

# happy.co

## Compensation Plan





“WE ALL HAVE  
THE RIGHT  
TO BE HAPPY.”

DR GAETANO ZANNINI

# Welcome to the Happy.Co Career & Compensation Plan

Whether you are looking for a part time income of a few hundred euros a month, enough to replace your full time job, or turning your Happy.Co business into a six figure monthly income, you can do it here with Happy.Co.

We've made the rewards of sharing the Happy.Co products simple and you can start earning right away. With Happy.Co's revolutionary new products, building a team is easy and with Happy.Co's Comp Plan your earning potential is unlimited.

You have **3 ways** to share Happy.Co products with others and each way provides you with income:



**RETAIL CUSTOMER**



**PREFERRED CUSTOMER**



**HAPPY.CO PARTNER**

As a Business Partner you have 5 ways to earn with Happy.Co with immediate or short term, medium term and long-term benefits.

**IMMEDIATE**

- 1 Retail Profit
- 2 First Order Bonus

**MEDIUM TERM**

- 3 Team Bonus

**LONG TERM**

- 4 Leadership Bonus
- 5 Happy Bonus

# Retail Customer, Preferred Customer and Happy.Co Partner

## 1 Retail Customer:

This is for someone who typically purchases products only once in a while.

## 2 Preferred Customer:

This is for someone who wishes to purchase products regularly for himself only.

## 3 Happy.Co Partner:

This is for someone who can earn bonuses and benefit from the Career & Compensation Plan.

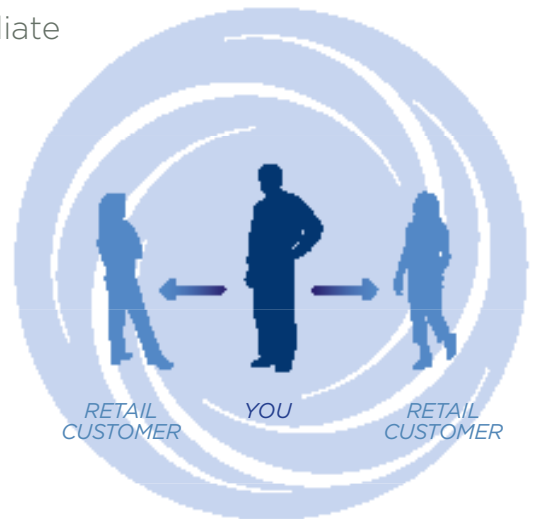
### Immediately / Short Term

These bonuses are designed to generate immediate cash flow into your business.

## 1 Retail Profits

### It's simple: buy at wholesale, sell at retail

Once your friends try the Happy.Co products, they will want to have them every day. We make it easier for them and profitable for you. As a Happy.Co partner you'll be able to purchase the Happy.Co products at a wholesale price to resell to your customers for a Retail Profit.



**When you sell a product at a retail price  
YOU KEEP THE DIFFERENCE**

## 2 First Order Bonus

The First Order Bonus is based on the first order with products placed by every new personally enrolled Business Partner.

With First Order Bonus you are able to generate income to your business right away. For every person that you personally enroll you will receive a **Bonus of 20%, up to 30% with JOKERS**, of the Commissionable Volume of their first order.



