



2021 PURIUM INCOME DISCLOSURE STATEMENT

Partnering with Purium provides a platform to spread economic freedom and plant-based wellness. For those able to dedicate just a few hours a week, or those seeking a full-time career, becoming a Purium Brand Partner will be a rewarding opportunity that will allow you to unleash your entrepreneurial spirit while making a difference.

2021 MONTHLY AND WEEKLY COMMISSION DATA

Below is a summary of the commissions earned by Brand Partners under the Purium Compensation Plan. These figures do not include the value of trips, recognition, non-cash prizes, and complimentary products earned by Brand Partners. All figures are in United States Dollars. In 2021, 49.77% of Brand Partners received commission in 2021.

2021 WEEKLY* BRAND PARTNER EARNINGS BY RANK

(Does not include Monthly earnings)


BRAND PARTNER TITLE	HIGHEST WEEKLY COMMISSION EARNED	AVERAGE WEEKLY COMMISSION EARNED	LOWEST WEEKLY COMMISSION EARNED	AVERAGE % OF ALL BPs PER WEEK	AVERAGE % OF QUALIFIED BPs PER WEEK
A Associate	\$1,440	\$32	\$10	5.67%	11.19%
B Builder	1,017	\$45	\$10	13.47%	26.57%
C Consultant	\$2,292	\$65	\$10	12.33%	24.31%
D Director	\$2,441	\$90	\$10	9.01%	17.76%
E Executive	\$13,907	\$166	\$10	6.40%	12.63%
 Diamond	\$3,461	\$273	\$11	1.97%	3.88%
 Green Diamond	\$7,046	\$479	\$38	0.80%	1.58%
 Blue Diamond	\$2,816	\$529	\$104	0.15%	0.29%
 Black Diamond	\$2,640	\$649	\$31	0.21%	0.41%
 Red Diamond	\$2,500	\$794	\$49	0.27%	0.54%
 Crown	\$3,697	\$941	\$252	0.17%	0.34%
 2-Star Crown	\$3,290	\$1,313	\$319	0.11%	0.23%
 3-Star Crown	\$4,217	\$1,864	\$298	0.06%	0.12%
 4-Star Crown	\$4,291	\$2,266	\$442	0.04%	0.07%
 5-Star Crown	\$5,372	\$2,100	\$393	0.04%	0.08%

Weekly Brand Partner earnings are earned by Customer Orders, Brand Partner First Orders and Fast Start Consultant Bonus and Match.

*These earnings are calculated on 1 week out of 52 weeks in the year. To get an annual total multiply by 52.

2021 MONTHLY BRAND PARTNER EARNINGS BY RANK

(Does not include Weekly earnings)

BRAND PARTNER TITLE	HIGHEST MONTHLY COMMISSION EARNED	AVERAGE MONTHLY COMMISSION EARNED	LOWEST MONTHLY COMMISSION EARNED	AVERAGE % OF ALL BPs PER MONTH	AVERAGE % OF QUALIFIED BPs PER MONTH
A Associate	\$128	\$5	\$10	31.61%	16.05%
B Builder	\$271	\$15	\$10	9.28%	29.03%
C Consultant	\$384	\$49	\$10	4.51%	24.41%
D Director	\$2,829	\$166	\$10	2.55%	14.90%
E Executive	\$6,050	\$484	\$11	1.67%	9.73%
 Diamond	\$7,725	\$1,512	\$211	0.53%	3.02%
 Green Diamond	\$12,610	\$3,093	\$673	0.21%	1.22%
 Blue Diamond	\$7,129	\$3,828	\$1,299	0.04%	0.24%
 Black Diamond	\$16,267	\$7,632	\$3,420	0.08%	0.31%
 Red Diamond	\$19,369	\$10,510	\$5,687	0.09%	0.42%
 Crown	\$19,130	\$11,214	\$4,806	0.05%	0.28%
 2-Star Crown	\$28,194	\$20,652	\$11,467	0.03%	0.19%
 3-Star Crown	\$32,044	\$26,687	\$17,696	0.02%	0.10%
 4-Star Crown	\$36,896	\$31,248	\$28,312	0.01%	0.05%
 5-Star Crown	\$41,749	\$38,226	\$33,490	0.01%	0.06%

Monthly Brand Partner earnings are earned by all Brand Partner Subsequent Orders, All Rank Advancement and Fast Start Bonuses and Match (except Consultant Fast Start), Matching, Infinity, Pools and Lifestyle Bonuses. *These earnings are calculated on 1 month out of 12 months in the year. To get an annual total multiply by 12.

Note: 49.3% of all Brand Partners were inactive and didn't place an order in 2021 and that % is not included in AVERAGE % OF ALL BPs.

