

MARKETING PLAN



A WORLD OF OPPORTUNITIES WITH DNX

Definition of Terms	
PV	Point Value, for qualification and status.
SV	Sales Value, for calculation of Bonus and Incentive.
Personal Point Value (PPV) / Personal Sales Value (PSV)	Total PV/SV generated from all personal cash bills transacted in a month.
Personal Group Point Value (PGPV) / Personal Group Sales Value (PGSV)	Total PV/SV generated in a month by all downline distributors within personal group (ie. excluding breakaway QSAs) and own PPV/PSV.
Diamond Group Point Value (DGPV) / Diamond Group Sales Value (DGSV)	Total PV/SV generated in a month by all downline distributors within your diamond group (ie. excluding breakaway QSDs) and own PPV/PSV.
Qualified Star Agent (QSA)	Any SA who maintains 300 PPV in a month.
Qualified Star Diamond (QSD)	Any Diamond who qualifies for 37% Star Group Bonus.
Travel Seminar Qualifier	Any SA and above who meets the Yearly Travel Seminar Incentive Points (TSIP) Quota set of the year.

Introduction of Remuneration



2. Bonus (71%) and Cash Incentive (RM8,050)

a	Group Bonus	6% - 21%
b	Star Group Bonus	25% - 37%
c	Development Bonus	15%
d	International Profit Sharing	2%
e	Leadership Bonus	15%
f	Travel Seminar Incentive	2%
g	One Time HP Cash Incentive	RM1,050
h	One Time Overseas Trip Cash Incentive	RM7,000

STATUS

Status	Condition
Distributor	Age 18 years and a sponsor
Star Agent (SA)	 Achieves accumulated Group Sales of 4,500PV
Star Ruby (SR)	 Sponsors 3 First Generation Star Agents (SA)
Star Diamond (SD)	 With 6 First Generation Star Agents (SA) & qualifies for 37% Star Group Bonus
Executive Star Diamond (ESD)	 Star Diamond who sponsors 1 Star Diamond*
Senior Star Diamond (SSD)	 Star Diamond who sponsors 2 Star Diamonds*
Executive Senior Star Diamond (ESSD)	 Star Diamond who sponsors 3 Star Diamonds*
Double Diamond (DD)	 Star Diamond who sponsors 4 Star Diamonds*
Executive Double Diamond (EDD)	 Star Diamond who sponsors 5 Star Diamonds*
Triple Diamond (TD)	 Star Diamond who sponsors 6 Star Diamonds*
Executive Triple Diamond (ETD)	 Star Diamond who sponsors 7 Star Diamonds*
Gold Diamond (GD)	 Star Diamond who sponsors 8 Star Diamonds*
Executive Gold Diamond (EGD)	 Star Diamond who sponsors 9 Star Diamonds*
Crown Diamond (CD)	 Star Diamond who sponsors 10 Star Diamonds*
Executive Crown Diamond (ECD)	 Star Diamond who sponsors 11 Star Diamonds*
Senior Crown Diamond (SCD)	 Star Diamond who sponsors 12 Star Diamonds*
Executive Senior Crown Diamond (ESCD)	 Star Diamond who sponsors 13 Star Diamonds*
Double Crown Diamond (DCD)	 Star Diamond who sponsors 14 Star Diamonds*
Executive Double Crown Diamond (EDCD)	 Star Diamond who sponsors 15 Star Diamonds*
Triple Crown Diamond (TCD)	 Star Diamond who sponsors 16 Star Diamonds*
Executive Triple Crown Diamond (ETCD)	 Star Diamond who sponsors 17 Star Diamonds*
Gold Crown Diamond (GCD)	 Star Diamond who sponsors 18 Star Diamonds*
Executive Gold Crown Diamond (EGCD)	 Star Diamond who sponsors 19 Star Diamonds*
Crown Ambassador (CA)	 Star Diamond who sponsors 20 Star Diamonds*

* As per dynamic compression.

1. Retail Profit (>15%)

Direct profit for distributors is when they sell DXN products to non-DXN members. Retail profit is the difference between distributor price and retail price.

2. Group Bonus (6% - 21%)

To be entitled for this Group Bonus, you need to maintain 100PPV each month.

Accumulated Group PV	Bonus
4,500 and above	21%*
3,250	18%
2,000	15%
1,000	12%
300	9%
100	6%

* If a Star Agent (21%) maintains 300PPV, he will become a Qualified Star Agent (25%).

3. Star Group Bonus (25% -37%)

To be entitled for this Star Group Bonus, you must be a SA and maintain 300PPV (QSA) each month and must have at least one distributor under you.

No. of SA (1st Generation)	No. of Qualified SA Lines	DGPV	Bonus
6	-	5,000	37%
	4	2,500#	
5	-	3,000	35%
	4	2,000	
4	4	-	33%
3	3	-	31%
2	2	-	29%
1	1	-	27%
0	0	-	25%

For SSD and above, if the number of QSD is more than one, then the DGPV can be borrowed from one of the QSD and the number of the QSD will be reduced by one.



4. Development Bonus (15%)

To be entitled for this Development Bonus, you must be a SA and maintain 300 PPV (QSA) each month.

Level of Qualified SA	Bonus
1st Level	5%
2nd Level	4%
3rd Level	3%
4th Level	2%
5th Level	1%

5. International Profit Sharing (2%)

To be entitled for this International Profit Sharing (IPS) you must be a Qualified Star Diamond (QSD).

$$\text{IPS Fund} = \text{Overall Company's Sales in SV} \times 2\%$$

Your IPS entitlement

$$= \text{IPS Fund} \times \frac{\text{Your IPS Points for the month}}{\text{Total IPS Points for all Qualified Star Diamonds and above}}$$

Your IPS Point calculation:

Level of Qualified SD	IPS Point
Personal	DGSV X 100%
1st Level QSD (L1)	+ L1 DGSV X 50%
2nd Level QSD (L2)	+ L2 DGSV X 40%
3rd Level QSD (L3)	+ L3 DGSV X 30%
4th Level QSD (L4)	+ L4 DGSV X 20%
5th Level QSD (L5)	+ L5 DGSV X 10%



6. Leadership Bonus (15%)

To be entitled for this Leadership Bonus, you must be a Qualified Star Diamond (QSD).