you 20 up to 30%

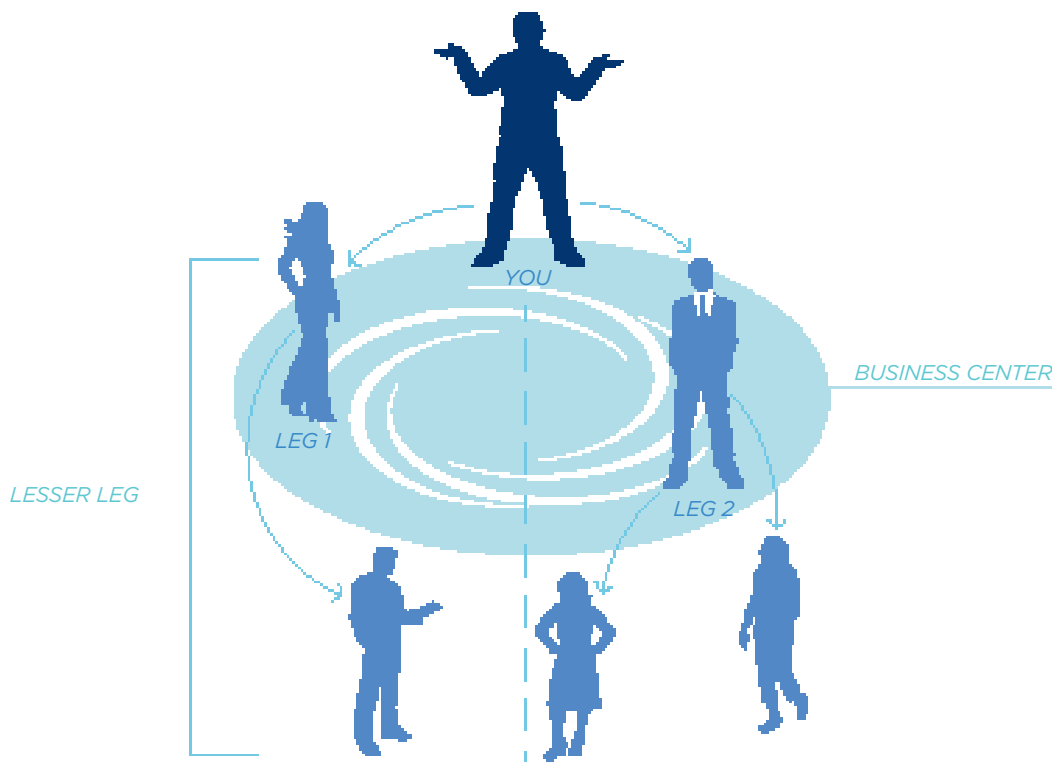
## Medium Term

The real potential of the Happy.Co's Plan opens up to you when you start to build a team. It's all about sharing the products and business potential and teaching others to do the same. These bonuses also help you by structuring and developing your organization.

### 3 Team Bonus (Binary)

Happy.Co's Team Earnings or Team Volume Commissions (TVC) are paid according to what is called a Binary pay plan. That means that when you enter the business you are placed in one of the two legs / teams (left or right) in your sponsor's organization. You'll then be compensated for a successful building the two legs / Teams of your own.

To encourage you to build a business with a solid, stable and balanced structure, you'll qualify for commissions on the leg that generates less total CV in sales for any given month, this is considered your "lesser leg" for that month. Happy Co pays **10%** of the Commissionable Volume on your lesser leg.



Every product purchase and sell by the team members in each leg is converted into “Commissionable Volume” or CV as every product has a CV value assigned to it. To start earning Team Bonus (TVC), stay active every month by generating 80 CV of Personal Volume and have at least one personally-sponsored active Business Partner.

## It's really very **simple**

All you have to do is to build your team by adding two Business Partners to begin with, and then help each of them find two more. Just like you did, your two and their two are placed in your right or left leg, and when everybody follows this simple model your business grows exponentially.

While many companies only pay commissions on several levels deep, with Happy.Co there is no “breakaway”, which means that you will continue to earn **10%** of the entire Commissionable Volume of your lesser leg **every month**, no matter how many levels you have in your structure.

The maximum allowable under the Team Volume Commission per month is **€20,000** on Commissionable Volume of 200,000 or greater in your lesser leg.

### **Business Center**

Remember that you are allowed to build additional legs/teams, what we call a «Business Center», as your business grows. When you reach the maximum allowable for your 1<sup>st</sup> Business Center, you can open the 2<sup>nd</sup> Business Center and then the 3<sup>rd</sup> Business Center. This means you can earn a maximum income of **€60,000** of Commission just from the TVC Bonus every month.

Happy.Co rewards your activity by allowing you to Carry Over volume to the next month\*. Carry over gives you the ability to never lose the difference of the CV volume between the legs. It will ALWAYS be automatically moved to the next month as long as you are active and qualified.

