

career path
2024

— THIRTY *One*™ —

GLOSSARY OF TERMS

Active Consultant is a Consultant who submits at least \$200 in Personal Volume during each rolling six-month period (based on the current month and the prior five months). All new Consultants are considered to be Active during the first five months following enrollment month.

Consultant means Independent Sales Consultant of Thirty-One. Consultants are independent contractors, not employees of Thirty-One. Consultants receive 20% commission on their Personal Volume, 5% Retail Rewards on Personal Volume of Retail sales only and 15% Personal Sales Bonus on Personal Volume of \$1,500+. Consultants must stay active.

Developing Director Bonus is paid when you promote new Directors and above and meet the requirements outlined on page 13 and 14.

Director refers to the first level of Leadership and is used in the titles of higher levels of Leadership including Senior Director and Executive Director.

Director Promotion Bonus is a one-time Director Promotion Bonus earned when you meet your Director promotion title (month 1 promotion month) and maintain your Director maintenance requirements for two more consecutive months. (Re-promotes are not eligible for this Director Promotion Bonus.)

Downline refers to the Consultants sponsored by an individual Consultant and the Consultants sponsored under them.

Enroller is the person who sponsored a Consultant when she began her Thirty-One business.

Generation 0 (G0) includes all Consultants under a Director, down to and including the next Director.

Generation 1 (G1) includes all Consultants and Directors who are under a G0 Director, down to and including the next Director.

Generation 2 (G2) includes all Consultants and Directors who are under a G1 Director, down to and including the next Director.

Inactive Consultant is a Consultant who is considered inactive if she has not sold \$200 in Personal Volume in any rolling six-month period. Consultants who are inactive for 0 – 12 months may self-reactivate and submit \$200 in Personal Volume during the same period (sales month) in which she self-reactivated to be deemed active.

Leader refers to all levels of Leadership on title of Director, Senior Director and Executive Director.

Maintenance Requirements means a Leader must continue to maintain her "Paid-At" maintenance requirements (based on title) in order to be "Paid-At" her title and maintain her title.

Month-End is always the last calendar day of the month. All sales and structure requirements for promotion and "Paid-At" maintenance requirements are determined from the first day of the month through the last day of the same month.

Overrides are a percentage of the combined total Personal Volume of a Generation; percentages are dependent on the "Paid-At" title of the Leader. Overrides are paid for the entire month in the full-month commission run. The company knows that the Leaders in the field can best support our new Consultants. If a Leader is earning overrides from the company, the Leader shall fully support all new and tenured Consultants at any level through whom they are receiving overrides.

"Paid-At" Title is the requirement for Leaders to meet and maintain the current title compensation to be "Paid-At" for the last commission run of each month. A Leader must continue to maintain her "Paid-At" maintenance requirements to be "Paid-At" her title.

Pass-by refers to a situation when a Consultant promotes past the level of her Sponsor.

PEQA means Personally Enrolled, Qualified and Active Consultant. A Consultant's PEQA is a Consultant that she enrolls and who becomes part of her downline (Personally Enrolled), who submits \$750 in PV (Qualified), and who remains active by submitting \$200 in PV every rolling six months (Active). Note that roll-ups do not count as Personally Enrolled.

Permanent Roll-Up means that when a vacancy occurs in a personal group, each Consultant in the first level immediately below the terminated Consultant on the date of the cancellation will be moved to the first level of the terminated Consultant's Sponsor. For example, Ann sponsors Bonnie, and Bonnie sponsors Cathy, Chloe, and Charlotte. If Bonnie terminates her business, then Cathy, Chloe, and Charlotte will "Roll-Up" to Ann's first level.

Personal Sales Bonus is a 15% Sales Bonus on monthly Personal Volume for Consultants that achieves monthly Personal Volume

of \$1,500 or more.

Personal Volume (PV) means the dollar value of sales for which a Consultant is paid commission. Consultants don't receive commissions for discounted purchases (e.g., Insider Credit, Insider Half-Price items, Insider Exclusive items, Add-On Kits, Business Supplies ordered on Thirty-One Marketplace), or for tax and shipping & handling fees, and these amounts don't count toward Personal Volume totals. Other exclusions may apply.

Promotion Bonus is a one-time Promotion Bonus earned when you meet your promotion title (month 1 promotion month) and maintain your maintenance requirements for two more consecutive months. (Re-promotes are not eligible for the Promotion Bonus.)

Qualified Consultant is a Consultant who submits \$750 in Personal Volume.

Qualified Sponsored Consultant (QSC) is a first-level, personally sponsored Consultant (including permanent roll-ups) with at least \$200 in Personal Volume in the current and prior five commission periods combined and at least \$750 in career Personal Volume.

Retail Rewards are earned based on 5% of monthly Personal Volume submitted through Retail sales only. Earnings are uploaded as Reward Product Credits that can be redeemed as a payment type on any future order through Thirty-One Marketplace.

Rolling Six-Month Period is the period of time used to determine the active status of a Consultant. It is determined by looking at the current month's Personal Volume (PV), combined with the PV of the prior five months. For example, Consultant Sally has \$100 in sales in January, then \$100 in sales in February, but \$0 in March, \$0 in April, \$0 in May, \$0 in June, and \$0 in July. Sally would go inactive because February, March, April, May, June and July only had \$100 in sales. If Sally had turned in \$100 in July, she would not go inactive. The six months February/March/April/May/June/July must have \$200 in qualifying PV.