EXAMPLE OF AVERAGE DIAMOND ANNUAL EARNINGS:

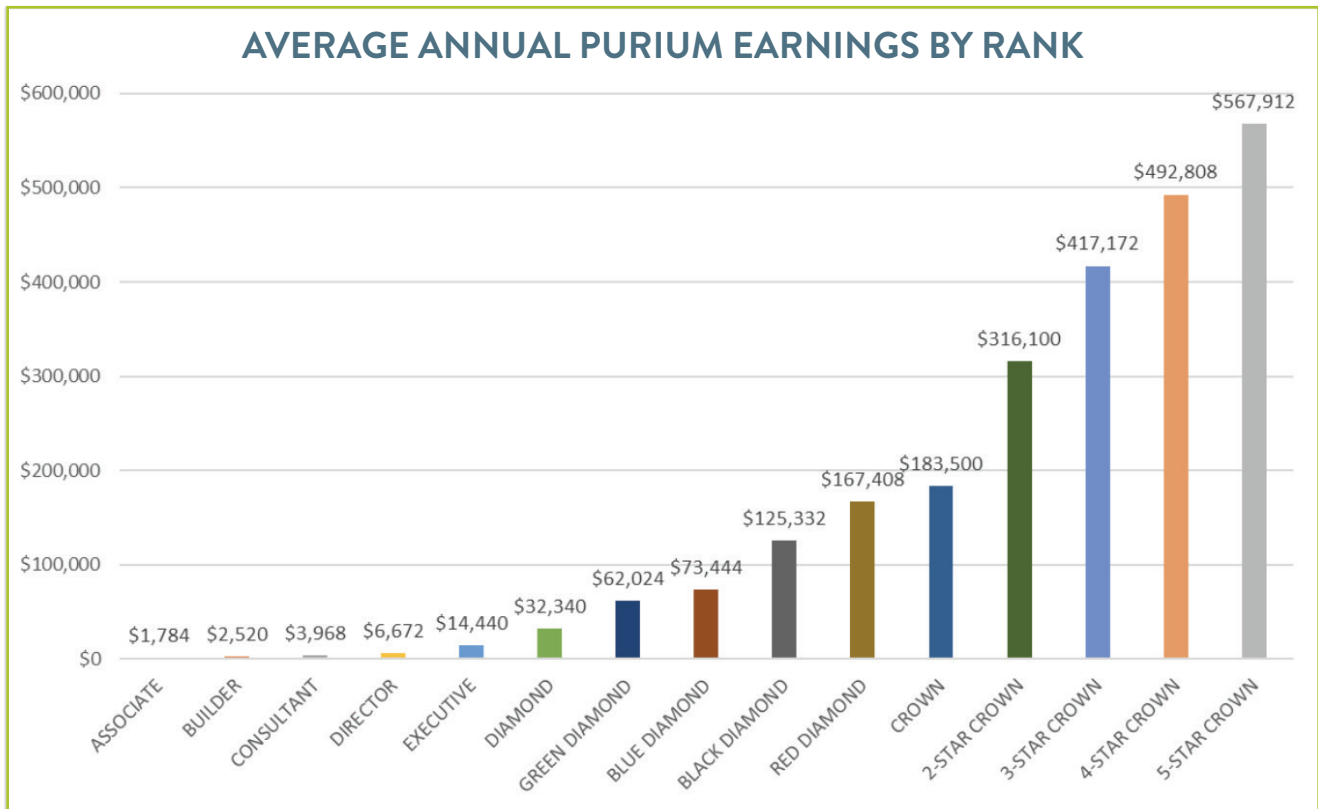
(weekly earnings + monthly earnings)

\$273 x 52 weeks = \$14,196

\$1,512 x 12 months = \$18,144

Total Average Annual earnings for Diamond = \$32,340

Total Average Monthly earnings for Diamond = \$2,695



Note: The income statistics above are for all active U.S. Purium Brand Partners who were eligible to earn downline commissions in 2021. 98% of the Launch Packs in 2021 were complimentary based upon a Brand Partner purchasing a Featured Product Pack (ranging from \$179 - \$525). An “active Brand Partner” is defined as a Brand Partner who earned at least \$10 of commission in 2021. Brand Partners who were inactive in 2021 accumulated less than \$10 of commission per year. The average annual income for all Brand Partners (active and inactive) in 2021 was \$1,280, and the median annual income for all Active Brand Partners in 2021 was \$258. In 2021, 50.23% of all Brand Partners received 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 Partners in operation or promotion of his/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 Purium business vary widely. Expenses for Brand Partners can be several hundred or 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, business equipment, and miscellaneous expenses. The earnings of the Brand Partners in this chart are not necessarily representative of the income, if any, that a Purium Brand Partner can or will earn through his or her participation in the Purium Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with Purium results only from successful sales efforts, which require hard work, diligence, leadership. Your success will depend upon how effectively you exercise these qualities. Please note that many Purium Promotions reward QV (Qualifying Volume) that help to rank advance, but do not include CV (Commissionable Volume) for payout.