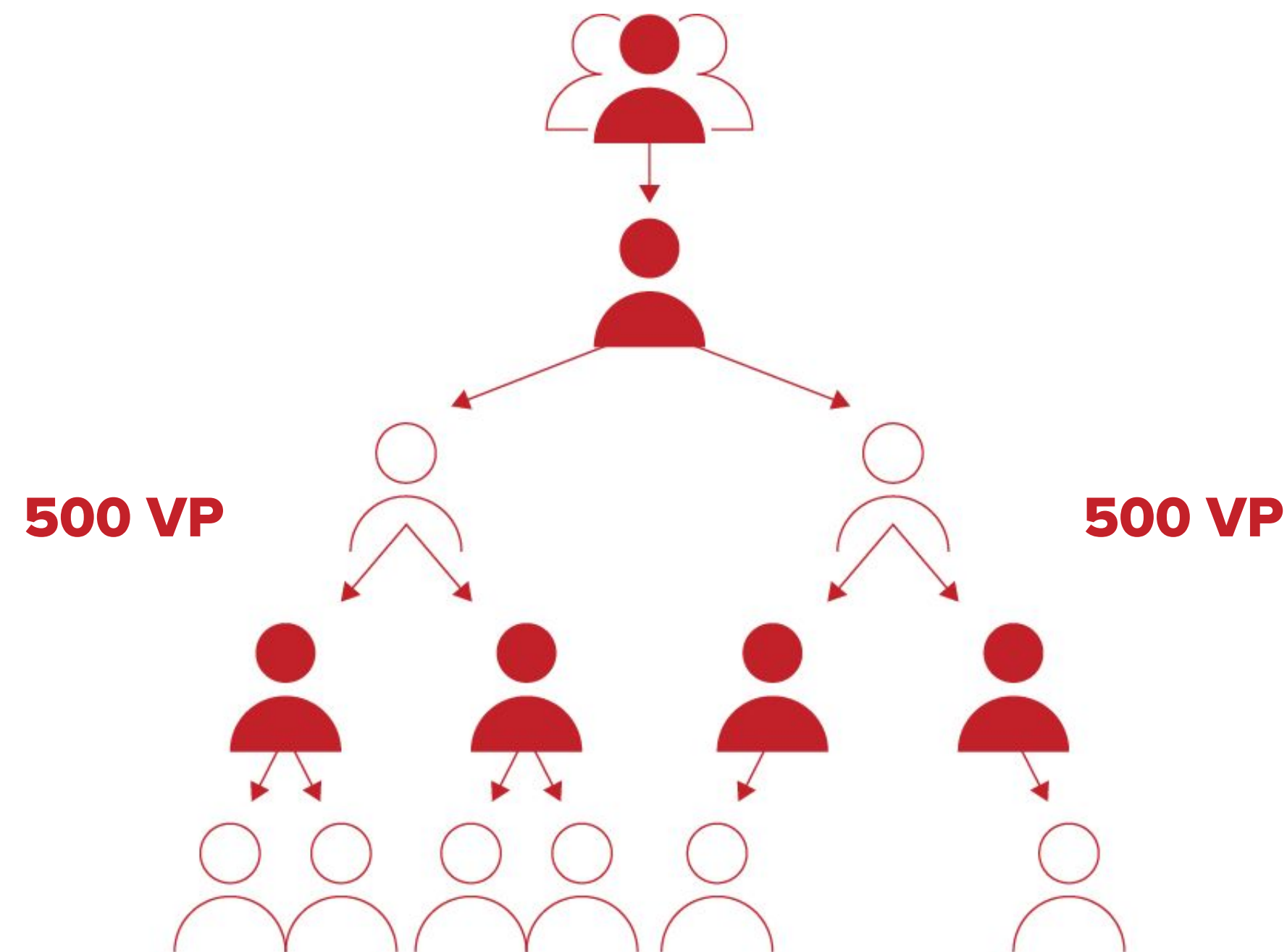
When reaching career level Start with 100 VP turnover in three different branches of personal organization in two full settlement periods.

2. FASTSTART BONUS 300 VP (1 VP = 1 USD)

When reaching the career level Manager with turnover of 1000 VP in three different branches of personal organization for five full settlement periods.

All users who have purchased Subscription can take part in the campaign.

