

# Platinum Bonus Share Program

*In the next series, we will attempt to make as clear as possible the power of the Platinum Bonus Share program. We will create a real-life scenario and guide you step by step through how the Computer calculates and distributes the available rebates to you as a Silver, Gold, Platinum, or Diamond Health Club Member. Because Avena's Group Volume Rebate Plan is a 'Real-Time' System – this calculation and the distribution is done immediately during the posting of the purchase, and accumulates in each applicable Member's Group Volume Rebate account for distribution monthly by check or credit – on the 1<sup>st</sup> working day of the following month.*



**#1**

**Step by Step Look at a Purchase and the Available Rebates from the 1st 3-Levels to a Silver Health Club Member**

**For example, when any Member purchases All 7 Steps to Reclaim Your Health Products at \$525.00**

*Available Rebate*

**\$450.00**



**10% - You - Available Rebate = \$45.00**

**6% - 1st Level - Available Rebate = \$27.00**

**6% - 2nd Level - Available Rebate = \$27.00**

**6% - 3rd Level - Available Rebate = \$27.00**

The Available Rebate shown above is determined by a selection of products as shown in Company's Rebate Summary

→ **\$126.00**

Distributed to the 1<sup>st</sup> three levels

The Balance available in the Platinum Bonus Share Program

**\$324.00**

# #2

## Step by Step Look at a Purchase and the Available Rebates from the 1st 3-Levels to a Gold Health Club Member

**For example, when any Member purchases All 7 Steps to Reclaim Your Health Products at \$525.00**

*Available Rebate*

**\$450.00**



**10% - You - Available Rebate = \$45.00**

**9% - 1st Level - Available Rebate = \$40.50**

**9% - 2nd Level - Available Rebate = \$40.50**

**9% - 3rd Level - Available Rebate = \$40.50**

The Available Rebate shown above is determined by a selection of products as shown in Company's Rebate Summary

**\$166.50**  
Distributed to the 1<sup>st</sup> three levels

The Balance available in the Platinum Share Bonus Program

**\$283.50**






# #3 Step by Step Look at a Purchase and the Available Rebates - of the Platinum Bonus Share Program

*To Qualify for Participating in the Platinum  
Bonus Share Program - You must have  
Two (2) **Gold**, **Platinum**, or **Diamond** Health  
Club Members in your 1st Level*





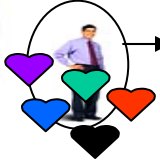
**In this example,  
you have been  
referred by the  
Company**

-  Bronze Health Club Member
-  Silver Health Club Member
-  Gold Health Club Member
-  Platinum  or Diamond Health Club Member

As soon as this \$525.00 purchase has been posted, the System distributes the 10% & 6% or 9% of the Available Rebate, as shown in this example (\$450.00), to the 1<sup>st</sup> Three (3) Member Levels from the Purchase.

**Each Silver Member receives 6% and each Gold, Platinum or Diamond Health Club Member receives 9% of the \$450.00 Available Rebate**

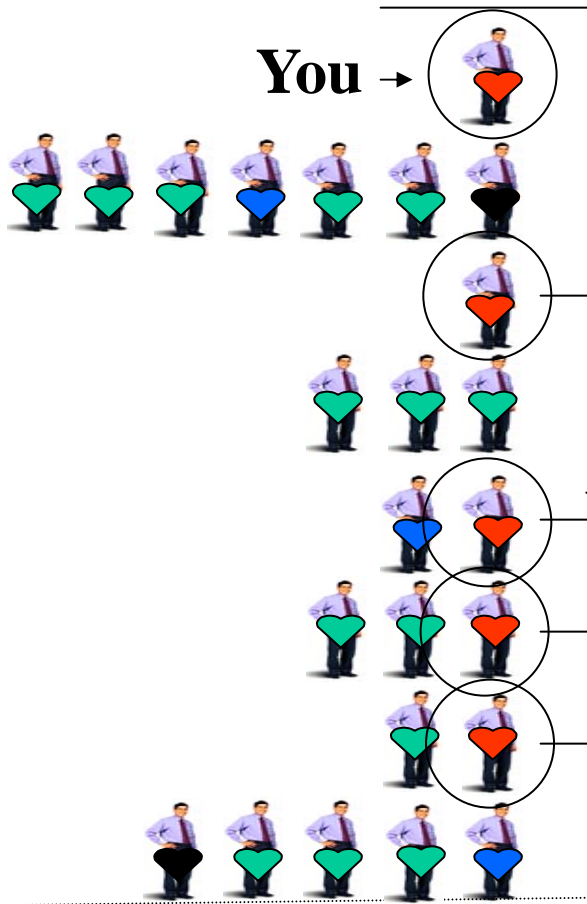
**\$450.00 x 6% = \$27.00 ea**  
**\$450.00 x 9% = \$40.50 ea.**