Sponsor is the person who enrolls an individual as a Thirty-One Consultant, or the person a Consultant is transferred to through a permanent roll-up or pass-by.

Status refers to a Consultant's standing with Thirty-One. There are different status levels:

- **Active** – A Consultant who submits \$200 in Personal Volume in a rolling six-month period (look at current month and five months prior).
- **Qualified** – An active Consultant who submits \$750 in Personal Volume.
- **Inactive** – A Consultant is considered inactive if she has not sold \$200 in Personal Volume in any rolling six-month period. She may reactivate by submitting a \$200 party.

Stepped Back refers to when a Leader does not meet her "Paid-At" maintenance requirements or other contractual requirements within the appropriate title retention time frame and the Leader is stepped back to a lower level by the company.

Team Volume (TV) includes all PV + GO sales.

Title Change (voluntary) refers to when a leader requests to step down from her current Leader title. Leaders may step down to their current Leader "Paid-At" title, or Consultant level.

Titled Director is when a Leader maintains the Leader's title, but may not be meeting the Leader's current "Paid-At" title for a particular month.

Upline means a Consultant's Sponsor and the Consultants sponsored above her.

See page 20 for our 2023 Income Disclosure Statement and page 21 for the Statement of Typical Participant's Earnings.

DIRECTOR COMMISSION & PROMOTION QUALIFICATIONS

Promotion Qualifications:

A Thirty-One Consultant must meet all of these qualifications for one month in order to promote to Director:

- Submit a minimum of \$1,500 in Personal Volume
- Have minimum of \$4,000 in Team Volume (includes PV + G0)
- Have 4+ PEQAs (Roll-ups do not count.)

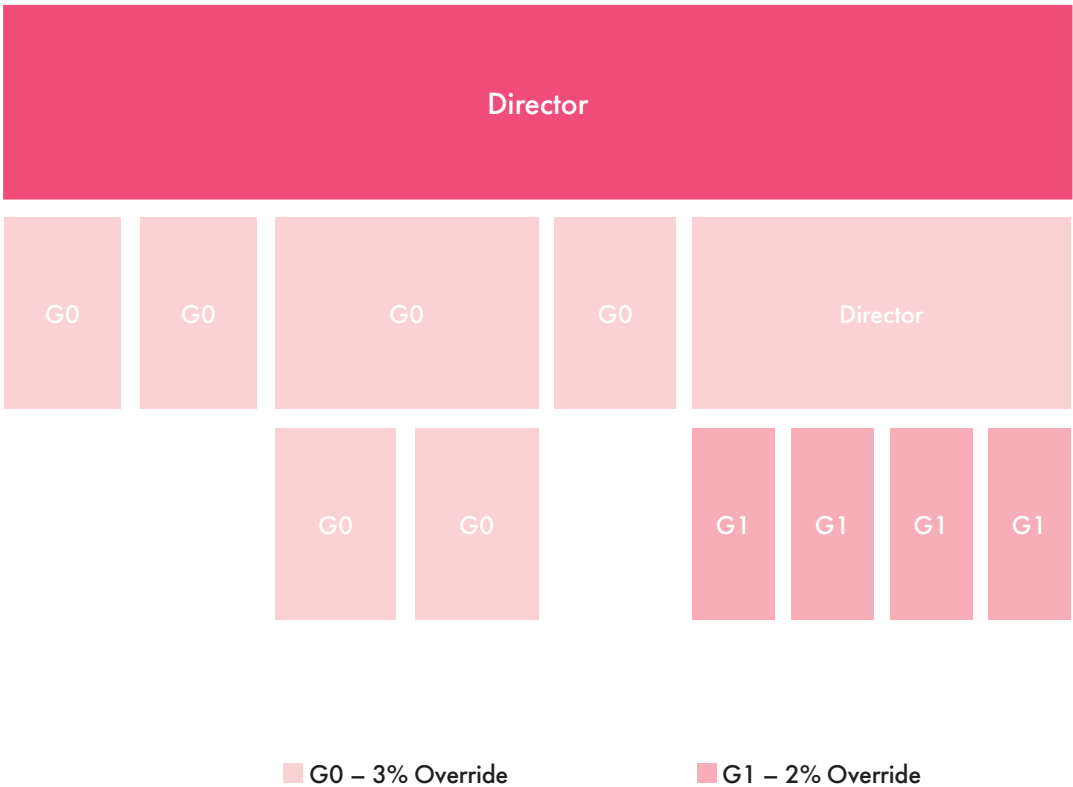
Director = 20% commission on Personal Volume and 5% Retail Rewards on Personal Volume of Retail sales only

DIRECTOR OVERRIDES

15% Personal Sales Bonus on Personal Volume of \$1,500+

3% Generation 0 "G0" Override (G0 = all Consultants and Directors who do not have a Director between you and them)

2% Generation 1 "G1" Override (G1 = all Consultants and Directors who fall below a G0 Director, down to and including the next Director)



SENIOR DIRECTOR COMMISSION & PROMOTION QUALIFICATIONS

Promotion Qualifications:

A Thirty-One Director must meet all of these qualifications for one month in order to promote to Senior Director:

- 4+ PEQA Consultants (roll-ups do not count)
- Have TWO Directors all with a “paid-at Director” status within her G0 (re-promotes and permanent roll-ups count)
- Submit a minimum of \$1,500 in Personal Volume
- Have a minimum of \$4,000 in Team Volume (PV + G0)

Note: To re-promote to Senior Director, you must meet promotion requirements; however, your two G0 Directors only need to be “titled,” not “paid-at” status.