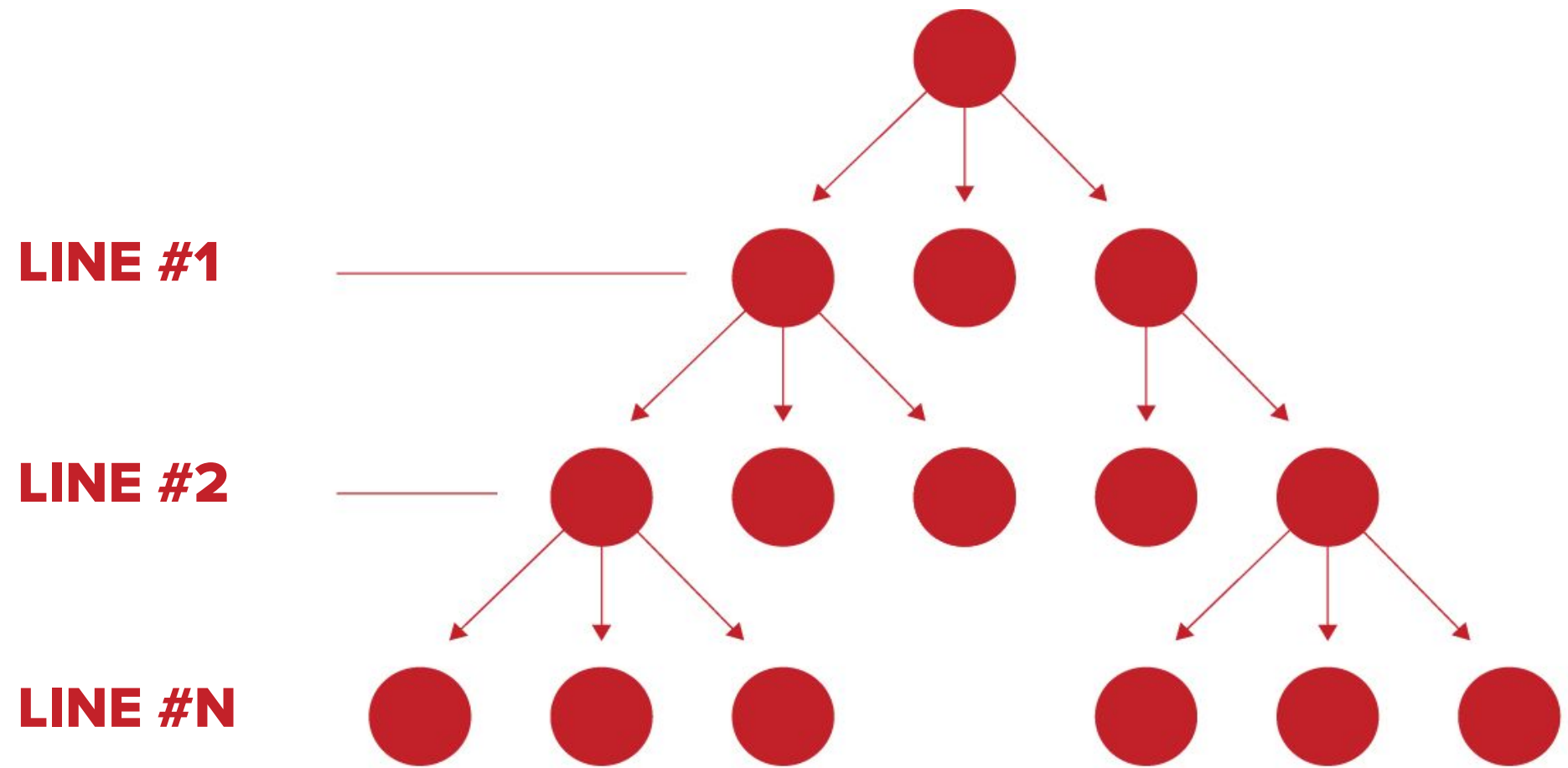
#3 BINARY



- Only 2 branches of people registration and turnover generation.
- The turnover of 500 VP in the first branch and 500 VP in the second branch is a pair, which gives 50 VP rewards.
- No depth, qualification or time limits.
- Maximum payout - no more than 10,000 VP per week.