→ Silver / Gold / Platinum / Diamond – 10% = \$45.00






**In this example, this Member – 11 Levels deep in your organization purchases \$525.00 of Avena Products, which has Available Rebate of \$450.00**





You →

**In this example,  
you have been  
referred by the  
Company**

-  Bronze Health Club Member
-  Silver Health Club Member
-  Gold Health Club Member
-  Platinum  or Diamond Health Club Member

In this example – The System determined that there is only Five (5) **Platinum** Health Club Members between the products purchased and the Company, out of the possible Ten (10), that will participate in the Platinum Bonus Share Program of \$324.00

Rebate of 10% = \$45.00 was paid back to you.  
Rebates paid out in the 1<sup>st</sup> Three Levels (**Silver Members**) was 18% of \$400.00 = \$81.00 - leaving a balance of \$324.00

**Balance in Platinum Bonus  
Share Pool = \$324.00**

**Silver** – 6% = \$27.00

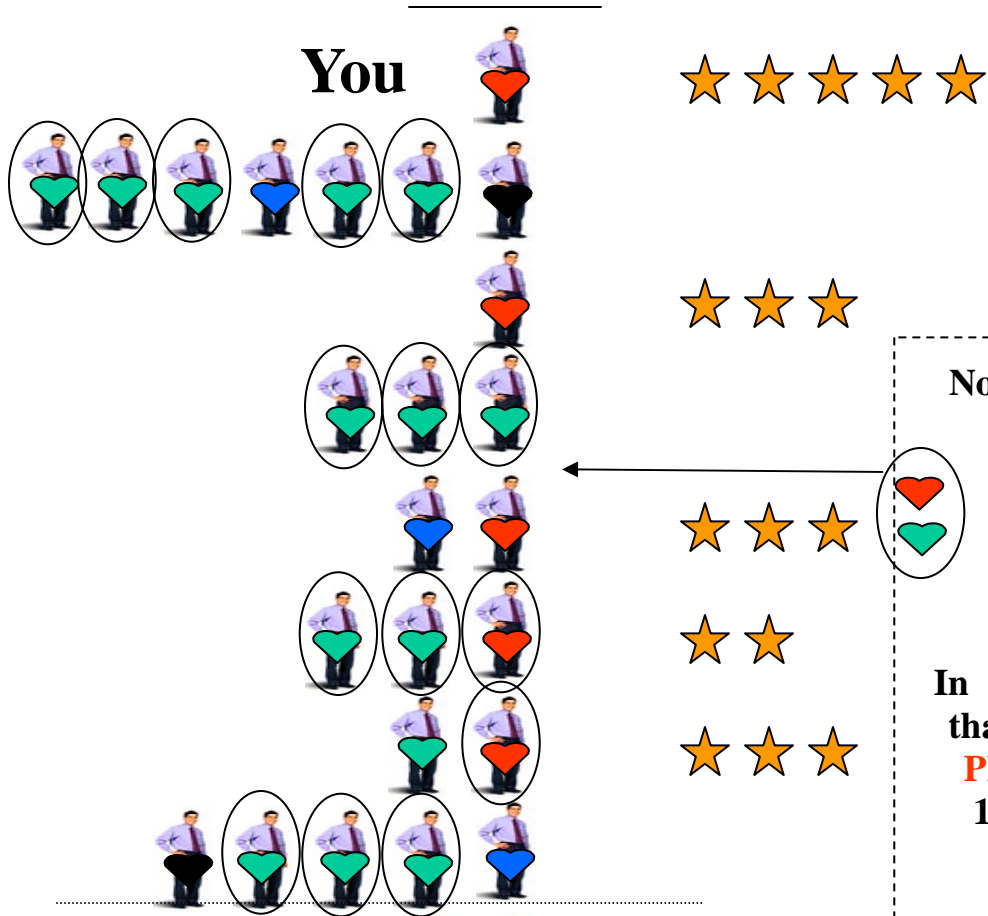
**Silver** – 6% = \$27.00

**Silver** – 6% = \$27.00

**Silver** – 10% = \$45.00

In this example, this Member – 11 Levels deep in your organization purchases \$525.00 of Avena Products, which has Available Rebate of \$450.00