\*Carry Over Rules: Should a Partner remain inactive, any accumulated volume for the current commission period will be flushed. If the Partner is Active, but not Qualified the accumulated volume will be carried over for one month. If the Partner is Active but not Qualified for two consecutive months, the accumulated volume will be cutted in half. If the Partner is Active but not Qualified for three consecutive months, the accumulated volume will be flushed.





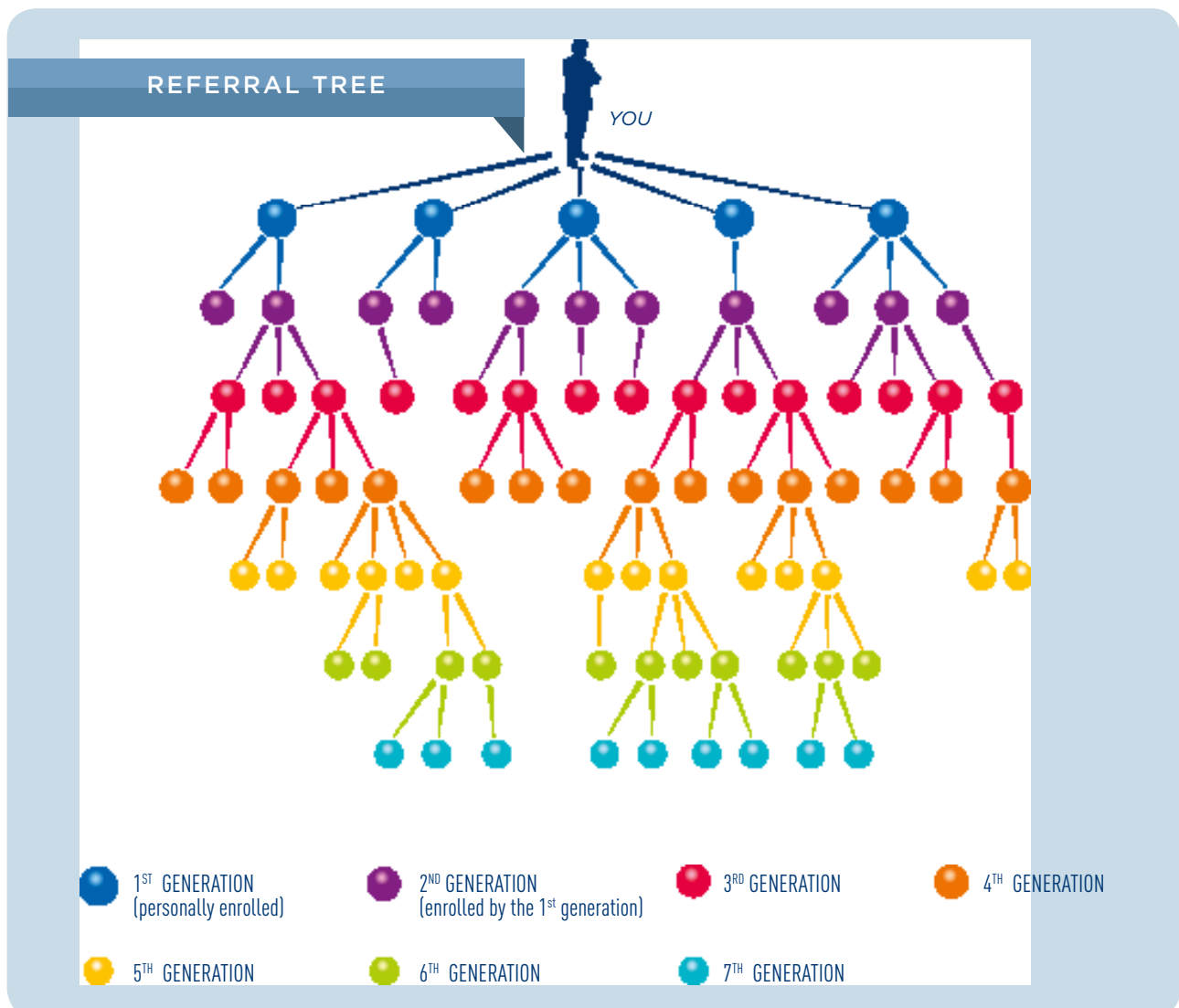
## Long Term Income

As a Happy.Co Business Partner, your focus will be on creating a Retail and Preferred Customer base, as well as building an organization, or team of other Business Partners.