Senior Director = 20% commission on Personal Volume and 5% Retail Rewards on Personal Volume of Retail sales only

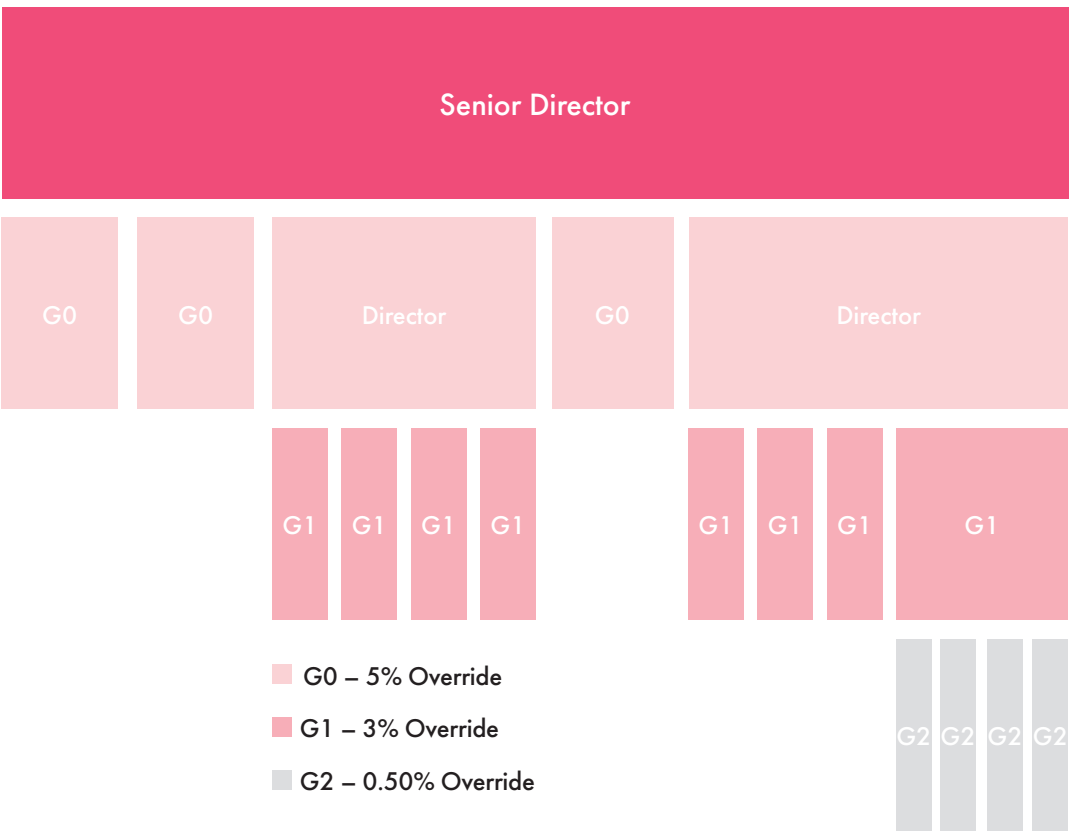
SENIOR DIRECTOR OVERRIDES

15% Personal Sales Bonus on Personal Volume of \$1,500+

5% Generation 0 “G0” Override (G0 = all Consultants and Directors who do not have a Director between you and them)

3% Generation 1 “G1” Override (G1 = all Consultants and Directors who fall below a G0 Director, down to and including the next Director)

0.50% Generation 2 “G2” Override (G2 = all Consultants and Directors who are under a G1 Director, down to and including the next Director)



EXECUTIVE DIRECTOR COMMISSION & PROMOTION QUALIFICATIONS

Promotion Qualifications:

A Thirty-One Senior Director must meet all of these qualifications in one month in order to promote to Executive Director:

- 4+ PEQA Consultants (roll-ups do not count)
- Have FOUR Directors all with a "paid-at Director" status within her GO (re-promotes and permanent roll-ups count)
- Submit a minimum of \$1,500 in Personal Volume
- Have a minimum of \$4,000 in Team Volume (PV + GO)

Note: To re-promote to Executive Director, you must meet promotion requirements; however your four GO Directors only need to be "titled," not "paid-at" status.

Executive Director = 20% commission on Personal Volume and 5% Retail Rewards on Personal Volume of Retail sales only