- Bronze Health Club Member
- Silver Health Club Member
- Gold Health Club Member
- Platinum or Club Mem-
- Diamond Health Member

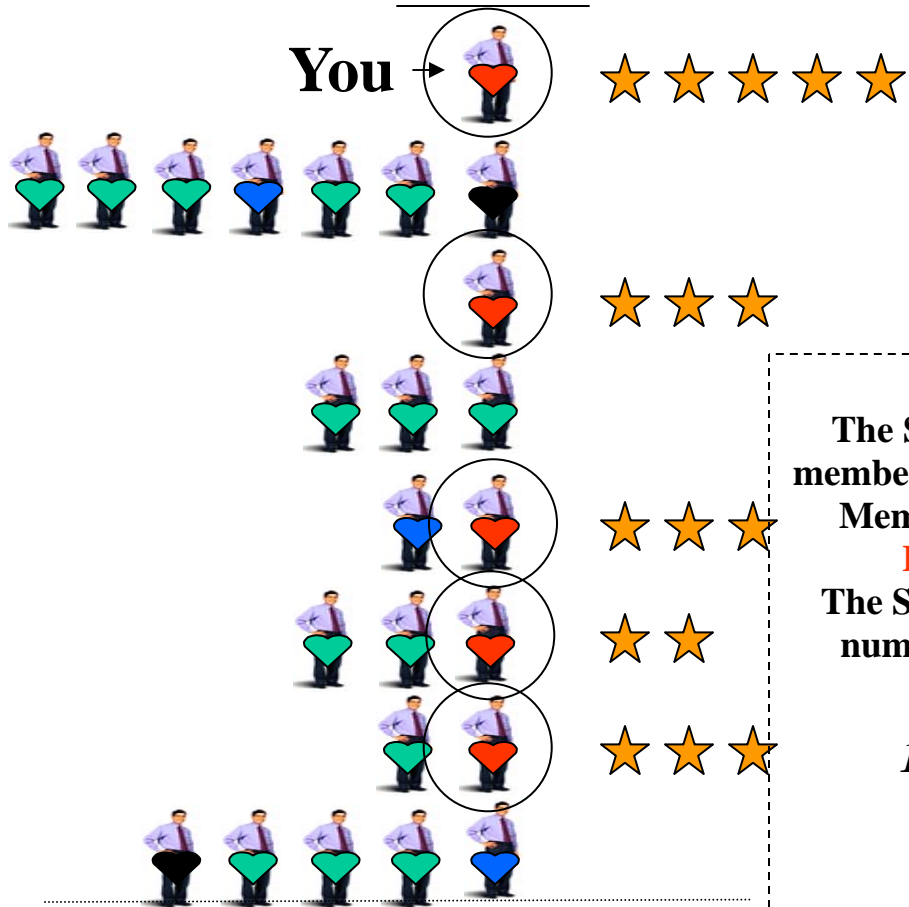
Now that the System has identified the **Platinum** Members, (in this example - 5) it must now determine the total shares each **Platinum** Member is entitled to:

**Platinum** Members receive One (1) share for each 1<sup>st</sup> Level - **Gold**, **Platinum** and/or **Diamond** Member.

In this example, the System determines that there are a total of sixteen (16) **Gold**, and/or **Platinum** Members (Sixteen shares) within the 1<sup>st</sup> Level of the **Platinum** Members identified.

→ **Silver** – 6% = \$27.00 / **Gold** / **Platinum** / **Diamond** – 9% = \$40.50  
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 → **Silver / Gold / Platinum / Diamond** – 10% = \$45.00

In this example, this Member – 11 Levels deep in your organization purchases \$525.00 of Avena Products, which has Available Rebate of \$450.00



- Bronze Health Club Member
- Silver Health Club Member
- Platinum Health Club Member
- Platinum or Diamond Health Club Member