No. of Qualified SD Lines	1	2	3	4	5
1st Level QSD's DGSV	5%	5%	5%	5%	5%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	-	3%	4.8%	5.8%	6.5%
Minimum DGSV needed to Guarantee upline ('000)	2.5	5	7.5	10	10

No. of Qualified SD Lines	6	7	8	9	10
1st Level QSD's DGSV	5%	5%	5%	5%	5%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	7.1%	7.6%	8%	8.3%	8.5%
Minimum DGSV needed to Guarantee upline ('000)	10	10	10	10	10

No. of Qualified SD Lines	11	12	13	14	15
1st Level QSD's DGSV	5%	5%	5%	5%	5%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	8.7%	8.9%	9.1%	9.3%	9.5%
Minimum DGSV needed to Guarantee upline ('000)	10	10	10	10	10

No. of Qualified SD Lines	16	17	18	19	20
1st Level QSD's DGSV	5%	5%	5%	5%	5%
2nd Level and below QSD's DGSV (till 1st level of next qualifier)	9.6%	9.7%	9.8%	9.9%	10%
Minimum DGSV needed to Guarantee upline ('000)	10	10	10	10	10



7. Travel Seminar Incentive (2%)

This Travel Seminar Incentive (TSI) shall be used by the qualifier for the travel seminar organised by the Company only. It is not exchangeable for cash and also not transferable. A qualifier may claim up to maximum Travel Seminar Fare against his/her TSI for two (2) if married.

Travel Seminar Incentive Fund = Company's Annual Sales in SV X 2%

* To be shared as below:

- i) 50% of the Travel Seminar Incentive Fund (TSIF) to be shared amongst all SAs and above who met the YEARLY TSIP QUOTA set for the year.
- ii) 50% of the Travel Seminar Incentive Fund (TSIF) to be shared amongst all SDs and above who met the YEARLY TSIP QUOTA set for the year.

a) Travel Seminar Incentive for SA Qualifier (TSIS_{SA})

* Travel Seminar Incentive Point (TSIP) will be calculated monthly based on the following formula and to be accumulated for a year:

Level of Qualified SA	Monthly Travel Seminar Incentive Point (TSIP)
Personal	PGSV X 100%
1st Level QSA (L1)	+ L1 PGSV X 50%
2nd Level QSA (L2)	+ L2 PGSV X 40%
3rd Level QSA (L3)	+ L3 PGSV X 30%
4th Level QSA (L4)	+ L4 PGSV X 20%
5th Level QSA (L5)	+ L5 PGSV X 10%

b) Travel Seminar Incentive for SD Qualifier (TSIS_{SD})

* Travel Seminar Incentive Point (TSIP) will be calculated monthly based on the following formula and to be accumulated for a year:

Level of Qualified SD	Monthly Travel Seminar Incentive Point (TSIP)
Personal	DGSV X 100%
1st Level QSD (L1)	+ L1 DGSV X 50%
2nd Level QSD (L2)	+ L2 DGSV X 40%
3rd Level QSD (L3)	+ L3 DGSV X 30%
4th Level QSD (L4)	+ L4 DGSV X 20%
5th Level QSD (L5)	+ L5 DGSV X 10%

8. Hand Phone Cash Incentive (RM1,050) - One Time Only

When you have 3 immediate SA's who achieved 6,000 Accumulated GPV, then you will be entitled to receive this **One Time** Hand Phone Cash Incentive amounting to RM1,050.

*Only personally sponsored downlines counted.



9. Overseas Trip Cash Incentive (RM7,000) - One Time Only

When you have 5 immediate downlines who have received their Hand Phone Cash Incentive, then you will be entitled to receive this **One Time** Overseas Trip Cash Incentive amounting to RM7,000.

*Only personally sponsored downlines counted.



1. Retail Profit (>15%)

Direct profit for distributors is when they sell DXN products to non-DXN members. Retail profit is the difference between distributor price and retail price.

Example:

If you sell one unit of a DXN Product to a non-DXN distributor, you will earn the retail profit as below:

One unit of DXN Product	
Distributor Price	RM 25.00
Retail Price	RM 30.00

Therefore,

Retail Price – Distributor Price = Retail Profit
RM 30 - RM 25 = RM 5

YOUR retail profit is RM 5.00 (20% from distributor price)



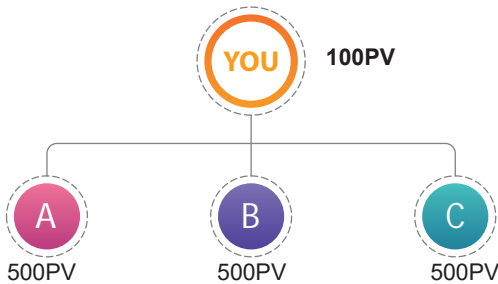
"The statements made on this page are hypothetical and merely meant to describe and explain the mechanisms of the Compensation plan and its various bonus features. Any statements made on this page are not meant as earnings claims, nor do they represent any promises or guarantees of specific earnings or earning potential. Specific earnings will be influenced by many factors."

* Assume 1PV = 1SV for all the following Bonuses and Incentives calculations.