As you progress through the Happy.Co's Career and Compensation Plan, you will earn increasing commissions based on the product sales generated throughout your organization. These bonuses can provide a long term, full or part time income, which can start you on the path towards your financial goals.

The Leadership Reward Bonus section of the Compensation Plan is called a Matrix or Unilever with Compression. That means you will earn a percentage through a certain number of levels of referral within your organisation or Tree. The higher rank you achieve, the more levels from which you can earn commission.

The Happy.Co compensation plan uses compression to allow you to earn on sales originating down deeper within your referral line. A level is determined by an active Business Partner.



## 4 The Leadership Reward Bonus (LRB)

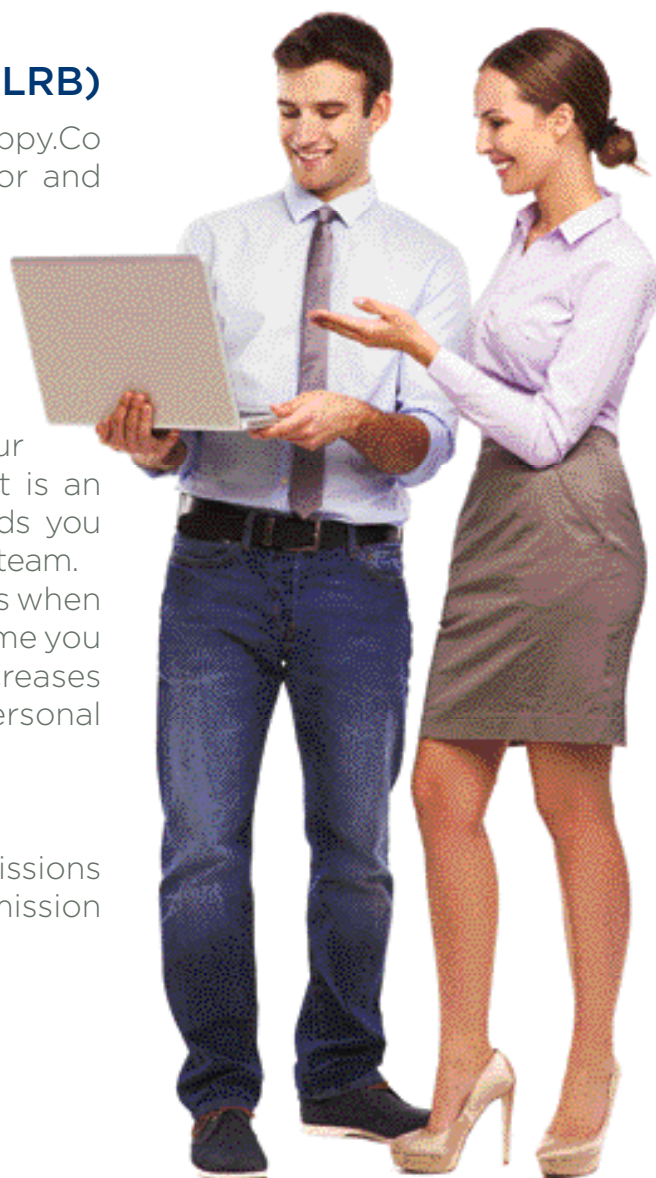
Your long term earning potential with Happy.Co starts with the people you directly sponsor and grows with the ones they sponsor.

The **LRB** awards you for any personally sponsored active Business Partner, their personally-sponsored active Business Partners, and so on, up to seven levels deep, no matter which binary leg they are on.

This reward will make you seeing your business in an altogether different light (it is an addition to the Binary awards) and rewards you significantly for the sales generated by your team. You start earning Leadership Rewards Bonus when you become a Business Partner and every time you advance in rank your earning potential increases because you qualify to go deeper in your personal enrollment tree.

### How much does it pay?

The LRB offers you up to **50%** of the Commissions being earned from the Team Volume Commission in your sponsorship tree.



