

LivePURE 2023 Income Disclosure Statement

JANUARY 1, 2023 - DECEMBER 31, 2023



LivePURE is a direct sales company offering wellness-focused products including supplements, essential oils, and lifestyle solutions. Brand Partners have the opportunity to earn income through the sale of LivePURE products and by building a business of customers and fellow Brand Partners. Earnings may include retail profits, commissions, and bonuses, as outlined in the LivePURE Compensation Plan. As Brand Partners grow their businesses and advance in rank—from Bronze Director to Crown Diamond—they may become eligible for additional income opportunities. Actual earnings vary based on individual effort, business acumen, and customer demand.

Brand Partner Lifetime Rank*	Number of Brand Partners at this Rank by Lifetime Rank	Percent of All Brand Partners ¹	Weekly Income for Brand Partners by Paid as Rank* (US Dollars)			Number of Brand Partners who placed a Personal Order	Average Personal Order Amount	Average Personal Order PV ²	Average Savings ³ per Personal Order	Average Annual Savings ³ for Personal Orders
			High	Low	Average					
Brand Partner	14,909	81%	\$3,555	\$0	\$1	8,509	\$149	113	\$42	\$299
Bronze Director	1,464	8%	\$3,472	\$25	\$130	1,155	\$155	114	\$43	\$446
Silver Director	1,041	6%	\$2,979	\$28	\$302	839	\$160	118	\$44	\$485
Gold Director	413	2%	\$3,147	\$53	\$519	357	\$161	118	\$44	\$524
Platinum Director	281	2%	\$10,865	\$186	\$1,047	230	\$174	128	\$48	\$569
Sapphire Executive	101	1%	\$4,617	\$160	\$1,420	93	\$173	130	\$48	\$567
Ruby Executive	100	1%	\$9,233	\$796	\$1,617	91	\$151	110	\$41	\$490
Emerald Executive	65	0.35%	\$9,962	\$1,134	\$3,289	57	\$200	151	\$56	\$641
Diamond	57	0.31%	\$12,898	\$1,968	\$5,743	49	\$175	127	\$48	\$601
Blue Diamond	39	0.21%	\$25,128	\$3,791	\$14,280	37	\$153	113	\$42	\$586
Presidential	18	.09%	\$28,927	\$4,947	\$10,084	16	\$186	123	\$47	\$690
Chairman	9	.05%	\$26,915	\$6,418	\$17,252	9	\$181	117	\$45	\$580
Ambassador	1	.01%	\$23,467	\$19,260	\$20,960	1	\$185	125	\$46	\$601
Crown Diamond	2	.01%	0	0	0	2	\$271	191	\$68	\$984

* Lifetime Rank is defined as the highest rank a Brand Partner has achieved within the LivePURE Compensation Plan since enrolling with LivePURE. A Brand Partners's lifetime rank will change only when the Brand Partners advances up to the next rank in the LivePURE Compensation Plan. A Brand Partner's paid rank is determined by the rank a Brand Partner achieves within the LivePURE Compensation Plan at the close of each commission week on Mondays at 11:59 pm ET. Brand Partners are paid commissions for qualifying sales within the LivePURE Compensation Plan based on paid rank each week. A Brand Partner's paid rank can vary week to week.

¹ Based on 18,500 Brand Partners.

² PV (Product Volume) is the amount of volume assigned to each product.

³ Brand Partners receive 25% savings/discount on the retail price of products.

(15,075 Ordering Preferred Customers in 2023 with registered accounts with LivePURE. Preferred Customers receive 25% discount on the retail price of products. Preferred Customers are not eligible to resell products and cannot participate in the LivePURE Compensation Plan.)

MONTHLY CUSTOMER RETENTION BONUS

Brand Partner Customer Retention Rank*	Customer Retention Bonus Earnings in 2023 based on Brand Partners' Paid Rank		
	High	Low	Average
1 Star	\$6	\$1	\$4
2 Star	\$100	\$1	\$29
3 Star	\$297	\$6	\$141
4 Star	\$798	\$200	\$437
5 Star	\$7,407	\$753	\$1,559

*CRB Rank is calculated based on the total monthly PV of non-first orders of sponsored customers as well as personal order(s) PV up to 500 PV. Brand Partners are not paid personal order PV.

The income statistics represented in this document are for all U.S. LivePURE Brand Partners who were eligible to earn commissions by being enrolled as Brand Partners during the 12-month period beginning January 1, 2023, and ending December 31, 2023. The average annual income for all U.S. Brand Partners during the 12-month period was \$466, and the median annual income for all U.S. Brand Partners during the 12-month period was \$0. 85% of U.S. Brand Partners earned no income at all. Note that these figures do not represent a Brand Partner's profit, as they do not consider expenses incurred by a Brand Partner in the operation or promotion of his or her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses a Brand Partner incurs in the operation of his or her LivePURE business vary widely. Expenses for Brand Partners can be several thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and internet costs, and miscellaneous expenses. The income statistics represented in this document include earnings obtained through the LivePURE Compensation Plan, and limited time incentive bonuses offered by LivePURE. For complete details on the LivePURE Compensation Plan and incentives offered by LivePURE, visit your Virtual Back Office <https://vbo.livepure.com/>.

Brand Partners are not required to purchase any products or keep any inventory. There is an annual enrollment fee of \$25 plus applicable tax to maintain a Brand Partner account which includes a personal website provided by the Company, access to a personalized virtual back office, online training tools, and marketing materials to assist Brand Partners in selling Company products and building their LivePURE businesses. A Brand Partner can provide his or her personal website provided by LivePURE to Customers so those Customers can place orders directly through the Brand Partner's personal website. Orders placed through a Brand Partner's personal website or directly with the Company can be shipped directly to the Customer, so that the sponsoring Brand Partner does not need to carry any inventory. LivePURE offers to repurchase all inventory and sales tools from Brand Partners who choose to cancel their business relationships with the Company. For more information on LivePURE's return policies review the Brand Partner Policies and Procedures or contact Sales Support at 866-535-5888 or salesupport@livepure.com.

The figures within this document are not guarantees or projections of your actual earnings, profits, or success. LivePURE makes no guarantee of financial success. Success with LivePURE results from many variable factors, including but not limited to, hard work, skill, persistence, competence, leadership, market variability, etc. Because of the countless variables that may affect a Brand Partner's ability to succeed in this field, it is impossible to accurately state what a Brand Partner may or may not expect to achieve. LivePURE does not and will not provide any guarantee that you will make any income as a Brand Partner. The figures included in this document are only examples of what can be obtained as a Brand Partner with LivePURE. Past results do not represent any indication of future success or earnings.

This Income Disclosure Statement is not for use in Georgia, Louisiana, Maryland, Massachusetts, Puerto Rico, Wyoming, or other places prohibited by law.