2. Group Bonus (6%-21%)

CASE 1

If in the first month you have acquired 100PV and sponsored 3 new distributors with 500PV each:



Personal PV/SV (PPV/PSV) = 100PV/SV
 Personal Group PV/SV (PGPV/PGSV) = 1,600PV/SV

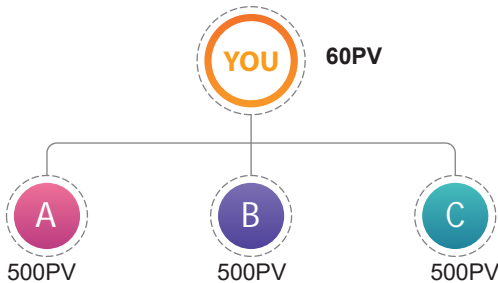
Your Group Bonus = (1,600SV X 12%) - (500SV X 9%)
 - (500SV X 9%) - (500SV X 9%)
 = RM192 - RM45 - RM45 - RM45
 = **RM57.00**

Therefore:

Your Group Bonus is RM57.00 and Group Bonus for A, B and C is RM45.00 each.

CASE 2

If YOU have acquired 60PV and each one of your downline achieved 500PV:



Personal PV (PPV) = 60PV
 Personal Group PV (PGPV) = 1,560PV

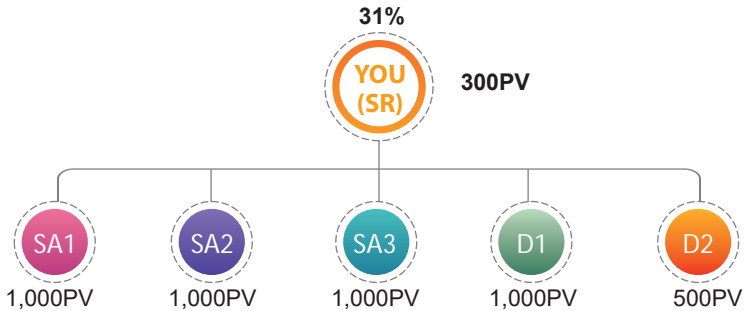
You are not qualified to receive any bonus because your Personal PV is less than 100 PPV. To qualify for Group Bonus, YOU must have a minimum of 100PPV.

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3. Star Group Bonus (25%-37%)

CASE 1

If YOU are a Star Ruby (SR) and have sponsored 3 Star Agents (SA) and 2 distributors:



Personal PV (PPV)	=	300PV
Personal SV (PSV)	=	300SV
Personal Group PV (PGPV)	=	1,800PV
Personal Group SV (PGSV)	=	1,800SV

Your Star Group Bonus	=	(4,800SV X 31%) - (1,000SV X 25%)
	=	- (1,000SV X 25%) - (1,000SV X 25%)
	=	- (1,000SV X 12%) - (500SV X 9%)
	=	RM1,488 - RM250 - RM250
	=	- RM250 - RM120 - RM45
	=	RM573.00

Therefore:

Your Star Group Bonus is RM573.00.

SA1, SA2 and SA3 will earn RM250.00 each.

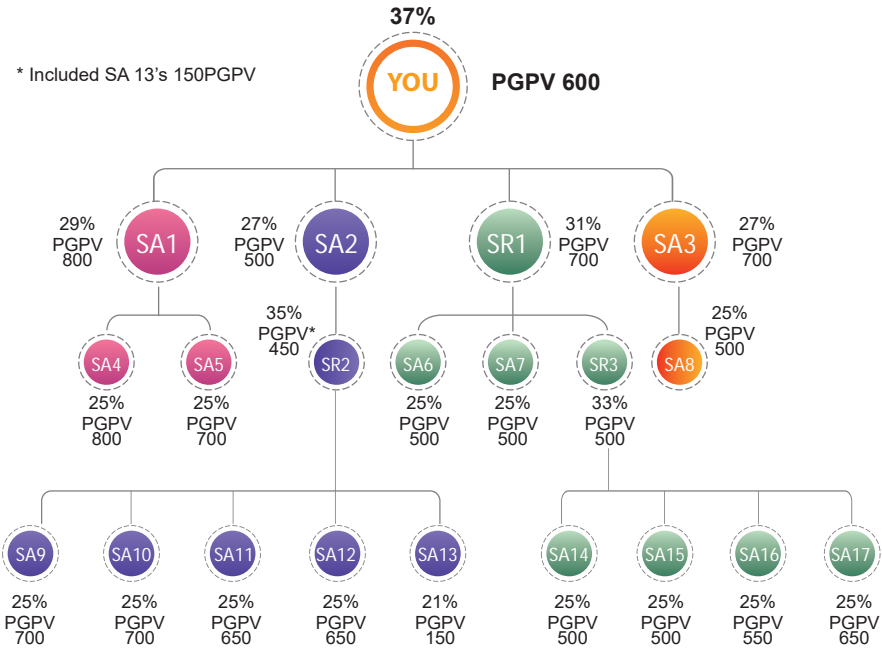
Group Bonus for D1 is RM120.00 and D2 is RM45.00

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CASE 2

If YOU are a Star Diamond with 6 SAs (1st Generation), 300PPV and 600 PGPV. At the same time, YOU have some downlines with the status of Star Ruby (SR) and Star Agent (SA) who have at least 300PPV.