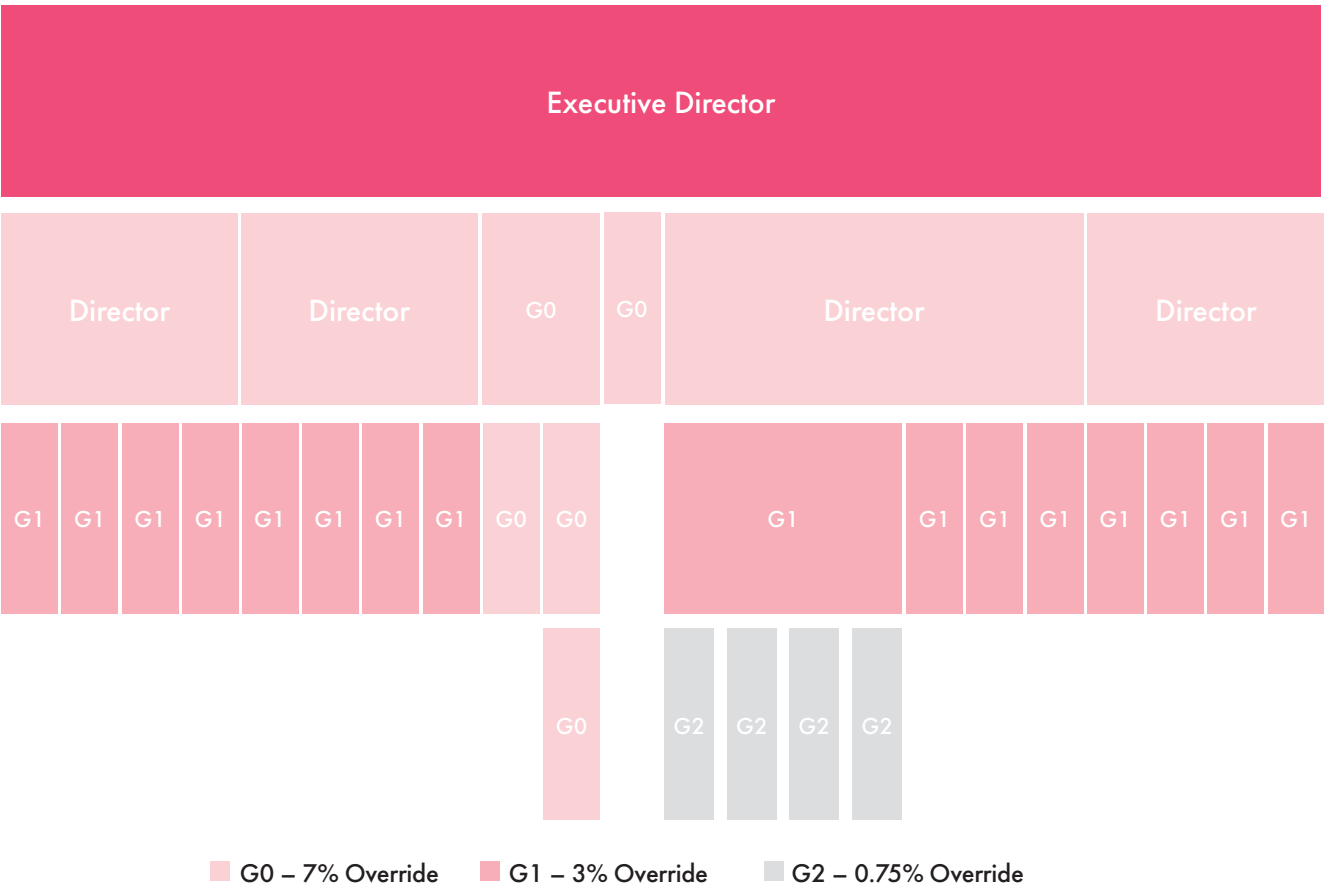
EXECUTIVE DIRECTOR OVERRIDES

15% Personal Sales Bonus on Personal Volume of \$1,500+

7% Generation 0 "G0" Override (G0 = all Consultants and Directors who do not have a Director between you and them)

3% Generation 1 "G1" Override (G1 = all Consultants and Directors who fall below a G0 Director, down to and including the next Director)

0.75% Generation 2 "G2" Override (G2 = all Consultants and Directors who are under a G1 Director, down to and including the next Director)



overview

PROMOTION REQUIREMENTS

TITLE	PROMOTION REQUIREMENTS							GENERATION (LINE) OVERRIDES			
	Personal Volume	Team Volume	PEQA	"Paid-At" Directors	Personal Comm.	Retail Rewards	Personal Sales Bonus	G0	G1	G2	Promotion Bonus
Consultant	\$200*				20%	5%***	15%****				
Director	\$1,500	\$4,000	4		20%	5%***	15%****	3%	2%		\$1,000
Senior Director	\$1,500	\$4,000	4	2**	20%	5%***	15%****	5%	3%	0.50%	\$2,000
Executive Director	\$1,500	\$4,000	4	4**	20%	5%***	15%****	7%	3%	0.75%	\$4,000

*Refers to \$200 every rolling six month requirement.

** If re-promoting to Senior Director or higher, your GO Directors only need to be "titled," not "paid-at" status.

***Retail Rewards is based on Personal Volume of Retail sales only.

****Personal Sales Bonus is based on \$1,500+ in Personal Volume.

MAINTENANCE REQUIREMENTS

DIRECTOR MAINTENANCE REQUIREMENTS

- 4+ Qualified, Sponsored and Active Consultants (QSC)
- Submit \$1,500 Personal Volume every month
- A minimum of \$4,000 Team Volume (PV + G0)
- Must be "Paid-At" a Director once every three consecutive months.

MISSING DIRECTOR MAINTENANCE REQUIREMENTS

Director	Director	Director	Director
May	June	July	August
Requirements Met	Requirements Not Met	Requirements Not Met	Requirements Not Met
The Director does not get paid Director overrides during June, July and August. She is stepped back to Consultant at the beginning of September based on the requirements she met at August month-end.			

TIP... If stepped back due to missing Maintenance Requirements, focus on booking, selling and enrolling new Consultants in order to re-promote again.