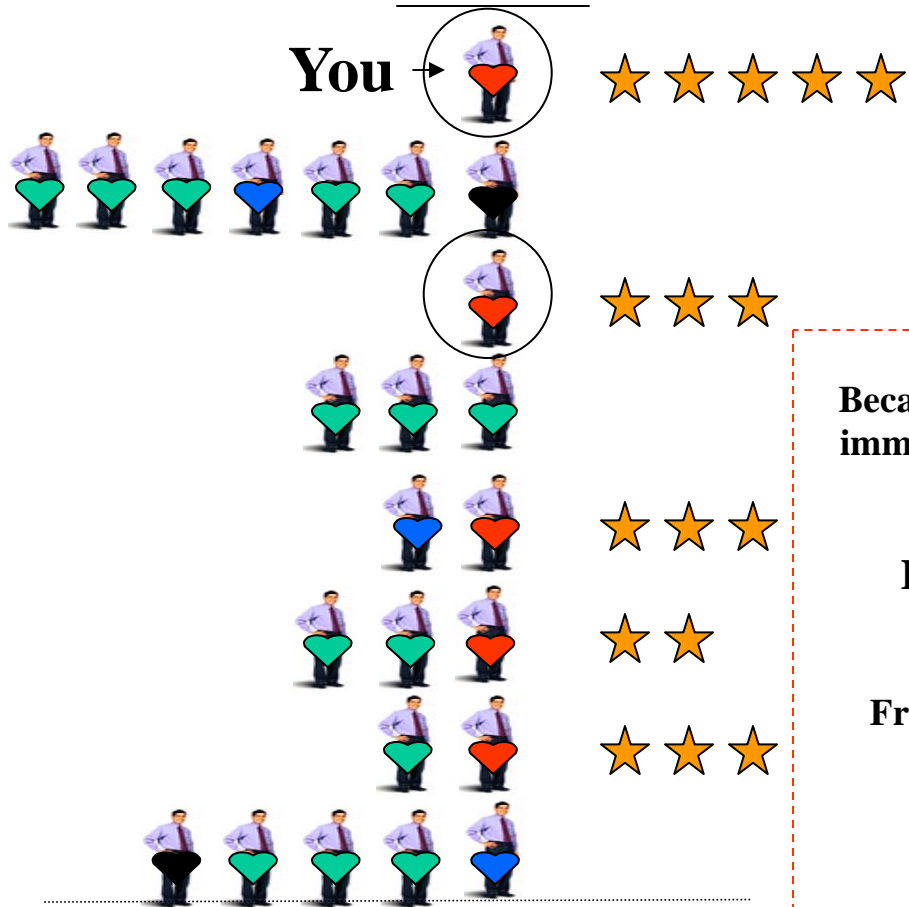
The System now knows the Five (5) **Platinum** members and the total number of shares each **Platinum** Member is entitled to within the range of Ten Levels of **Platinum** Members from the product purchase. The System will determine each share value by dividing the number of Shares (16) into the Balance in the Platinum Bonus Share Program of \$324.00

*16 divided into \$324.00 = \$20.25 per share.*



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- **Silver** / **Gold** / **Platinum** / **Diamond** – 10% = \$45.00

In this example, this Member – 11 Levels deep in your organization purchases \$525.00 of Avena Products, which has Available Rebate of \$450.00



- Bronze Health Club Member
- Silver Health Club Member
- Platinum Health Club Member
- Platinum or Diamond Health Club Member

Because this is a REAL-TIME System – the system immediately distributes the share value determined (\$20.25) times the number shares into each **Platinum** Members Bonus Account

Let's look at **YOU** – **You** have 5 shares  
( 5 **Gold** Members in your first level )  
**5 x \$20.25 = \$101.25**

From this purchase by any Member Eleven (11) levels deep in your Group you received \$101.25 Rebate.

*Now – This is getting Exciting!!!!!!*

→ **Silver** – 6% = \$27.00 / **Gold** / **Platinum** / **Diamond** – 9% = \$40.50

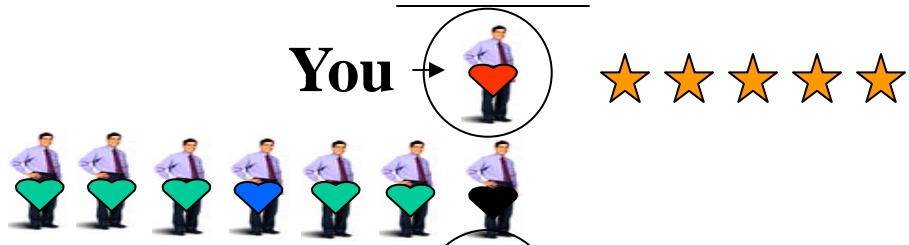
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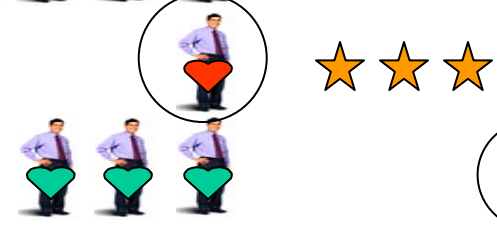