The Star Group Bonus entitlement (%) for YOU and your downlines will be as follow:



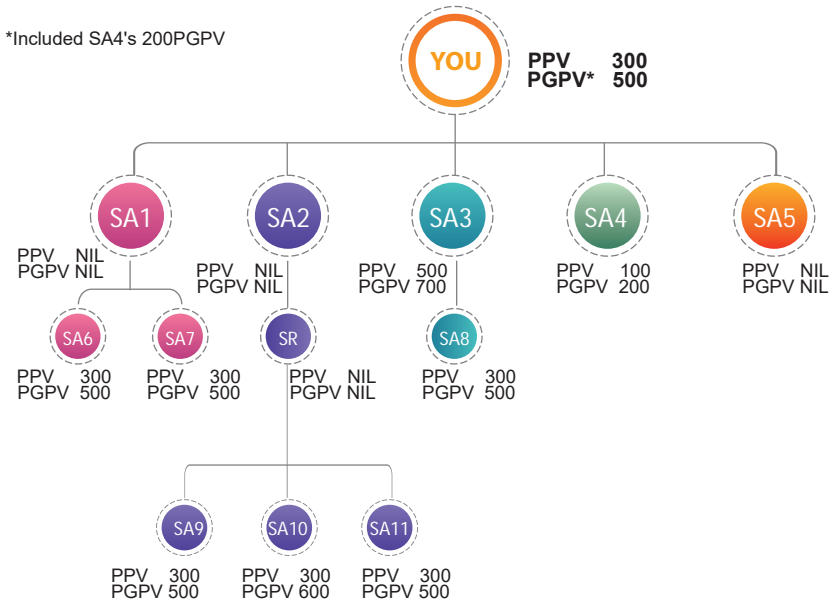
Star Group Bonus (%)

	Status	No of Qualified SA Lines	PPV	PGPV	DGPV	SGB entitlement (%)
YOU	SD	4	300	600	12,200	37%
SA1	SA	2	300	800		29%
SA2	SA	1	300	500		27%
SR1	SR	3	300	700	4,400	31%
SR2	SR	4	300	450	3,150	35%
SR3	SR	4	300	500	2,700	33%
SA4	SA	0	300	800		25%
SA13	SA	0	100	150		21%

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CASE 3

If YOU are a Star Ruby (SR) with **5 SAs** (1st Generation), 300PPV and 500PGPV. At the same time, YOU have downlines with the status of Star Ruby (SR) and Star Agent (SA). Some of the SR or SA are inactive (i.e. SA1, SA2, SA5 & SR):



Therefore:

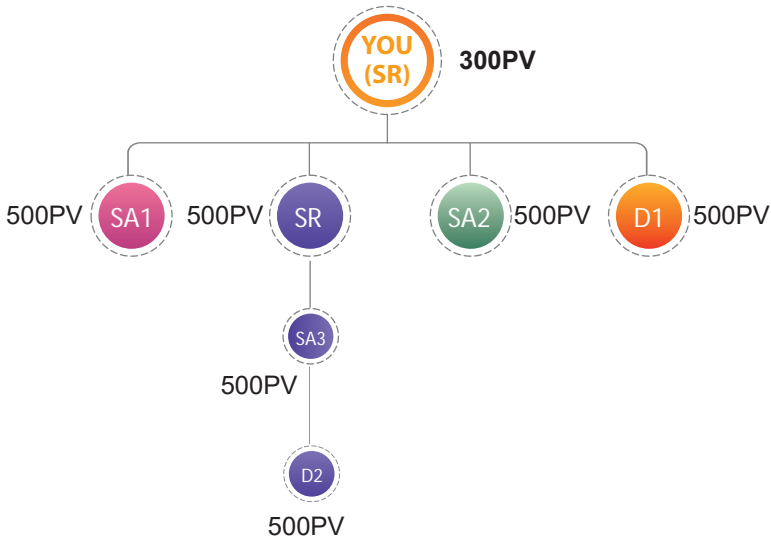
YOU are entitled to 35% of Star Group Bonus even you have only 3 qualified SA lines. It is because YOU have 5 SAs (1st Generation) and obtained 4,300DGPV.

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4. Development Bonus (15%)

CASE 1

For Development Bonus, if YOU are a Star Ruby (SR) and have downlines as below:



Personal PV (PPV)	= 300PV
Personal SV (PSV)	= 300SV
Personal Group PV (PGPV)	= 800PV
Personal Group SV (PGSV)	= 800SV

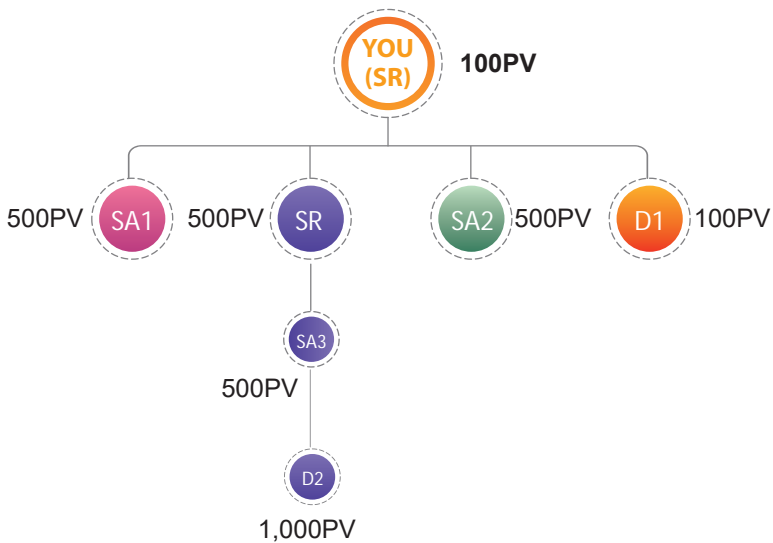
$$\begin{aligned}\text{Your Development Bonus} &= (1,500\text{SV} \times 5\%) + (1,000\text{SV} \times 4\%) \\ &= \text{RM}75 + \text{RM}40 \\ &= \text{RM}115.00\end{aligned}$$

Therefore:
Your Development Bonus is RM115.00.