SENIOR DIRECTOR AND EXECUTIVE DIRECTOR MAINTENANCE REQUIREMENTS

All upper-level Directors (Senior Directors and Executive Directors) must continue to maintain "paid-at" maintenance requirements in order to be "paid-at" title.

Senior Directors who do not meet "paid-at" maintenance requirements and are "paid-at" a lower level for 6 consecutive months will be stepped back to the title in which "paid-at" maintenance requirements were met on the last month of maintenance.

Executive Directors who do not meet "paid-at" maintenance requirements and are paid at a lower level for 9 consecutive months will be stepped back to the title in which "paid-at" maintenance requirements were met on the last month of maintenance.

overview

MAINTENANCE REQUIREMENTS

Title	Maintenance Requirements							Generation (Line) Overrides			
	Personal Volume	Team Volume	QSC	Titled Directors	Personal Comm.	Retail Rewards	Personal Sales Bonus	G0	G1	G2	Title Retention (months)
Consultant	\$200*				20%	5%**	15%***				
Director	\$1,500	\$4,000	4		20%	5%**	15%***	3%	2%		3
Senior Director	\$1,500	\$4,000	4	2	20%	5%**	15%***	5%	3%	0.50%	6
Executive Director	\$1,500	\$4,000	4	4	20%	5%**	15%***	7%	3%	0.75%	9

*Refers to \$200 every rolling six month requirement.

** Retail Rewards is based on Personal Volume of Retail sales only.

*** Personal Sales Bonus is based on \$1,500+ in Personal Volume.

PROMOTION BONUS POTENTIAL




A one-time Promotion Bonus is earned when a Leader meets her promotion title requirements (month 1 – promotion month) and maintains her maintenance requirements for two consecutive months. Re-promotes are not eligible for the Promotion Bonus.


The chart below depicts what you can earn as you promote to each level of leadership. See page 14 for more details on what you can earn when you promote a GO Team member to each level of leadership (Developing Director Bonus).

	Promotion Bonus
Director	\$1,000
Senior Director	\$2,000
Executive Director	\$4,000

DIRECTOR PROMOTION BONUS

Once you meet your Director promotion title (month 1 promotion month) and maintain your Director maintenance requirements for two more consecutive months, you will receive a \$1,000 one-time Director Promotion Bonus. (Re-promotes are not eligible.)

		
Director Month 1	Director Month 2	Director Month 3
February	March	April
You meet all Director Promotion Qualifications. You earn Director title, pay & overrides for February. (Paid on March 10)	You meet all Director Maintenance Requirements. You earn Director pay & overrides for March. (Paid on April 10)	You meet all Director Maintenance Requirements. You earn Director pay & overrides for April. You also earn your one-time \$1,000 Director Bonus. (Paid on May 10)



* Bonuses are paid at every Leader level. See page 10 for details.

EXAMPLE OF MISSING DIRECTOR PROMOTION BONUS

Director Month 1	Director Month 2	Director Month 3	Director Month 4
April	May	June	July
Requirements Met	Requirements Not Met	Requirements Met	Requirements Met
This Director does not get paid overrides during the month of May. She and her Director do not earn bonuses.			

TIP... As a new Director you want to make sure you are meeting your Team Volume requirement. Try to ask all Consultants to submit their parties by the 28th of the month so you'll know if you will meet your Team Volume requirement of \$4,000! Maybe have a prize drawing for everyone who submits their parties by the 28th! This way you will know in advance of month-end where you stand and what you need to do to make your Team Volume.

DEVELOPING DIRECTOR BONUS



(AT THE DIRECTOR LEVEL)

A **\$1,000 Developing Director Bonus** is paid to the upline Director when **both the upline Director and newly promoted Director** attain “paid-at” status as a Director during the first three consecutive months of the newly promoted Director. (Re-promotes are not eligible.)

A Developing Director Bonus is paid after the 3-month bonus period if “paid-at” Director requirements are met. The Developing Director Bonus is paid to the upline Director who is the Director during Director promotion month 1. If Connie promotes in February, whomever is her Director during the month of February is who will be working with Connie to help her meet her 3-month goal, and that is also who will be paid the Developing Director Bonus. If Connie’s Director does not meet her requirements, the bonus will NOT roll up to the next Director.

Developing Director Bonuses are paid as you promote new Generation-0 upper level Directors. See details on page 14.

If the newly promoted Director fails to maintain her “paid-at” requirements or the 1st upline Director fails to maintain her “paid-at” Director requirements during the qualification period for the Developing Director bonus, the Developing Director bonus will be forfeited.

		
Director Month 1	Director Month 2	Director Month 3
February	March	April
If the promoting Director meets her Promotion Requirements and the Upline Director meets her “paid-at” Director Requirements.	If the promoting Director meets her Maintenance Requirements and the Upline Director meets her “paid-at” Director Requirements.	If the Promoting Director meets her Maintenance Requirements and the Upline Director meets her “paid-at” Director Requirements. (Paid on May 10)

\$1,000 Bonus!

DEVELOPING DIRECTOR BONUS

DEVELOPING DIRECTOR BONUSES GROW WITH EACH TITLE

Additional Developing Director Bonuses are paid as you promote new upper-level Directors in your Generation 0. To earn these you must first be at a qualifying title for that Developing Director Bonus. Your new upper-level Director must meet her “paid-at” title for the month of her promotion as well as the second and third maintenance months and you must meet your “paid-at” requirements based on the lowest “paid-at” title that is eligible during the same time frame. The illustration below shows how one can earn additional Developing Director Bonuses for promoting upper-level Directors in your Generation 0.