→ **Silver / Gold / Platinum / Diamond** – 10% = \$45.00

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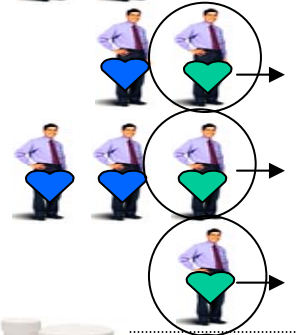
-  Bronze Health Club Member
-  Silver Health Club Member
-  Platinum Health Club Member
-  Platinum or  Diamond Health Club Member



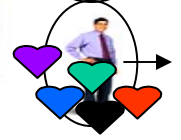
If the 1<sup>st</sup> three levels from the purchase were all **Gold** Health Club Members, instead of 18% (\$126.00) the system would have distributed 27% (\$166.50) of the Available Rebates, leaving a total of \$283.50 in the Platinum Bonus Share Program.

In this case, the the share value would have been reduced to \$17.72.00 per share.

**You** would have received \$88.60 in your Bonus Account instead of \$101.25  
*( 5 shares x \$17.72 = \$88.60 )*

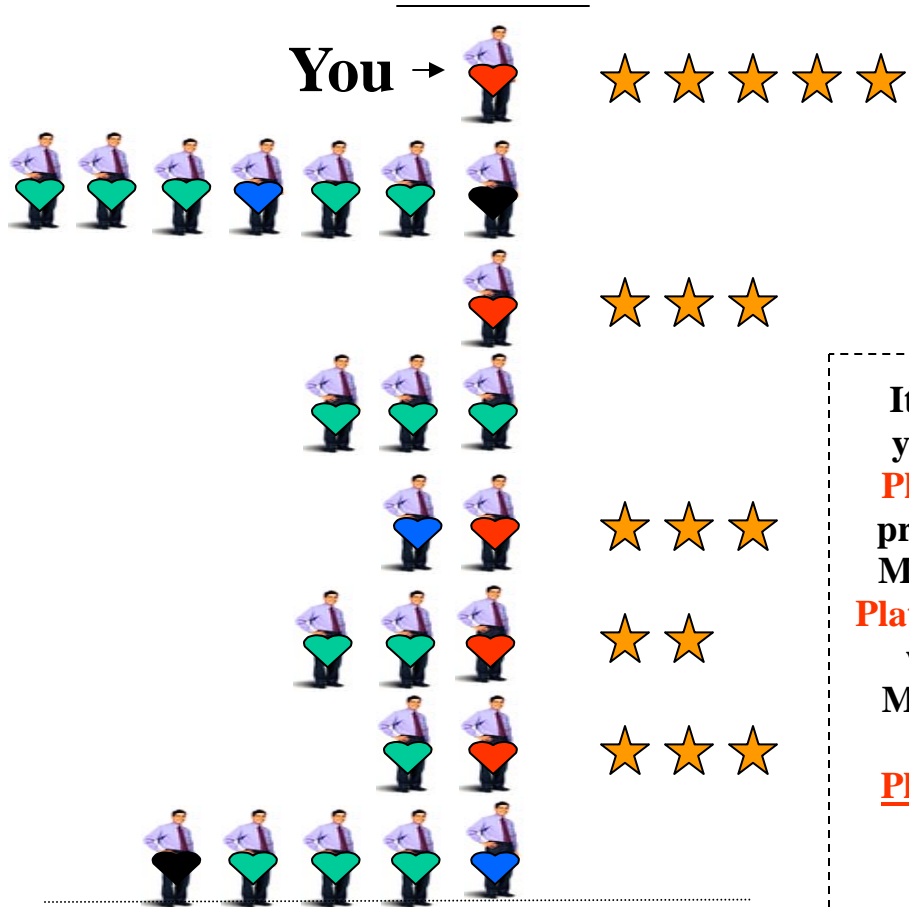