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CASE 2

For Development Bonus, if YOU are a Star Ruby (SR) and have downlines as below:



Personal PV (PPV) = 100PV
 Personal Group PV (PGPV) = 200PV

Therefore:

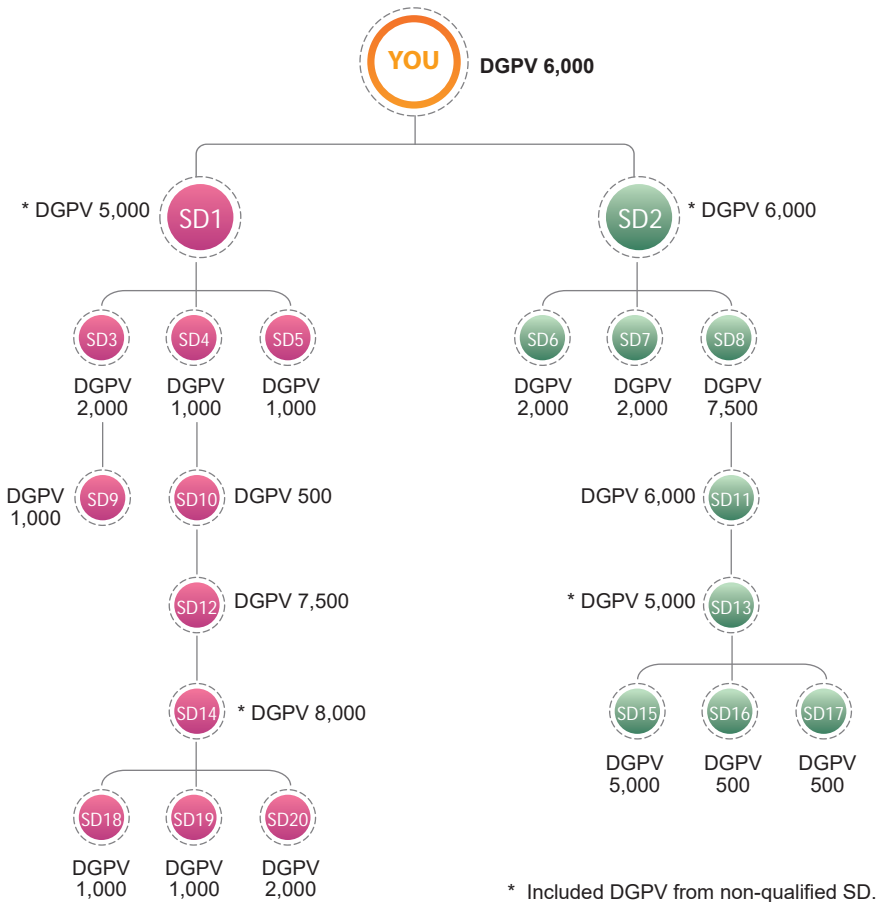
YOU are not qualified to earn the development bonus because your Personal PV is less than 300 PV.

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5. International Profit Sharing (2%)

EXAMPLE

YOU are a Senior Star Diamond (SSD) and have downlines of Star Diamond (SD) and above.



Non-qualified SD : SD3, SD4, SD5, SD6, SD7, SD9, SD10, SD16, SD17, SD18, SD19 & SD20
 Qualified SD : YOU, SD1, SD2, SD8, SD11, SD12, SD13, SD14 & SD15

Assumptions : -

- 1 PV equals to 1 SV.
- There are 68 Star Diamonds and above in the company and the Total IPS Point is 500,000 points.
- Total company's sales for that particular month is 2,000,000 SV.

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IPS Point for YOU:

YOU	DGSV	IPS points
1st Level: SD1 + SD2	6,000 X 100%	= 6,000
2nd Level: SD12 +SD8	11,000 X 50%	= 5,500
3rd Level: SD14 + SD11	15,000 X 40%	= 6,000
4th Level: SD13	14,000 X 30%	= 4,200
5th Level: SD15	5,000 X 20%	= 1,000
	5,000 X 10%	= 500
YOUR Total IPS Point		<u>23,200</u>

Therefore:

YOUR International Profit Sharing

$$= 2\% \times 2,000,000\text{SV} \times \frac{23,200 \text{ pts}}{500,000 \text{ pts}}$$

= RM1,856.00

International Profit Sharing

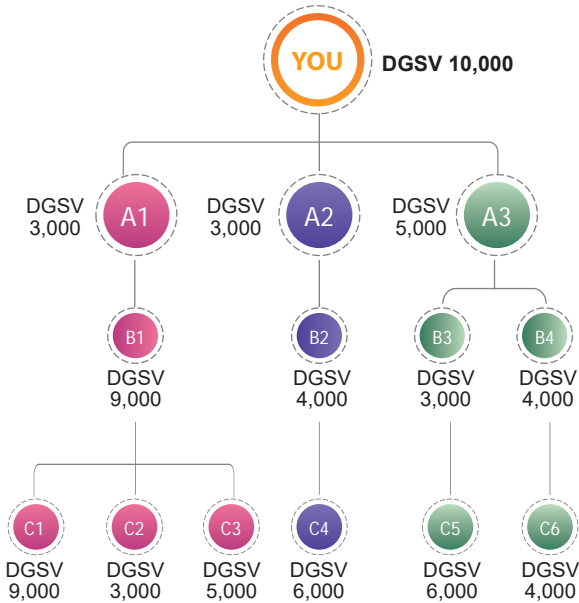


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6. Leadership Bonus (15%)

CASE 1

YOU are an Executive Senior Star Diamond (ESSD) and have qualified for 37% Star Group Bonus. Every Circle (from A1 to C6) represents a SD and above. All SDs have qualified for 37% Star Group Bonus.