RANK	CV	PERSONALLY SPONSORED PLATINUM	GENERATIONS						
			1	2	3	4	5	6	7
Bronze	-	-	10%	2%	2%	2%	2%		
Silver	500	-	15%	4%	2%	2%	2%		
Gold	1,000	-	20%	4%	4%	4%	2%		
Platinum	2,000	-	25%	4%	4%	4%	2%	2%	
Sapphire	4,000	-	25%	8%	4%	4%	2%	2%	
Ruby	10,000	2	30%	8%	8%	4%	4%	4%	
Emerald	20,000	4	35%	8%	8%	8%	4%	4%	
Diamond	50,000	6	40%	8%	8%	8%	8%	4%	4%
Blue Diamond	100,000	8	45%	8%	8%	8%	8%	8%	4%
Black Diamond	200,000	10	50%	8%	8%	8%	8%	8%	8%
Pink Diamond	400,000	10*	50%	8%	8%	8%	8%	8%	10%

\* +2 Emerald personally sponsored



## 5 Happy Bonus

As your sales organization grows, you can enhance your opportunity for bonuses by qualifying for or reaching defined leadership levels which ascend from Ruby, through Emerald, Diamond, up to Blue Diamond and Black Diamond and highest of all Pink Diamond.

To show how much we appreciate our top producing field leaders and reward those who have helped the most people in their organization to develop and grow their business. Each month we reward our leaders with a Happy Bonus of between **to €10,000 per month**.

This is your money to spend however you want to ... for travelling, charity, cars, home, your child's trust fund or your retirement fund, or whatever else you would like to spend it on.

This is just another way in which Happy.Co shows that it's a company that cares about your success and really pays you for your hard work.

### LEADERSHIP LEVEL

### HAPPY BONUS (PER MONTH)

Ruby

€1,000

Emerald

€2,000

Diamond

€3,000

Blue Diamond

€4,000

Black Diamond

€5,000

Pink Diamond

€10,000

# Summary

BONUS

20 up to 30%  
.....  
First Order Bonus



€19  
.....

Average Retail Profit



€15  
.....

Average Preferred  
Customer Profit



10%  
.....

Team Volume Bonus



up to  
50%  
.....

Leadership  
Reward Bonus



up to  
€10,000  
.....

Happy Bonus



# GLOSSARY

**Active:** A status that any Business Partner can reach by generating a minimum of 80 CVs in Personal Volume per month.

**Qualified:** A status that any Business Partner can reach by being active and having at least one personally sponsored active Business Partner. Being qualified means a Business Partner can earn bonuses and is eligible to benefit from the Career and Compensation Plan.

**Auto Ship:** An optional program that allows Customers and Business Partners to create a monthly standing orders with Happy.Co's products that are being processed o a selected date at a wholesale price.

**Binary:** The method used to calculate team commissions, in which Business Partners are arranged in a structure of a tree with two legs (left and right), and commissions are paid on the sales volume of the weaker sales volume leg.

**Business Partner:** The term used for all independent distributors who are eligible to participate in the Career&Compensation Plan.

**Personal Sponsor:** The person directly responsible for enrolling a new Business Partner.

**Compression:** The possibility of accumulating sales volume from multiple levels of Business Partners and only counting as one pay level.