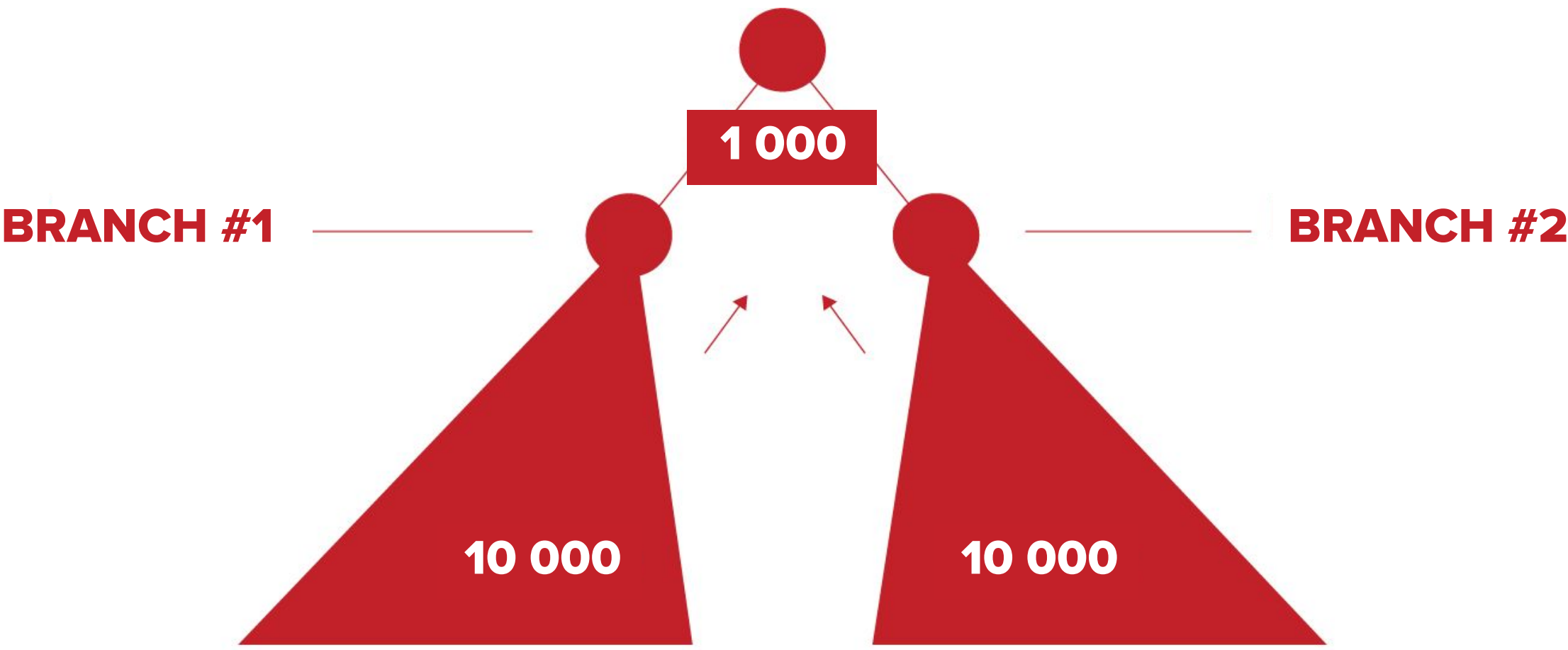
A BINARY IS AN INDEPENDENT FINANCIAL FLOW, NOT RELATED TO THE CLASSICS.