YOUR Leadership Bonus:

1st Level qualified SD:

$$A1 + A2 + A3 = 11,000\text{SV} \times 5.0\% = \text{RM } 550$$

2nd Level and below qualified SD:

$$B1 + C1 + C2 + C3 + B2 + C4 + B3 + B4 = 43,000\text{SV} \times 4.8\% = \text{RM}2,064$$

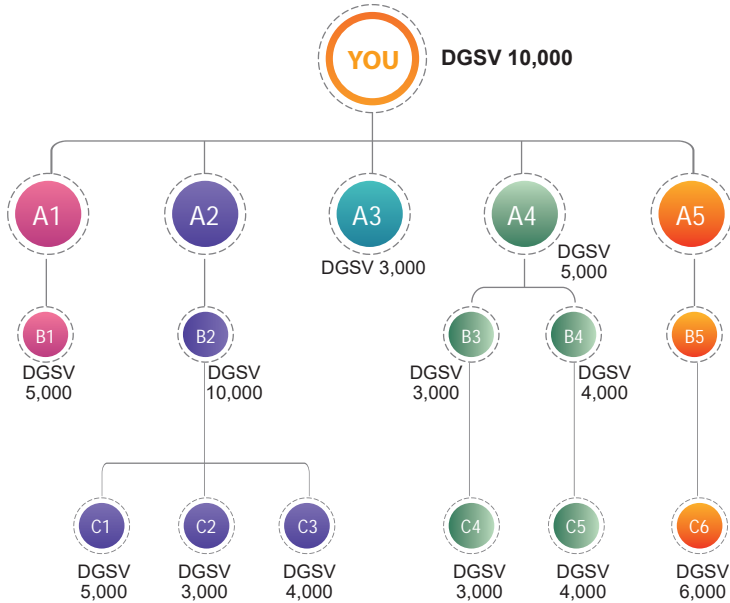
$$C5 + C6 = 10,000\text{SV} \times 1.8\% = \text{RM } 180$$

YOUR Leadership Bonus

RM2,794

CASE 2

YOU are an Executive Double Diamond (EDD) and have qualified for 37% Star Group Bonus. Every Circle (from A1 to C6) represents a SD and above. All SDs have qualified for 37% Star Group Bonus with the exception of A1,A2, A5 & B5



YOUR Leadership Bonus:

1st Level qualified SD:

$$B1 + B2 + A3 + A4 + C6 = 29,000\text{SV} \times 5.0\% = \text{RM}1,450$$

2nd Level and below qualified SD:

$$C1 + C2 + C3 + B3 + B4 = 19,000\text{SV} \times 6.5\% = \text{RM}1,235$$

$$C4 + C5 = 7,000\text{SV} \times 3.5\% = \text{RM} 245$$

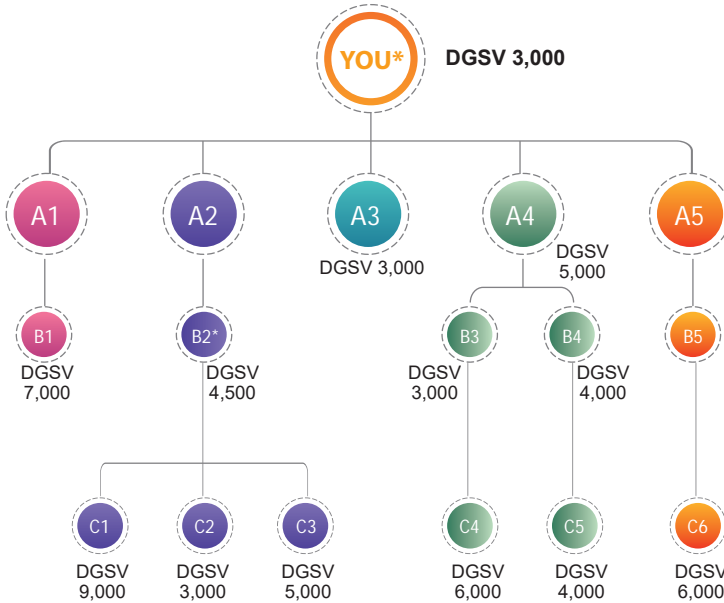
YOUR Leadership Bonus

RM2,930

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CASE 3

YOU are an Executive Double Diamond (EDD) and have qualified for 37% Star Group Bonus. Every Circle (from A1 to C6) represents a SD and above. All SDs have qualified for 37% Star Group Bonus with the exception of A1, A2, A5 & B5.



YOUR Leadership Bonus:

1st Level qualified SD:

$$B1 + B2 + A3 + A4 + C6 = 25,500SV$$

$$\text{Add: Guarantee from Downline (B2)} = 3,000SV$$

$$\text{Less: Guarantee Upline (YOU)} = (7,000SV)$$

$$\underline{21,500SV} \times 5.0\% = \text{RM1,075}$$

2nd Level and below qualified SD:

$$C1 + C2 + C3 + B3 + B4 = 24,000SV$$

$$\text{Less: Guarantee Upline (B2)} = (3,000SV)$$

$$\underline{21,000SV} \times 6.5\% = \text{RM1,365}$$

$$C4 + C5 = 10,000SV \times 3.5\%$$

$$\text{YOUR Leadership Bonus} = \underline{\underline{\text{RM2,790}}}$$

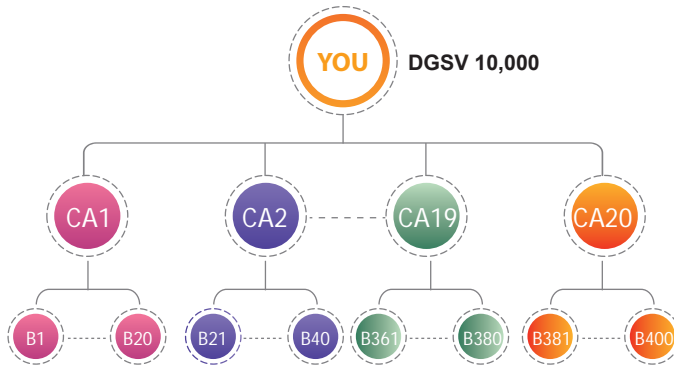
* YOU need to guarantee upline 10,000 DGSV.

* B2 need to guarantee upline 7,500 DGSV.

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CASE 4

YOU are a Crown Ambassador (CA) and have 20 first generation Crown Ambassadors (CAs) with 10,000DGSV each. All CAs have 20 Qualified SDs with 10,000 DGSV each.