MULTIPLE RANK PROMOTIONS:

If a Consultant promotes multiple ranks in a commission period, the Developing Director Bonuses for the Director who helps them promote are paid one at a time in succession following the three-month qualification period for each rank, which begins with the lowest promotion rank. The qualification period for the next promoted-to rank begins the month following earning of or forfeiture of the promotion bonus for the previous rank. This process continues until the bonus for the highest promotion rank is either paid or forfeited.

For example, if Executive Director Sally has a Director Jane who promotes to Executive Director in January, skipping the Senior Director title, Sally will be paid her \$2,000 Senior Director bonus because of Jane’s promotion at the end of the third month (will be paid on April 10) if all requirements are met by both Leaders.

Sally will then work to earn her \$4,000 bonus because of Executive Director Jane’s promotion during the next three months following the first bonus payout. April, May and June will be the three months that both Leaders have to meet all requirements (bonus will be paid on July 10).

Personal Title (Must be “paid-at” the lowest title that is eligible)	A newly developed Director meeting her promotion requirements the month she promotes & “paid-at” maintenance requirements the 2 months following the promotion.		
	Director	Senior Director	Executive Director
Director	\$1,000	\$2,000	not eligible
Senior Director	\$1,000	\$2,000	\$4,000
Executive Director	\$1,000	\$2,000	\$4,000

BONUS POTENTIAL AT ALL LEVELS

The chart below displays the overall Bonus opportunity available as Leaders promote up through the Thirty-One Career Path.

	Promotion Bonus	Developing Director Bonus	Developing Director Bonus (Senior Directors and Executive Directors)	
Director	\$1,000	$\$1,000 \times 1 = \$1,000$	\$2,000+	
Senior Director	\$2,000	$\$1,000 \times 2 = \$2,000$	\$4,000+	
Executive Director	\$4,000	$\$1,000 \times 4 = \$4,000$	\$4,000+	
Bonus Earning Potentials	\$7,000	\$4,000 +	\$10,000 +	\$21,000 +

Bonus Earning Potential \$21,000 +

US: Representations made about income should not be considered as typical or guarantees of your potential earnings or profits as a Thirty-One Consultant. Your success with Thirty-One depends on several factors, such as time devoted to your business, tenure and hard work. Not everyone will achieve the represented level of income. Such amounts are before expenses, if any. For more information about what you can expect as a Thirty-One Consultant, please read our Income Disclosure Statement on page 20 or on mythirtyone.com

CA: Statement of Typical Participant's Earnings – 2023. The primary source of income of a Typical Participant in the Compensation Plan (the "Plan") of Thirty-One Gifts Canada Inc. ("Thirty-One Gifts") is from compensation on personal and downline sales of products and/or services. Personal earnings will vary. The Typical Participant earnings is representative of the smallest range of compensation earned by over 50% of all participants. A Typical Participant in the Plan earns between Cdn \$0 to \$122 annually. Please note that these earnings have been derived from the past earnings experiences of Thirty-One Gifts. This Statement of Typical Participant's Earnings will be updated annually. For more information about what you can expect as a Thirty-One Consultant, please read our Statement of Typical Participant's Earnings posted page 21 or on mythirtyone.ca.

ADDITIONAL CAREER PLAN INFORMATION

There are two other occurrences in our Career Plan that can impact your title, structure and pay and they are Director Pass-by and Director Step Back.

DIRECTOR PASS BY

Passing by: This occurs when a Consultant or Director has personally enrolled someone and that person promotes past the level of her Sponsor.

Pass by to Director: If a Consultant promotes to the title of Director before her Sponsor, the Sponsor will have three months after the promotion month to promote to Director or a higher title. If at the end of the three-month period the Sponsor has not promoted to Director or above, the new Director will be reassigned to the next qualified upline Director or above title.

Example: If team member Connie promotes to Director at the end of February, her Sponsor, Michelle, who is still a Consultant, has 3 months to promote to Director before she loses her new Director, Connie. In the example, Michelle must promote to Director in March, April or May. If Michelle does not promote to Director by May (upline change will reflect after commission run in June) then Connie will roll up to Michelle's Director.

Pass by to Director and above: Once a Consultant has attained the title of Director or above, pass by no longer applies, as long as they retain the title Director or above.

TIP... Support all of your G0, G1 and G2 so you can recognize potential pass-by Directors as early as possible!

DIRECTOR AND ABOVE STEP BACK

A Director must maintain "Paid-At" maintenance requirements to be paid as a Director each month. She must meet the requirements for at least one month in every three consecutive months to maintain her Director title.

If a Director fails to meet "Paid-At" maintenance requirements for three consecutive months, she will be stepped back to a Consultant. She will keep her active G0 Consultants on her team. Any G0 Directors and their teams will immediately and permanently roll up to the upline Director. Any upline Director will see a reorganization of those G1 Consultants and G1 Directors moving to G0, G2 moving to G1 and G3 moving to G2 for the month that the Director is stepped back.

If you are an upline Director receiving a team into your G0 from a Director who has been stepped back, please support them with communication, training, recognition and other support that you give your G0 team.

(If the Director who has stepped back goes inactive at any period of time, she would lose her team and would not be paid on those Consultants she lost for going inactive.)