**Personal Enrollment Tree:** The line of referral that is tracked from enroller to enroller.

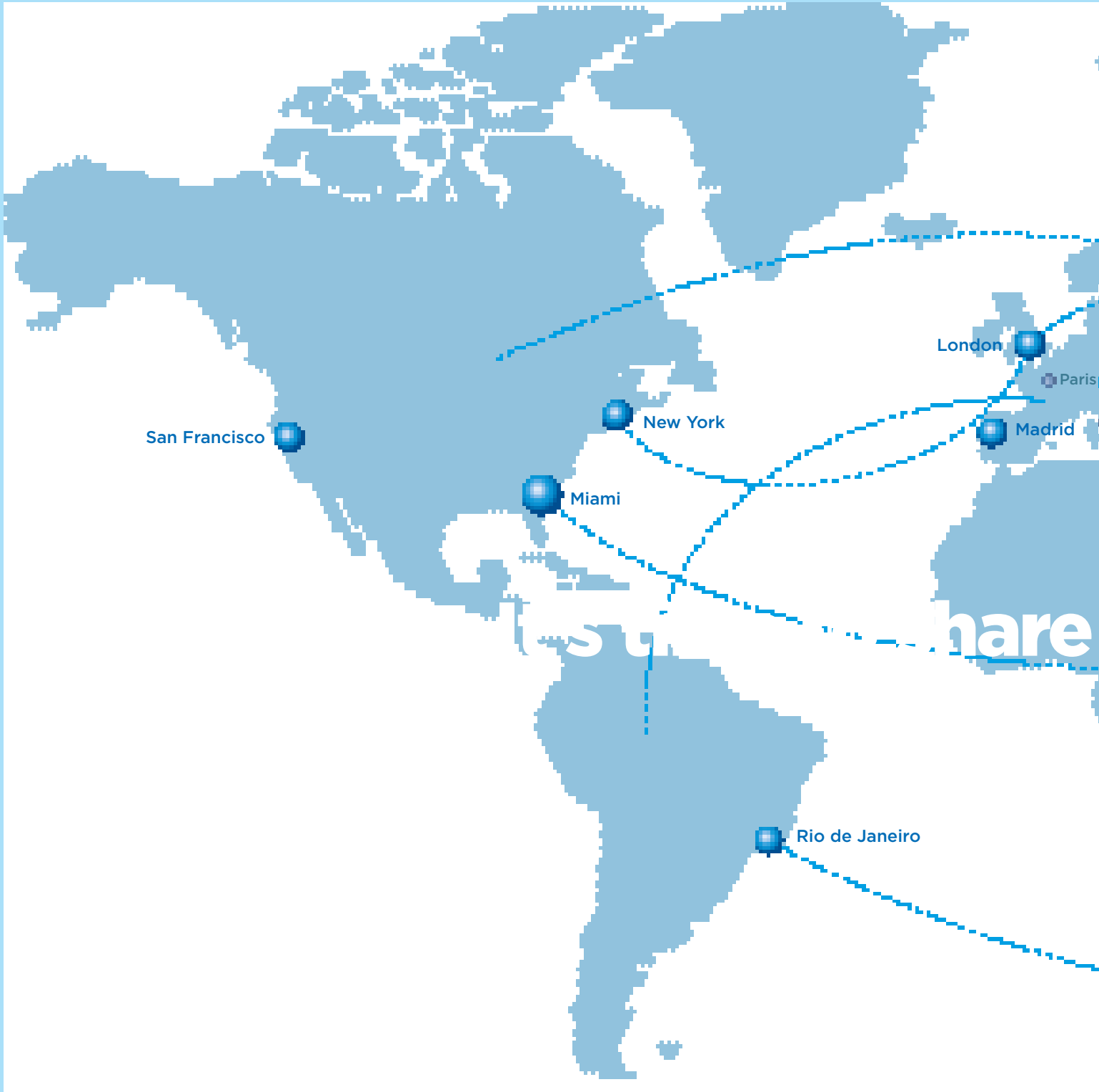
**Rank:** The level of Active Business Partners according to the size and structure of their organization.

**CV:** Every purchase of product by the team members in each leg / team is converted into "Commissionable Volume" ,or CV, as every product has a CV value assigned to it.