Therefore:
Your Leadership Bonus

1st Level Qualified SD: 10,000DGSV X 20 X 5%	= RM 10,000
2nd Level Qualified SD: 10,000DGSV X 400 X 10%	= RM400,000
	<u><u>RM410,000</u></u>

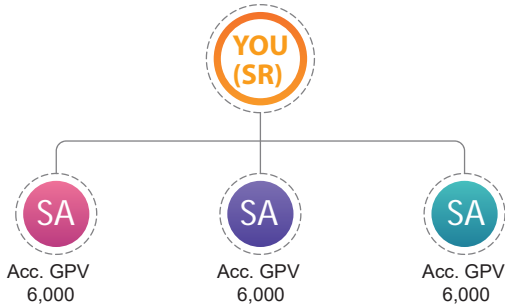


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7. One Time Hand Phone Cash Incentive

EXAMPLE

After you have sponsored 3 immediate SAs who achieved 6,000 Accumulated GPV.



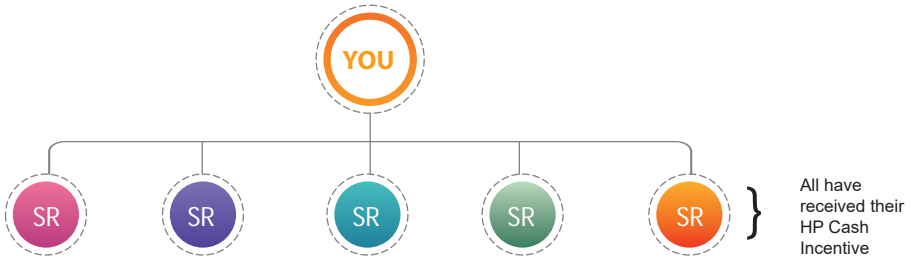
Therefore:

YOU are qualified to receive the One Time Hand Phone Cash Incentive amounting to RM1,050.

8. One Time Overseas Trip Cash Incentive

EXAMPLE

After you have 5 immediate downlines who have received their Hand Phone Cash Incentive, then you are qualified for this One Time Overseas Trip Cash Incentive.



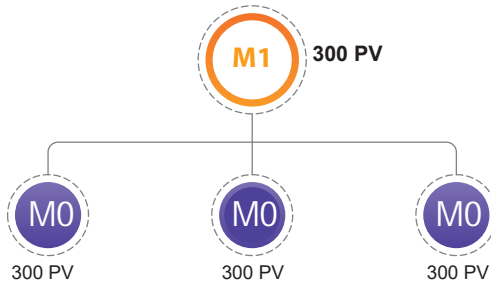
Therefore:

Once **YOU** have fulfilled the requirement, **YOU** are qualified for One Time Overseas Trip Cash Incentive amounting to RM7,000.

Assumptions :-

- * Personal Sales for each distributor is 300PPV per month.
- * Each distributor sponsors 3 new distributors in each month.
- * 1PV = 1SV

1st Month



Your status : Distributor - 1,200PGPV (12%)

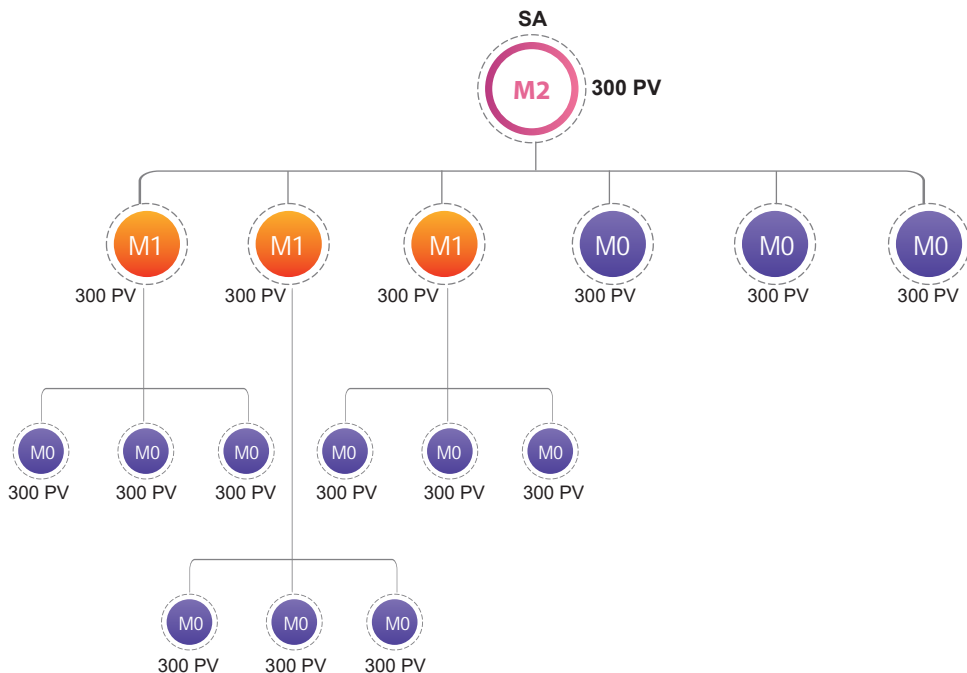
Personal PV/SV (PPV/ PSV) = 300PV/SV
 Personal Group PV/SV (PGPV/ PGSV) = 1,200PV/SV
 Accumulated GPV = 1,200PV

Your Bonus Income

Group Bonus	= 1,200SV X 12%	= RM144
Less: Downlines Bonus	= (3 X 300SV X 9%)	= (RM 81)
YOUR Bonus Income		<u>RM63</u>

How to become
A STAR DIAMOND WITHIN 4 MONTHS

"The description of how to achieve Star Diamond in 4 months is for illustration purposes only, and should not be construed in any manner as either representing that a particular individual will be able to achieve such status or that achieving this position is easy. Individual results will vary."