Note: The example above is based on a Director step back; however, any level of Leader (Director and above) that is stepped back will immediately and permanently lose their G0 Leaders that are at a higher title than they are unless they maintain a Director title or higher once the step back occurs. There is no grace period to catch up.

Example: An ED was stepped back for not maintaining her maintenance requirements. She is stepped back to Consultant, based on the level she is performing during her last month of maintenance. She has a D/SD/ED under her that will immediately and permanently rollup to the next eligible upline Leader that is an Director or higher.

REQUIREMENTS BY TITLE

Career Path	Promotion Requirements	Reward	Expectations	"Paid-At" Maintenance Requirements
Consultant	<ul style="list-style-type: none"> Submit at least \$200 in Personal Volume (PV) every rolling six months Qualify with \$750 in PV 	<ul style="list-style-type: none"> 20% Commission on PV 5% Retail Rewards on Personal Volume of Retail sales only* 15% Personal Sales Bonus on PV \$1,500+ Opportunity to participate in Consultant incentives 	<ul style="list-style-type: none"> Book Sell Sponsor 	
Director	<ul style="list-style-type: none"> 4+ PEQA Consultants (Roll-ups do not count) Submit \$1,500 PV every month A min. of \$4,000 Team Volume (PV + Generation 0 sales) 	<ul style="list-style-type: none"> 20% Commission on PV 5% Retail Rewards on Personal Volume of Retail sales only* 15% Personal Sales Bonus on PV \$1,500+ 3% Generation 0 Override 2% Generation 1 Override \$1,000 one-time Director Promotion Bonus** Up to \$2,000 Developing Director Bonus*** 	<ul style="list-style-type: none"> Act as a Consultant first and a Leader second, a role model with a strong personal business who is consistently paid-at-title Participate and encourage attendance in Home Office events and programs Communicate with your GO team members monthly Work on self-development Celebrate new Consultants and help them start their business strong Celebrate team members for their key milestone, including partying, sharing the opportunity and promotions Encourage participation in company programs and incentives Develop team members who want more out of their business Keep it simple 	<ul style="list-style-type: none"> Must be "Paid-At" a Director once every three consecutive months 4+ Qualified, Sponsored and Active Consultants (QSC) Submit \$1,500 PV every month A min. of \$4,000 Team Volume (PV + Generation 0 sales)
Senior Director	<ul style="list-style-type: none"> 4+ PEQA Consultants (Roll-ups do not count) 2 "Paid-At" Generation 0 Directors**** Submit \$1,500 PV every month A min. of \$4,000 Team Volume Re-promotes and permanent roll-ups count 	<ul style="list-style-type: none"> 20% Commission on PV 5% Retail Rewards on Personal Volume of Retail sales only* 15% Personal Sales Bonus on PV \$1,500+ 5% Generation 0 Override 3% Generation 1 Override 0.50% Generation 2 Override \$2,000 One-time Promotion Bonus** Up to \$4,000 Developing Director Bonus*** 	<ul style="list-style-type: none"> Same as Directors Communicate with your GO, G1 and G2 team members monthly Monthly conference/coaching call with Directors 	<ul style="list-style-type: none"> Must be "Paid-At" a Sr. Director once every 6 consecutive months 4+ Qualified, Sponsored and Active Consultants (QSC) 2 "Titled" Generation 0 Directors Submit \$1,500 PV every month A min. of \$4,000 Team Volume Re-promotes and permanent roll-ups count

*See definition on *ThirtyOneToday* and/or the *Glossary Terms* on pages 2 and 3 of this training guide.

Executive Director	<ul style="list-style-type: none"> • 4+ PEQA Consultants (Roll-ups do not count) • 4 "Paid-At" Generation 0 Directors **** • Submit \$1,500 PV every month • A min. of \$4,000 Team Volume • Re-promotes and permanent roll-ups count 	<ul style="list-style-type: none"> • 20% Commission on PV • 5% Retail Rewards on Personal Volume of Retail sales only* • 15% Personal Sales Bonus on PV \$1,500+ • 7% Generation 0 Override • 3% Generation 1 Override • 0.75% Generation 2 Override • \$4,000 one-time Promotion Bonus** • Up to \$4,000 Developing Director Bonus*** 	<ul style="list-style-type: none"> • Same as Senior Directors • Conduct future Leader program 	<ul style="list-style-type: none"> • Must be "Paid-At" an Executive Director once every 9 consecutive months • 4+ Qualified, Sponsored and Active Consultants (QSC) • 4 "Titled" Generation 0 Directors • Submit \$1,500 PV every month • A min. of \$4,000 Team Volume • Re-promotes and permanent roll-ups count
<p>* Retail Rewards are earned based on 5% of monthly Personal Volume submitted through Retail sales only. Earnings are uploaded as Reward Product Credits that can be redeemed as a payment type on any future order through Thirty-One Marketplace.</p>				
<p>** A one-time Promotion Bonus earned when a Leader meets her promotion title (month 1 promotion month) and maintains her maintenance requirements for two more consecutive months. (Re-promotes are not eligible for the Promotion Bonus.)</p>				
<p>*** Developing Director Bonuses are paid when you promote new Directors and above (they meet their "paid-at" requirements) and you meet the lowest "paid-at" title that is eligible the first three consecutive months of the newly promoted Director. The Developing Director Bonus will not compress up to the next upline Leader if the requirements are not being met by the first upline Leader.</p>				
<p>**** If re-promoting to Senior Director or higher, your GO Directors only need to be "titled," not "paid-at" status.</p>				
<p>PEQA = Personally Enrolled, Qualified and Active Consultant QSC = Qualified Sponsored and Active Consultant PV = Personal Volume Team Volume (TV) = PV + G0 sales Generation 0 = G0 All Consultants under a Director, down to and including the next Director Generation 1 = G1 All Consultants and Directors who are under a G0 Director, down to and including the next Director Generation 2 = G2 All Consultants and Directors who are under a G1 Director, down to and including the next Director</p>				
<p>Paid-At Title This is the title you maintained during the prior month. You must continue to maintain your "paid-at" requirements in order to be paid at your title.</p>				