**Gold** – 12% = \$40.50  
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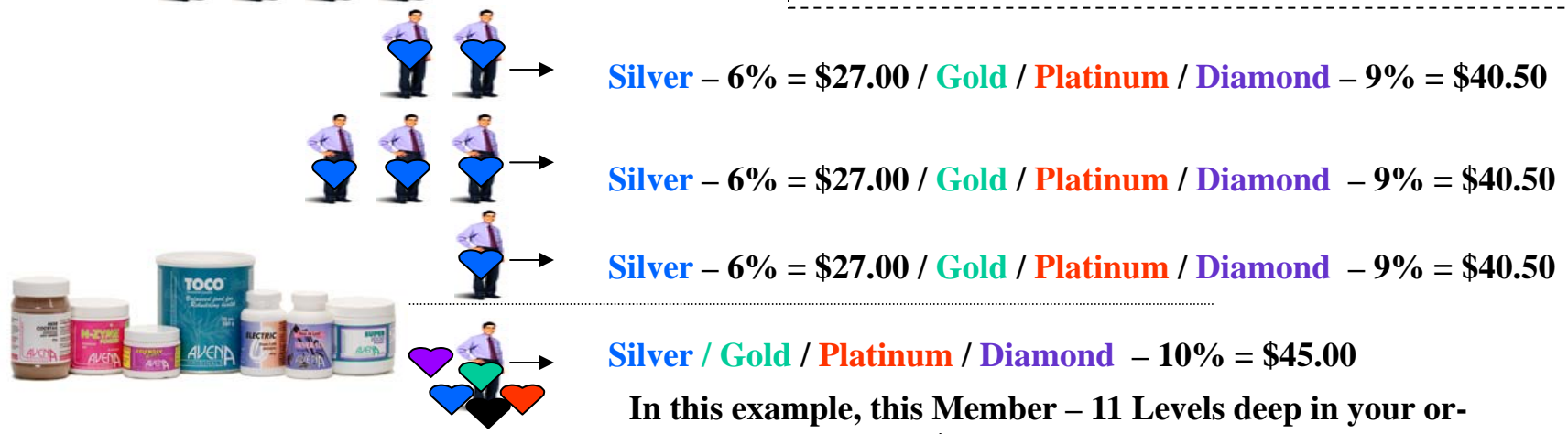
**Silver / Gold / Platinum / Diamond** – 10% = \$45.00

In this example, this Member – 11 Levels deep in your organization purchases \$525.00 of Avena Products, which has Available Rebate of \$450.00



-  Bronze Health Club Member
-  Silver Health Club Member
-  Platinum Health Club Member
-  Platinum or  Diamond Health Club Member

It is important to understand that you will receive your share value from every Bronze, Silver, Gold, Platinum and/or Diamond Members that purchase products as long as you are a Platinum or Diamond Member, and within the range of Ten (10) Levels of Platinum or Diamond Health Club Members. The key word here is Platinum or Diamond Health Club Members. The System might have to look 20, 30 or more Levels to find Ten (10) Levels of Platinum and/or Diamond Health Clubs Members.