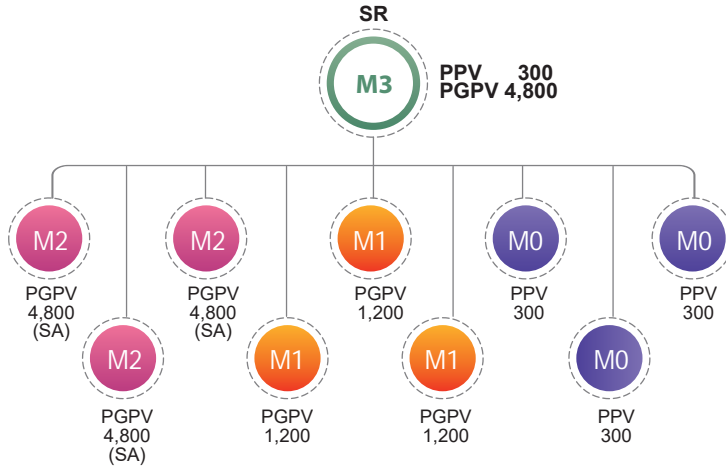
Congratulations! You have reached more than 4,500 Accumulated GPV and you are now a Star Agent. Your status: Star Agent - Accumulated 6,000GPV (25%)

Personal PV/SV (PPV/PSV) = 300PV/SV
 Personal Group PV/SV (PGPV/PGSV) = 4,800PV/SV
 Accumulated GPV b/f = 1,200PV
 Accumulated GPV c/f = 6,000PV

Your Bonus Income
 Star Group Bonus = 4,800SV X 25% = RM1,200
 Less: Downlines Bonus = (1,200SV X 12% X 3) = (RM513)
 + (300SV X 9% X 3)

YOUR Bonus Income = RM687

"The description of how to achieve Star Diamond in 4 months is for illustration purposes only, and should not be construed in any manner as either representing that a particular individual will be able to achieve such status or that achieving this position is easy. Individual results will vary."

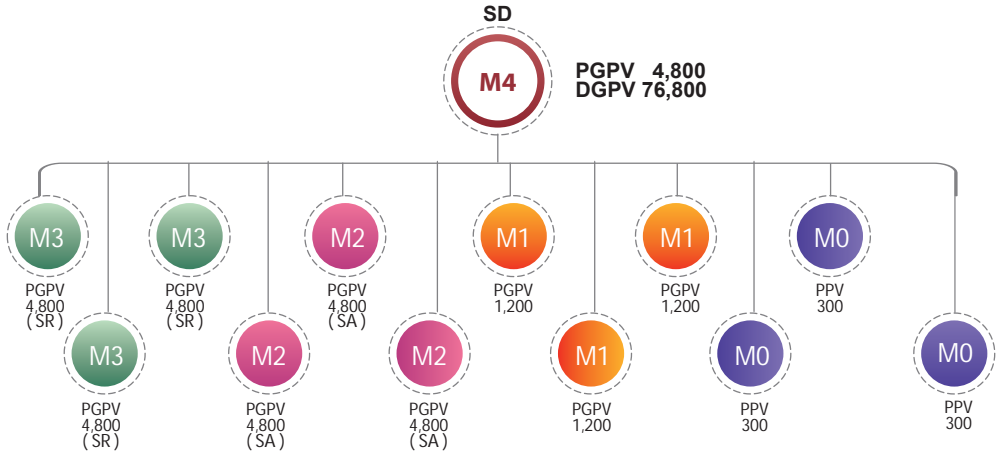


Congratulations! You have successfully promoted 3 direct Star Agent under you, and therefore you are now a Star Ruby.

Personal PV/SV (PPV/ PSV) = 300PV/SV
 Personal Group PV/SV (PGPV/ PGSV) = 4,800PV/SV
 Diamond Group PV/SV (DGPV/DGSV) = 19,200PV

Your Bonus Income			
(A) Star Group Bonus	= 19,200SV X 31%	=	RM5,952
Less: Downlines Bonus	= (4,800SV X 25% X 3) + (1,200SV X 12% X 3) + (300SV X 9% X 3)	=	(RM4,113)
			RM 1,839
(B) Development Bonus 1st Level QSA	= 4,800SV X 3 X 5%	=	RM 720
(C) HP Cash Incentive		=	RM1,050
YOUR Bonus Income		=	<u>RM3,609</u>

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Congratulations! You have successfully promoted 6 SA (1st Generation) and have also met the 2,500DGPV quota. Hence you are now a Star Diamond.

Personal PV/SV (PPV/ PSV) = 300PV/SV
 Personal Group PV/SV (PGPV/ PGSV) = 4,800PV/SV
 Diamond Group PV/SV (DGPV/ DGSV) = 76,800PV/SV

Your Bonus Income

(A) Star Group Bonus = 76,800SV X 37% = RM28,416
 Less: Downlines Bonus = (19,200SV X 31% X 3) = (RM21,969)
 + (4,800SV X 25% X 3)
 + (1,200SV X 12% X 3)
 + (300SV X 9% X 3)
RM 6,447.00

(B) Development Bonus

1st Level QSA =4,800SV X 6 X 5% = RM 1,440
 2nd Level QSA =4,800SV X 9 X 4% = RM 1,728
RM 3,168.00

(C) International Profit Sharing

Assumption:-

i) IPS Fund = RM40,000
 ii) Total IPS Point for all Qualifiers = 5,000,000pts
 iii) YOUR IPS Point for the month = 76,800SV X 100% = 76,800 pts

Your International Profit Sharing

= RM40,000 X $\frac{76,800 \text{ pts}}{5,000,000 \text{ pts}}$ = **RM 614.40**

YOUR Bonus Income

= **RM10,229.40**



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