

Healthy Coffee USA

Legacy Compensation Plan

September 1, 2010

10 Ways to Earn with Healthy Coffee USA

- Retail Profit
- Fast Start Bonus
- Power Team Bonus
- Binary Team Bonus
- Executive Matching Bonus
- Mercedes Car Bonus
- Luxury Car/Lifestyle Bonus
- Rank Advancement Bonus
- Mentoring Bonus Pool
- Global Bonus Pool

The Ultimate in Compensation Plans

To build and grow a Legacy Company, the Legacy Compensation Plan was developed to combine the strengths of direct sales, incentive sales and network marketing thus creating the most innovative and powerful compensation plan in the industry. It is designed for the average individual, the sales person as well as the business builder in mind. It makes it easy and profitable to acquire Retail Customers where Independent Distributors (ID) earn retail profits. In addition, loyal Preferred Customers are given a 15% discount from retail price if they sign up for a minimum Autoship purchase of \$25 per month. This volume goes toward the personal volume qualification of the ID, thus keeping the attrition rate to a minimum, and Independent Distributors (IDs) are able to build true monthly residual income. Serious IDs can earn 10 different ways to enable them to build a global business and achieve their dreams.

Free to Sign Up as a Distributor

It is Free for an Individual or a Business Entity to sign up and become an Independent Distributor (ID) of Healthy Coffee USA (HCUSA). This is done by filling out the online sign up form or by submitting an ID Application Form and Agreement that is accepted by HCUSA. To become an Active ID, the ID must subscribe to the Healthy Coffee Back Office System (HCBOS), order a monthly minimum of \$25 or have a retail customer who purchase a minimum of \$25 worth of products monthly, or have a Preferred Customer who is on \$25 monthly Autoship. The HCBOS provides the ID a replicating website, online retail store, sales and recruiting tools, and unlimited access to the HCBOS. The HCBOS subscription is \$29.99/year paid in advance

Easy Qualification to be an Active Independent Distributor

To be an active distributor, an ID must be on a \$25 personal volume (PV) Autoship (or minimum 25 PV purchase), or has retail customers who purchase a minimum of \$25 per month, or \$25 Preferred Customer volume Autoship . A Gold Distributor must be on \$50 PV Autoship (or minimum 50 PV purchase), or has retail customers who purchase a minimum of \$50 per month, or \$50 Preferred Customer volume Autoship. A Platinum Distributor, 1-Star Diamond, 2-Star Diamond must be on \$100 PV Autoship (or minimum 100 PV purchase), or has retail customers who purchase a minimum of \$100 per month, or \$100 Preferred Customer volume Autoship . A 3-Star Diamond , 4-Star Diamond, 5-Star Diamond, 6-Star Diamond, Diamond Ambassador and Global Diamond Ambassador Distributors must be on \$200 PV Autoship (or minimum 200 PV purchase) , or has retail customers who purchase a minimum of \$200 per month or \$200 Preferred Customer Volume Autoship. Aside from the sales volume, It is also a requirement for all ranks or types of distributors to renew their \$29.99 Healthy Coffee Back Office (HCBOS) every year.

Placement

The ID as the Enroller has the option of manually placing a new ID Business Center in any open position in their downline, allowing the Enroller ID to help their downline IDs build their business; or letting the SBOS system automatically place the new ID.

Retail Profit, Paid Weekly

Independent Distributors earn retail profit by selling HCUSA products to Retail Customers. IDs earn the difference between the Retail Price paid by the Retail Customers and the Wholesale Price paid by the IDs. IDs are also paid the Retail Profit on purchases placed by Preferred Customers. Preferred Customers are Retail Customers who are on \$25 volume Autoship and receive a 15% discount from Retail price. An ID must be active to qualify and earn the Retail Profit.

Product Packages

\$199 Starter Pak - 100% All product + Free 1 year HCBOS Subscription + Free Healthy Coffee Debit Mastercard
\$499 Biz Pak - 100% All product + Free 1 year HCBOS Subscription + Free Healthy Coffee Debit Mastercard
\$999 Pro Pak - 100% All product + Free 1 year HCBOS Subscription + Free Healthy Coffee Debit Mastercard

Fast Start Bonus, Paid Weekly

Qualified IDs are paid the Weekly Fast Start Bonus based on the purchase of Product Packages of their customers (IDs) as shown on the table below:

Your Paid-As Rank	Products purchased by your Customer/Distributor		
	Starter Pak \$199 (150 CV)	Biz Pak \$499 (300 CV)	Pro Pak \$999 (600 CV)
Platinum	\$40	\$40	\$40
Diamond	\$40	\$100	\$100
2-Star Diamond	\$40	\$100	\$200

Upgrade Packages

Distributors who has new customer/ distributors who come in at a higher rank than them have the option to purchase an upgrade package in order to be able to upgrade to a higher rank so as to receive the full Fast Start Bonus.