Silver – 6% = \$27.00 / Gold / Platinum / Diamond – 9% = \$40.50

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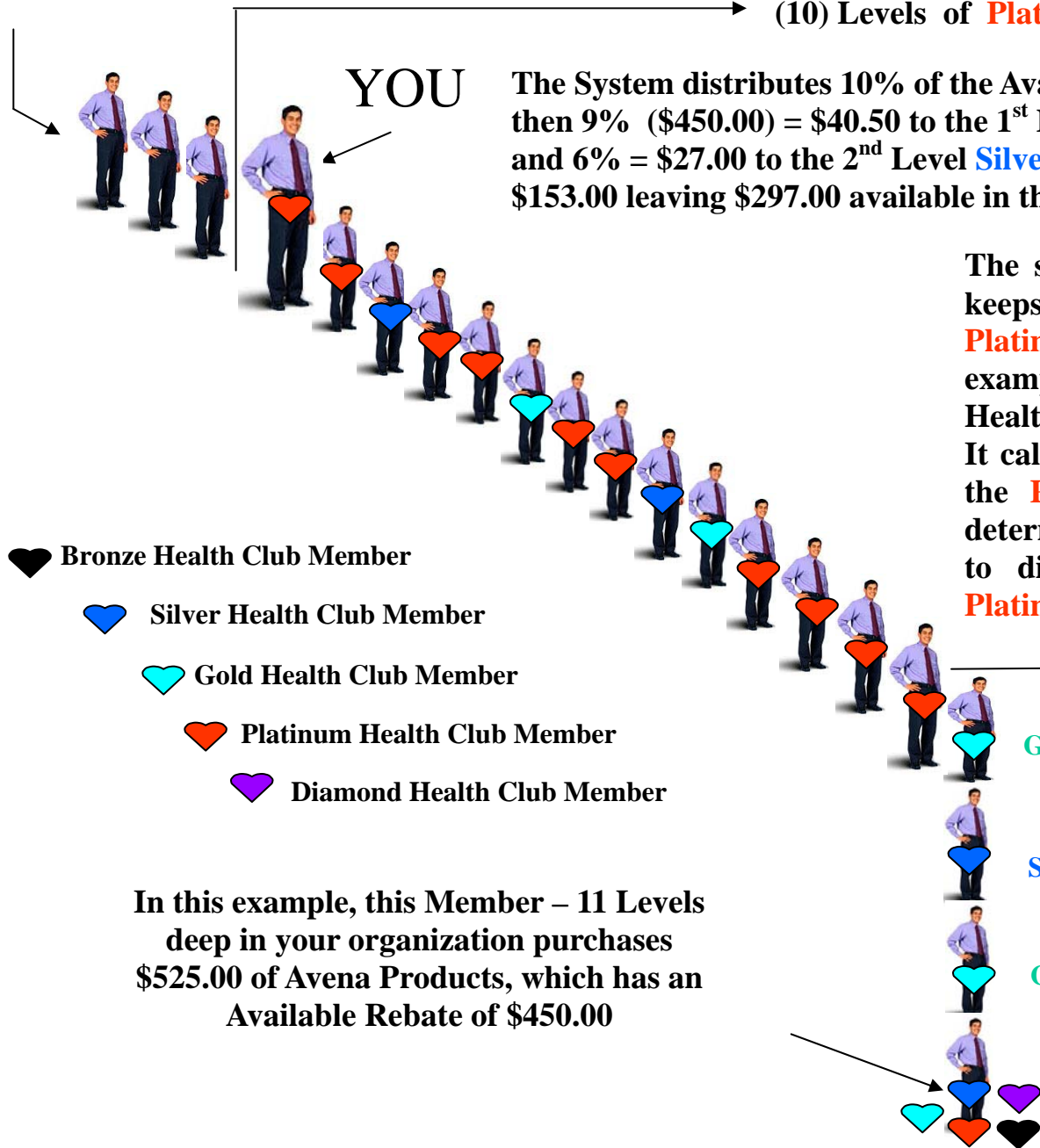
Silver / Gold / Platinum / Diamond – 10% = \$45.00

In this example, this Member – 11 Levels deep in your organization purchases \$525.00 of Avena Products, which has Available Rebate of \$450.00

Avena

The Money Stops Here....

In this example, you are included within the Ten (10) Levels of **Platinum** Health Club Members



The System distributes 10% of the Available Rebate back to the Member then 9% (\$450.00) = \$40.50 to the 1<sup>st</sup> Level and 3<sup>rd</sup> Level **Gold** Members and 6% = \$27.00 to the 2<sup>nd</sup> Level **Silver** Member. Total distributed was \$153.00 leaving \$297.00 available in the Platinum Bonus Share Program.

The system starts with the 4<sup>th</sup> Level and keeps looking until it finds Ten Levels of **Platinum** Health Club Members. In this example, you were the Tenth **Platinum** Health Club Member...so it stops looking. It calculates the shares and divides it into the **Platinum** Bonus Share Program to determine the share value. Now it just has to distribute the share value to each **Platinum** Member.

♥ Bronze Health Club Member

♥ Silver Health Club Member

♥ Gold Health Club Member

♥ Platinum Health Club Member

♥ Diamond Health Club Member

In this example, this Member – 11 Levels deep in your organization purchases \$525.00 of Avena Products, which has an Available Rebate of \$450.00