CLASSIC



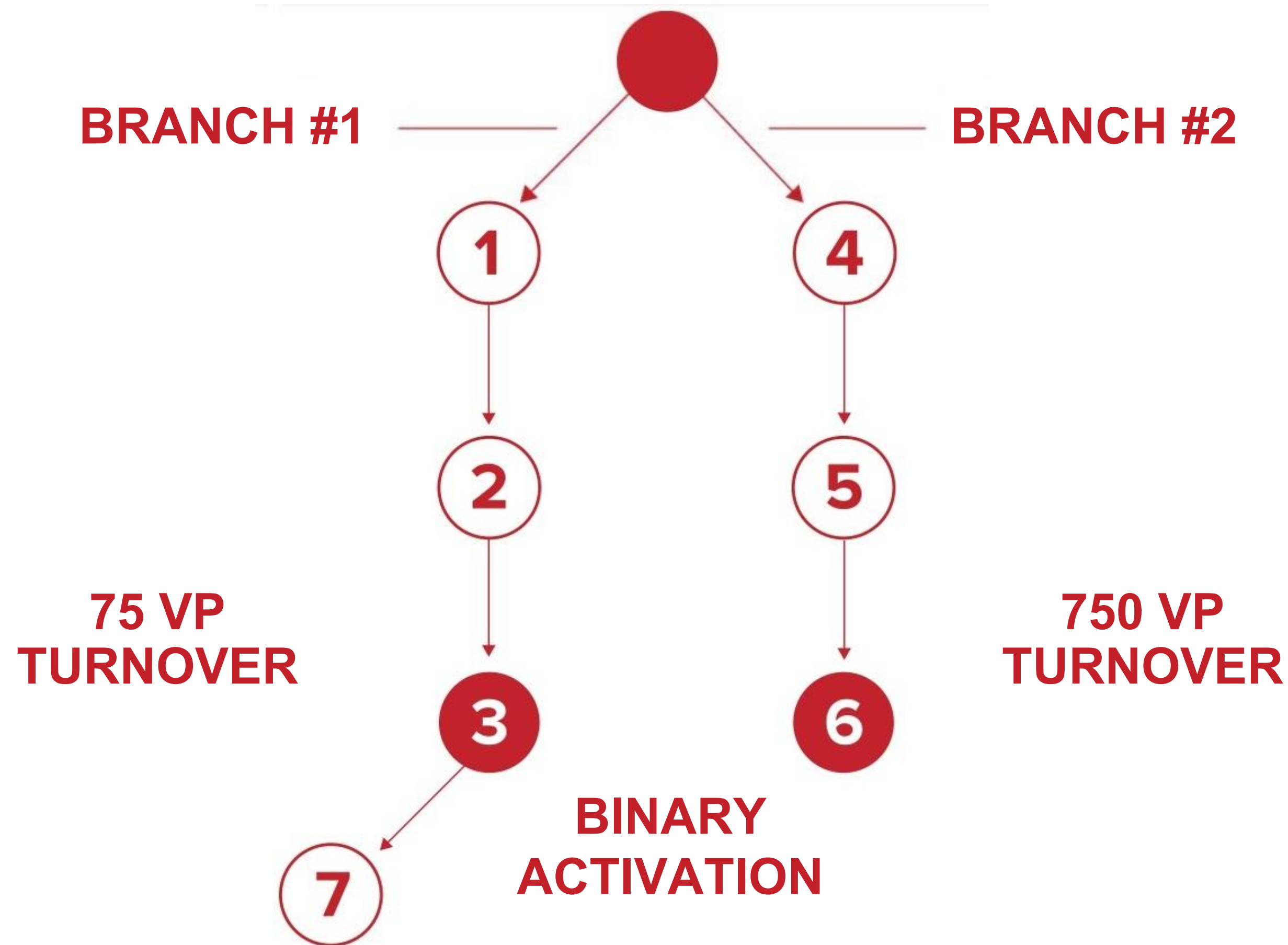
The turnover for the settlement period is summed up. The remuneration is considered as % of it.

BINARY



All network members are placed in only two lines ("branches"). Each pair turnover of 500 VP at any binary level gives 50 VP remunerations.

HOW BINARY BRANCHES ARE FORMED:



- The binary is activated when new users, who came at your personal invitation, have purchased subscription, creating a turnover in each of the two branches.
- Arrangement of Binary Branches:
 - New users are automatically registered in a branch with less turnover.
 - Manual control is possible, it's trained by the Leaders.