Upgrade Packages:

\$300 Upgrade (Coffee Lovers, Sampler) 150 CV

\$500 Upgrade (Coffee Lovers, Sampler) 300 CV

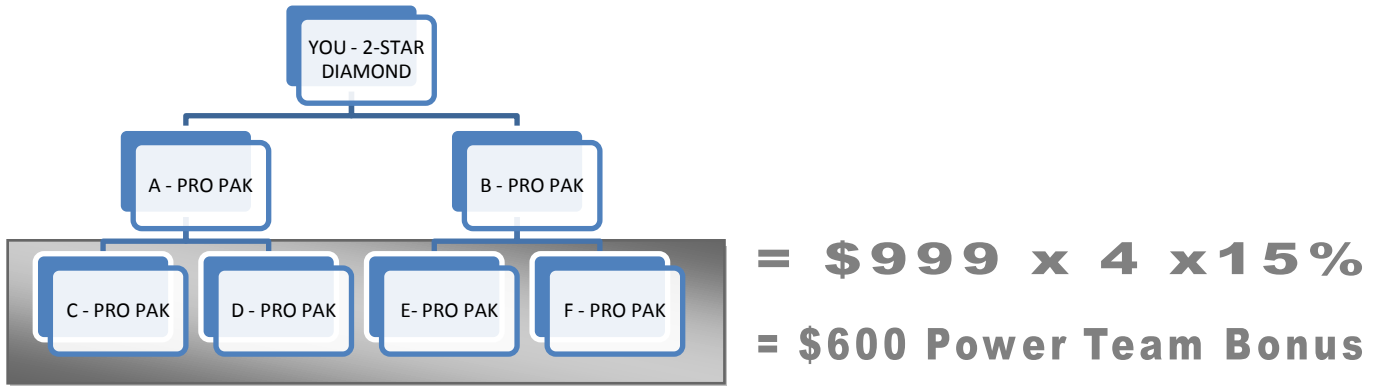
\$800 Upgrade (Coffee Lovers, Sampler) 450 CV

Example:

Distributor A is a Diamond and his customer, Distributor B purchased a Pro Pak. As per the compensation plan calendar, Distributor A receives the \$100 Fast Start Bonus. In addition to that, Distributor A has 30 days from the day Distributor B became his customer, to purchase an upgrade package that will upgrade them to the 2-Star Diamond rank in order to receive the \$100 Fast Start Bonus difference.

Power Team Bonus, Paid Weekly

Qualified IDs that has two new customers/ IDs that purchase a product package and who in turn gets 2 new customers/ IDs each in a 4-week period (from Anniversary date) that purchased a product package are paid the Power Team Bonus, which is equivalent to 15% of the total amount of the Product Packages purchased by their new customers/IDs.



- You are a 2-Star Diamond
- You have new customers A and B, who each purchase a Pro Pak
- C and D are new customers of A, who each purchase a Pro Pak
- E and F are new customers of B, who each purchase a Pro Pak
- Your **Power Team Bonus** is 15% of the total amount C, D, E and F purchased (\$999 x 4 x15% = **\$600**)

Binary Team Bonus, Paid Weekly

This Bonus is the Binary portion of the Compensation Plan. When someone sells product to a customer to become an ID, they receive a node in the binary tree called a Business Center (BC). Each BC has only two available positions in its first downline level. These two positions are referred to as the Left Sales-Team and the Right Sales-Team.

Binary Team Bonuses are earned on the Lesser-Volume leg (Pay Leg). The minimum amount of volume to be paid on is 300 BV in the Pay Leg and every 300 BV thereafter¹.

IDs are paid a percentage on the volume in their Pay Leg based on their paid-as rank:

Paid-As Rank	% Payout
Gold	10%
Platinum	10%
Diamond	10%
1-Star Diamond	15%
2-Star Diamond	20%
3-Star Diamond	20%
4-Star Diamond	20%
5-Star Diamond	20%
6-Star Diamond	20%
Diamond Ambassador	20%
Global Diamond Ambassador	20%

¹ An ID must remain Active to accumulate volume

Executive Matching Bonus, Paid Weekly

The weekly Executive Matching Bonus rewards IDs for personally selling products to other IDs that grow their businesses and earn Binary Team Bonuses. Qualified IDs earn a percentage of the Binary Team Bonus earned by their customer whom they personally sold products to. In addition to being paid based on the sales volume of their IDs whom they sold products to, qualified IDs also earn the bonus on other IDs further down in the Enroller Tree. The number of generations an ID is paid is based on their paid-as rank each week. The higher the rank, the more generations they are paid. The Executive Matching Bonus pays as deep as 9 generations of Diamonds