Gold – 12% = \$40.50

Silver – 6% = \$27.00

Gold – 9% = \$40.50





# It Does Get Even More Exciting!

*Lets have some fun....* **A Interesting Platinum Scenario**

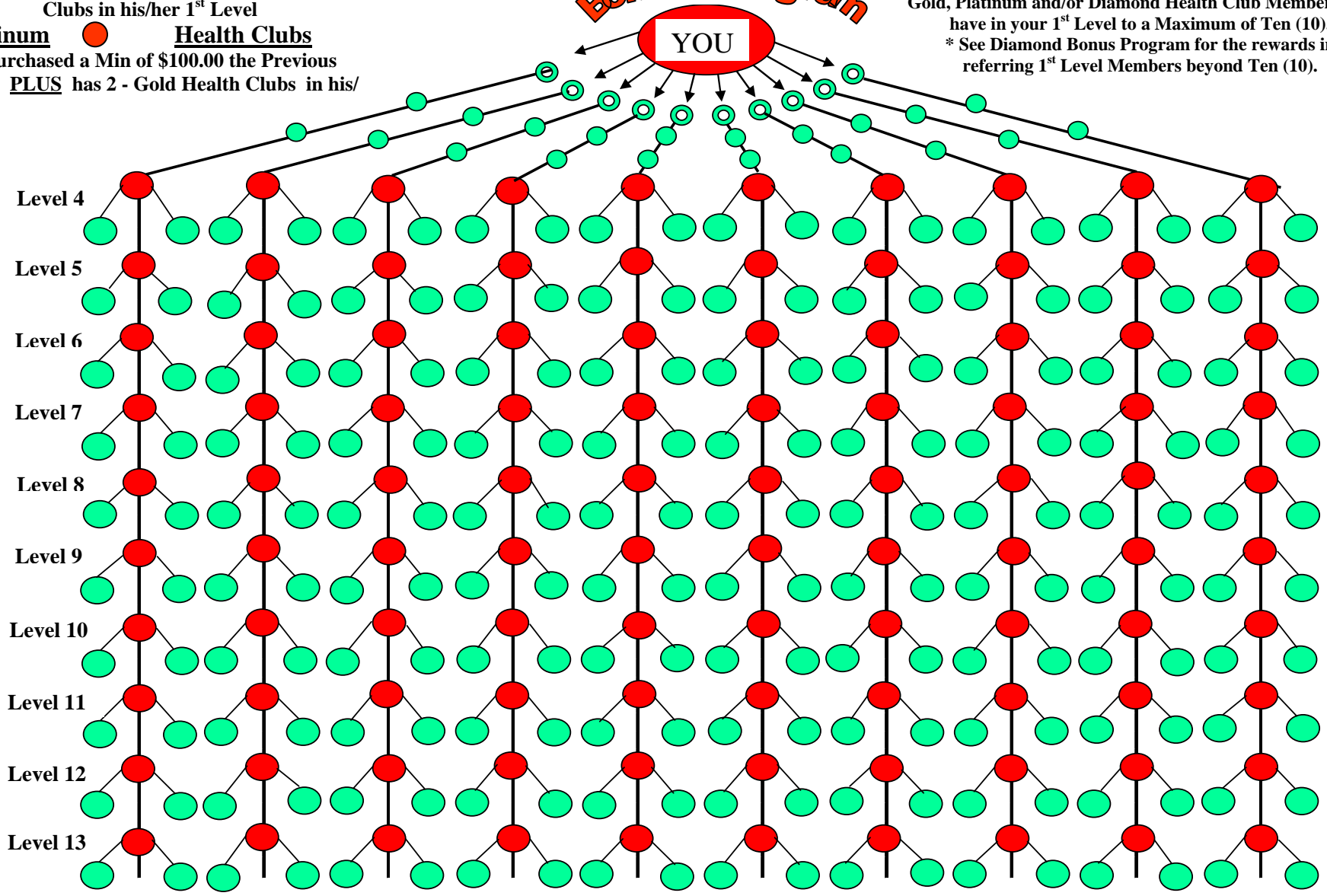
*This probably would never  
happen – but it gives you the  
idea of the potential of this  
Platinum Bonus Program*

# Platinum Bonus Program

**Gold** ● **Health Clubs**  
 Purchased a Min. of \$100.00 the Previous Month  
 but does not necessarily have 2- Gold Health  
 Clubs in his/her 1<sup>st</sup> Level

**Platinum** ● **Health Clubs**  
 Purchased a Min of \$100.00 the Previous  
 Month PLUS has 2 - Gold Health Clubs in his/

You will receive the calculated share value from the  
 Platinum Bonus Share Program times the number of either  
 Gold, Platinum and/or Diamond Health Club Members you  
 have in your 1<sup>st</sup> Level to a Maximum of Ten (10).  
 \* See Diamond Bonus Program for the rewards in  
 referring 1<sup>st</sup> Level Members beyond Ten (10).



As shown above, in this interesting Platinum Scenario you would share in a Minimum  
 of 10% of the Available Rebates on a Minimum of 300 Gold, Platinum, and/or  
 Diamond Members each purchasing a Minimum of \$100.00 Avena products.

**And yes, you also share in a Minimum 10% of the Available Rebates of every Bronze, Silver, Gold, and Diamond Health Club Member within this search, 4<sup>th</sup> Level down through to Ten (10) Platinum Health Club Member Levels. Remembering, because not all Members will qualify as a Platinum Health Club Member each and every month, most likely the Computer will have to search 15, 20, 30, 40 or more levels to find Ten (10) Platinum Health Club Members – and you share in a Minimum of 10% of the Available Rebates of all these Members in-between!**

*Have some fun – share the good news – make a difference and watch your Health Club grow.*