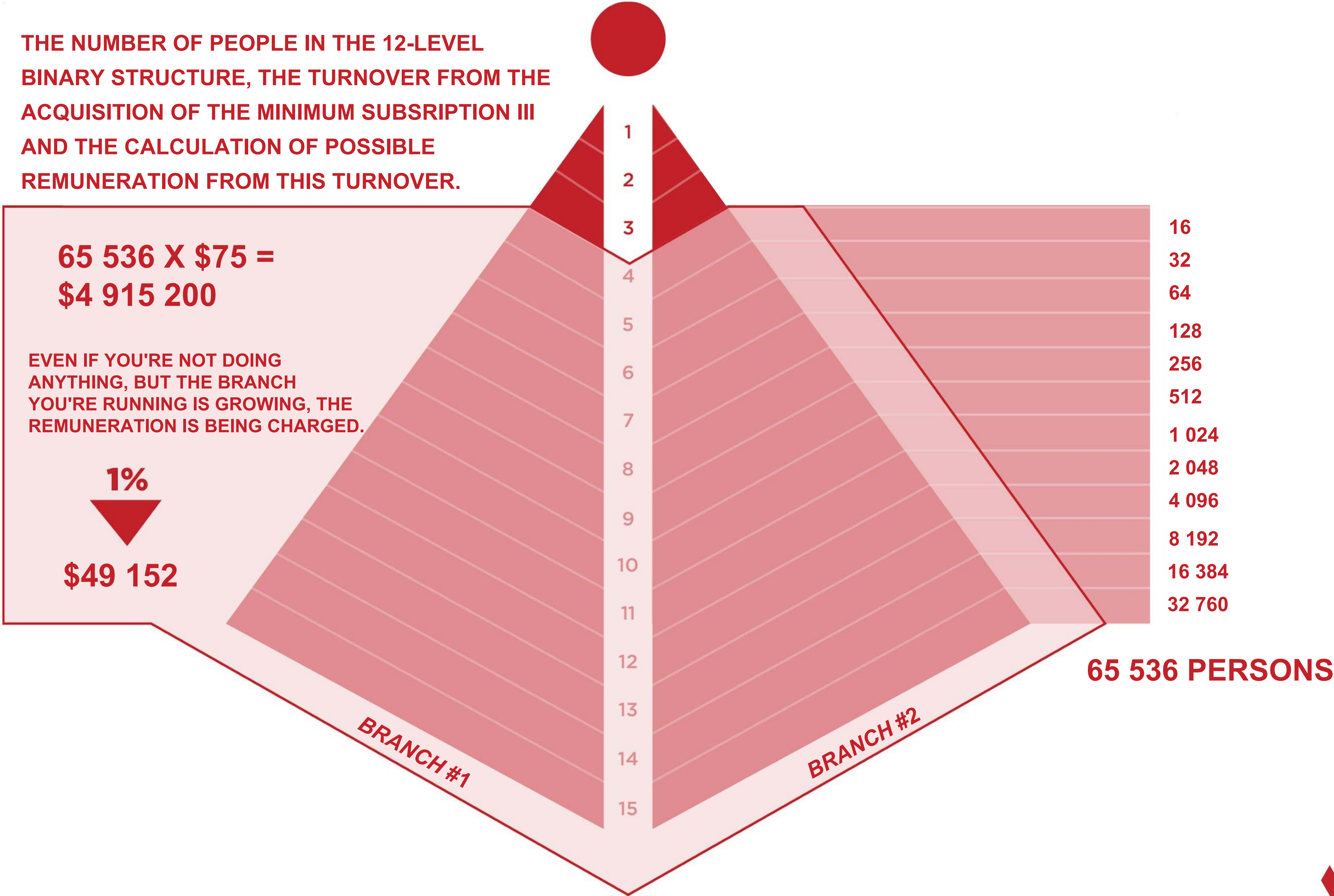
REMUNERATION FLOWS:

#4 FORCED BINARY

- Subscriptions I, X, Family 3 or Family 5 allow for passive income creation.
- Forced binary is automatically activated as soon as there is a 4 level in one of the binary branches underneath you and is generated by turnover in levels 4 to 15 inclusive.



THE NUMBER OF PEOPLE IN THE 12-LEVEL
BINARY STRUCTURE, THE TURNOVER FROM THE
ACQUISITION OF THE MINIMUM SUBSCRIPTION III
AND THE CALCULATION OF POSSIBLE
REMUNERATION FROM THIS TURNOVER.



SPECIAL REMUNERATIONS:

#1 CAR PROGRAM



Provides for receiving a special type of remuneration, additional accruals and special conditions from the Company for purchasing the desired car

BONUS REMUNERATION LEVEL:

2%
LEADER

3%
REGIONAL
LEADER

3,5%
COUNTRY
LEADER

4%
INTERNATIONAL
LEADER

4%
COMPANY
LEADER

4%
COMPANY
SHAREHOLDER

SPECIAL REMUNERATIONS:

#2 EXCLUSIVE TEAM AND LEADERSHIP TRAVELS



SPECIAL REMUNERATIONS:

#3 JEWELLERY INSIGNIA



Unique, individual jewelry
insignia of qualified
ADVANT CLUB Leaders



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WHY DO IT WORK? TRAINING SYSTEM



QUALIFICATION

- ADVANT CLUB offers all members the opportunity to complete six stages of qualification training and achieve maximum profitability.
- The results of the qualification periods are summed up 2 times a year - this is a check of the results that the participants achieve by applying the knowledge gained, in accordance with the completed level of training.
- Successful improvement or confirmation of qualifications is awarded according to the recognition system.

MENTORING AND TRAINING SYSTEM:

TRAINING FROM LEADERS:

For all newcomers.
Professional development of
managers and supervisors.

- Seminars
- Business days
- Schools
- Presentations
- Practical lessons
- Individual training

TRAINING FROM THE COMPANY:

Improvement of leadership skills.

- 6 levels of leadership training
- Briefings
- Courses for opinion leaders



ADVANT
CLUB

**BECOME PART
OF A COMMUNITY
THAT CREATES
A BIG SUCCESS
STORY!**