Generation	Paid-As Rank									
	Platinum	Diamond	1-Star	2-Star	3-Star	4-Star	5-Star	6-Star	Diamond Ambassador	Global Diamond Ambassador
1		20%	20%	20%	20%	20%	20%	20%	20%	20%
2			15%	15%	15%	15%	15%	15%	15%	15%
3				10%	10%	10%	10%	10%	10%	10%
4					5%	5%	5%	5%	5%	5%
5						5%	5%	5%	5%	5%
6							5%	5%	5%	5%
7								5%	5%	5%
8									5%	5%
9										5%

Mercedes Car Bonus, Paid Monthly

IDs that consistently qualify at 4-Star Diamond and above² are eligible for the Monthly Mercedes Car Bonus

\$750 - Paid-as rank of 4-Star Diamond

\$1,000 - Paid-as rank of 5-Star Diamond

\$1,500 - Paid-as rank of 6-Star Diamond

Luxury Car/Lifestyle Bonus, Paid Monthly

IDs qualified at Diamond Ambassador and above³ are eligible for the Monthly Luxury Car/Lifestyle Bonus:

\$3,000 - Paid-as rank of Diamond Ambassador

\$5,000 - Paid as rank of Global Diamond Ambassador

Rank Advancement Bonus

IDs who qualify for 4-Star Diamond and above are eligible for the one-time Rank Advancement Bonus:

\$10,000 - 4-Star Diamond

\$25,000 - 5-Star Diamond

\$50,000 - 6-Star Diamond

\$100,000 - Diamond Ambassador

\$200,000 - Global Diamond Ambassador

² IDs must qualify at the specified ranks for 8 consecutive weeks

³ IDs must qualify at the specified ranks for 8 consecutive weeks

Mentoring Bonus Pool, Paid Monthly

1% Pool - Bonuses paid on a pro rata basis from a 1% bonus pool of the Company's CV. IDs with a paid-as rank of Diamond and above earn shares in the Mentoring Bonus Pool by doing the following:

- IDs earn 1 share for each ID they personally sold Biz Pak product packages in the 4-week month that purchases a Biz Pak product package who in turn personally enrolls two (2) IDs that each purchase a Biz Pak product package within the same 4-week month.
- IDs earns 2 shares for each ID they personally sold Pro Pak product packages in the 4-week month t who in turn personally sells to two (2) IDs that each purchase a Pro Pak product package within the same 4-week month.
- IDs earns 1 share for each ID they personally sell a Biz Pak or Pro Pak products packages in the 4-week month who in turn personally sells to two (2) IDs that purchase a combination of a Biz Pak and Pro Pak product package (i.e., 1 purchases a Biz Pak and the other purchases a Pro Pak) within the same 4-week month.

Global Bonus Pools, Paid Monthly

IDs qualified at 4-Star Diamond and above are eligible for the Global Bonus Pools. Bonuses paid on a pro-rata basis from bonus pools totaling 2% of the Company's CV:

1% Pool - IDs with a paid-as rank of 4-Star, 5-Star and 6 Star Diamond earn shares for each enroller tree leg with a paid-as rank of 3-Star and above.

1% Pool - IDs with a paid-as rank of Diamond Ambassador and Global Diamond Ambassador earn shares for each enroller tree leg with a paid-as rank of 6-Star and above.

Ranks and Qualifications

Distributor Rank	QUALIFICATIONS QV	Active IDs whom they sold Products	PV REQUIRED MONTHLY	Maximum Weekly Pay
DISTRIBUTOR	Free to sign up. Purchase HC Back Office System (HCBOS) \$29.99 per year.	0	25	Retail Profit
Gold*	1,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	2	50	\$500
Platinum	Purchase a \$199 Starter Pak or 5,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	2	100	\$1500
Diamond	Purchase a \$499 Biz Pak or 10,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	2	100	\$3,000
1 Star Diamond	15,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	2	100	\$5,000
2 Star Diamond	Purchase a \$999 Pro Pak or 25,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	2	100	\$10,000
3 Star Diamond	30,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	3	200	\$20,000
4 Star Diamond	100,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	3	200	\$30,000
5 Star Diamond	250,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	3	200	\$40,000
6 Star Diamond	500,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	3	200	\$50,000
Diamond Ambassador	1,000,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	4	200	\$75,000
Global Diamond Ambassador	2,000,000 GV in a 4-week period with no more than 30% coming from any 1 enroller tree leg	4	200	\$100,000

* Distributors must be personally active and qualified to advance and be paid at any rank Gold and above.

**to be an active distributor, the ID must subscribe to the Healthy Coffee Back Office System

All references to income, implied or stated, through the Healthy Coffee Compensation Plan are for illustration purposes only. Healthy Coffee does NOT guarantee any level of income or earnings to any distributor. Earnings from the Healthy Coffee Compensation Plan solely depend on sales and each distributor's skill, ability, and personal application.