U.S. INCOME DISCLOSURE STATEMENT – 2023

With the opportunity to work from home and be a business owner, you can chart your own unique course. A Thirty-One business is yours to dream, build, and develop!

We understand each Consultant's experience is unique—some Consultants join simply to receive a discount on Thirty-One products and many others start off selling products to earn a little extra money. If you choose to build your own business at Thirty-One, the information in the table, for 2023, should help you better understand the amount of income that U.S. Consultants can and do earn. For example, in 2023, approximately:

- 30.64% of Consultants earned less than \$1;
- 18.18% of Consultants earned between \$1 and \$99; and
- 41.52% of Consultants earned between \$100 and \$999.

Please note that Thirty-One Gifts LLC does not require Consultants to purchase or maintain inventory and in fact, our policies on commissionable sales prohibit this practice. Note also that these income figures do not represent a Consultant's profit, as they do not consider expenses incurred by a Consultant in the operation or promotion of their business. The figures in the table refer to gross income (total income before any expenses are deducted) and expenses that a Consultant incurs in the operation of their business can vary widely. You should factor in estimated expenses when projecting potential profits.¹

The income of the Consultants in the table is not necessarily representative of the income, if any, that you or any particular Consultant can or will earn through their Thirty-One business and should not be considered guarantees or projections of your actual earnings, income, or profits. Your success with Thirty-One depends on several factors, such as time devoted to your business, tenure, and hard work. For instance, the top 1.13% of those Consultants with the highest yearly income in the table have an average tenure with Thirty-One of 9.95 years. It is important to keep in mind that, like all business, some Consultants will succeed in earning income and some will not.

CONSULTANT YEARLY INCOME ²	% OF ALL CONSULTANTS ^{3 4}
Less than \$1	30.64%
\$1-\$99	18.18%
\$100-\$999	41.52%
\$1,000-\$1,999	4.97%
\$2,000-\$2,999	1.52%
\$3,000-\$3,999	0.75%
\$4,000-\$4,999	0.37%
\$5,000-\$9,999	0.91%
\$10,000-\$99,999	1.10%
\$100,000+	0.03%

¹ Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone costs, Internet costs, and miscellaneous expenses.

² Income is defined as commissions earned by a Consultant from Thirty-One Gifts for her sale of products and any applicable overrides as defined in the Career Path booklet.

³ This table includes Consultants as of December 31, 2023 (or earlier in the year if the consultant relationship was terminated in 2023).

⁴ This table includes 26,677 registered Consultants in 2023, regardless of active or inactive status.

STATEMENT OF TYPICAL PARTICIPANT'S EARNINGS – 2023

FULL STATEMENT

The primary source of income of a Typical Participant in the Compensation Plan (the "Plan") of Thirty-One Gifts Canada Inc. ("Thirty-One Gifts") is from compensation on personal and downline sales of products. Personal Earnings will vary.

The below table breaks down the percentage of participants in the Plan by their earnings level. This table includes all participants, regardless of activity status or length of time with Thirty-One Gifts. The table is based on 2023 income.

PERCENTAGE OF PARTICIPANTS	EARNINGS
32.34%	Less than \$1
15.15%	\$1 - \$99
40.64%	\$100 - \$999
5.68%	\$1,000 - \$1,999
2.35%	\$2,000 - \$2,999
0.87%	\$3,000 - \$3,999
0.69%	\$4,000 - \$4,999
1.23%	\$5,000 - \$9,999
1.02%	\$10,000 - \$99,999
0.04%	\$100,000+

Based on the above table, 88.13% of participants last year received earnings between \$0-\$999. The Typical Participant earnings is representative of the smallest range of compensation earned by over 50% of all participants. In 2023, a Typical Participant in the Plan earned between Cdn \$0 to \$122 annually.

The earnings above have been derived from the 2023 earnings experiences of Thirty-One Gifts. This Statement of Typical Participant's Earnings will be updated annually.

SHORT STATEMENT

Statement of Typical Participant's Earnings – 2023. The primary source of income of a Typical Participant in the Compensation Plan (the "Plan") of Thirty-One Gifts Canada Inc. ("Thirty-One Gifts") is from compensation on personal and downline sales of products and/or services. Personal earnings will vary. The Typical Participant earnings is representative of the smallest range of compensation earned by over 50% of all participants. A Typical Participant in the Plan earns between Cdn \$0 to \$122 annually. Please note that these earnings have been derived from the past earnings experiences of Thirty-One Gifts. This Statement of Typical Participant's Earnings will be updated annually. For more information about what you can expect as a Thirty-One Consultant, please read our Statement of Typical Participant's Earnings posted on mythirtyone.ca.