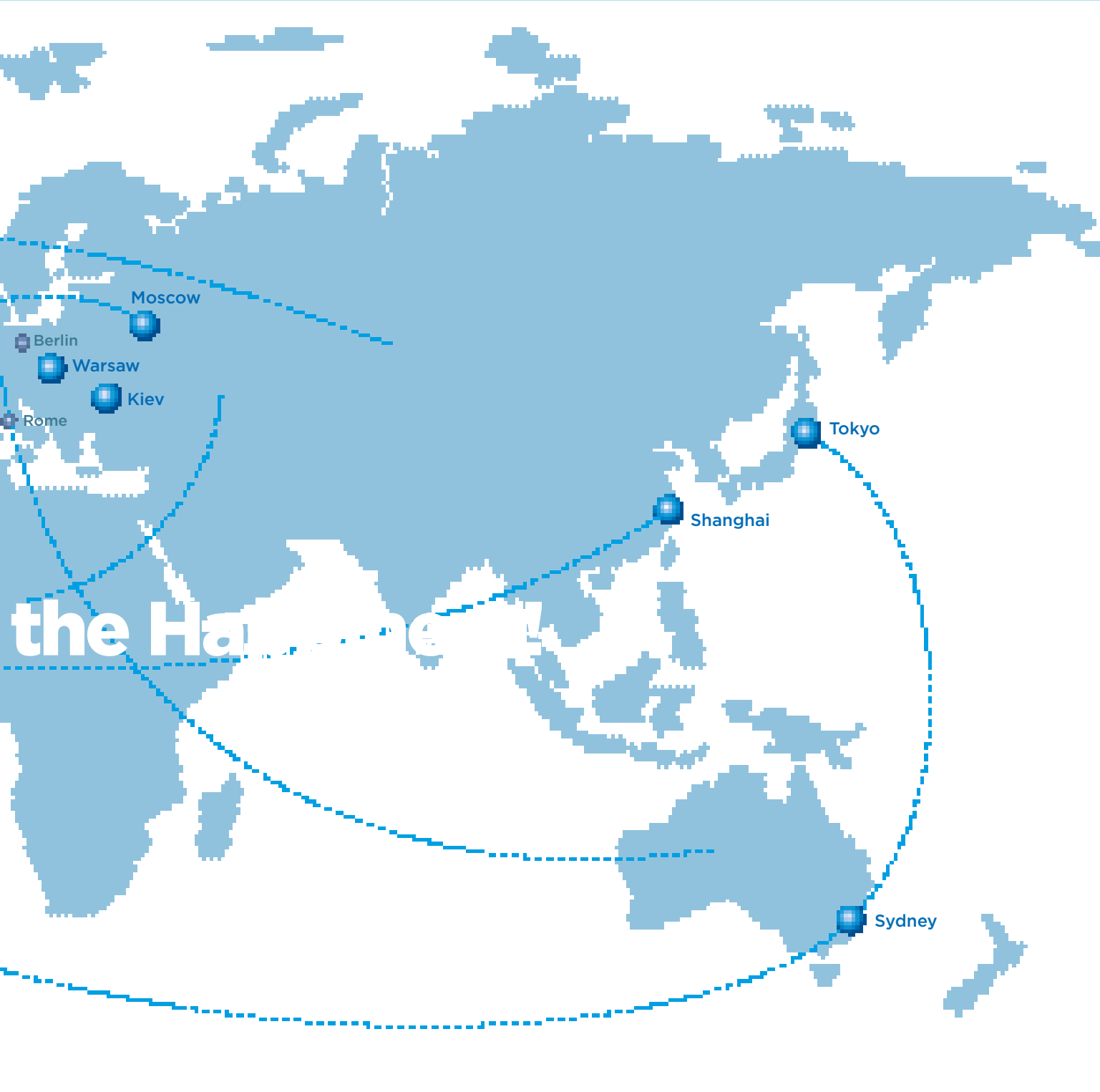
**Downline / Group / Team / Organization:** People directly enrolled by an independent Business Partner plus all the people whose line of sponsorship resulted from and came through that independent Business Partner. Your downline consists of all independent Business Partners on all levels through unlimited depth.

**Commission Universal limit:** Happy.Co has a particularly rewarding and generous Compensation Plan. Happy.Co applies an universal limiting system to maintain the business healthy and financially viable. The limit is currently set as 55% of the turnover.

# FLUENT COMPENSATION



allowing you to develop  
your business freely across the world



# It's time to **be happy**

Bonuses and commissions are based strictly on individual performance. No commissions are paid for recruiting of new Business Partners. Commissions are only paid on the sale of products.

Happy.Co makes no guarantees of income--results depend solely on the efforts of each individual Business Partner.

This document is designed to offer an overview of the generous benefits offered by Happy.Co to those individual Business Partners who put in the work necessary to build a successful Happy.Co business.

