

Compensation Plan

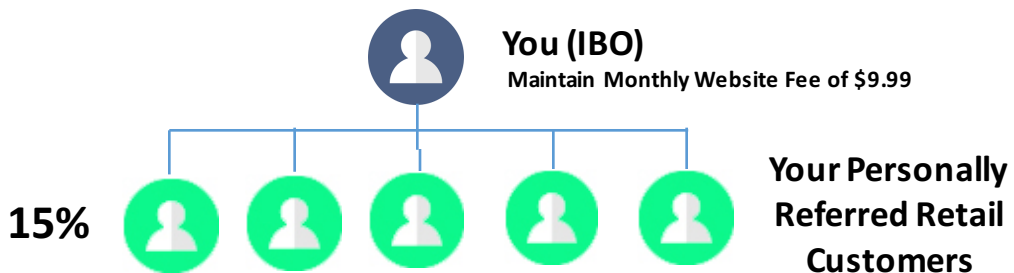
At **PetClub 247**, we have based our Compensation Plan on one primary principle. Keep it simple. It is all about people sharing a great product with others. Become an IBO and refer our products to others. Doing so can result in a nice referral fee when they and others in your Unilevel downline purchase our products from your company provided website.

Compensation is earned in five different ways:

- **Unilevel Referral Fees**
- **Fast Start Bonus**
- **National Vice President (NVP) Override**
- **Leadership Bonus**
- **Pet Club Community Photo Contest Sponsorship Bonus**

Unilevel Referral Fees.

You must become an Independent Business Owner (IBO) in order to start earning Unilevel Referral Fees. To become an IBO you need only to join as an IBO and pay the \$9.99 monthly fee for your personalized website provided by the company.



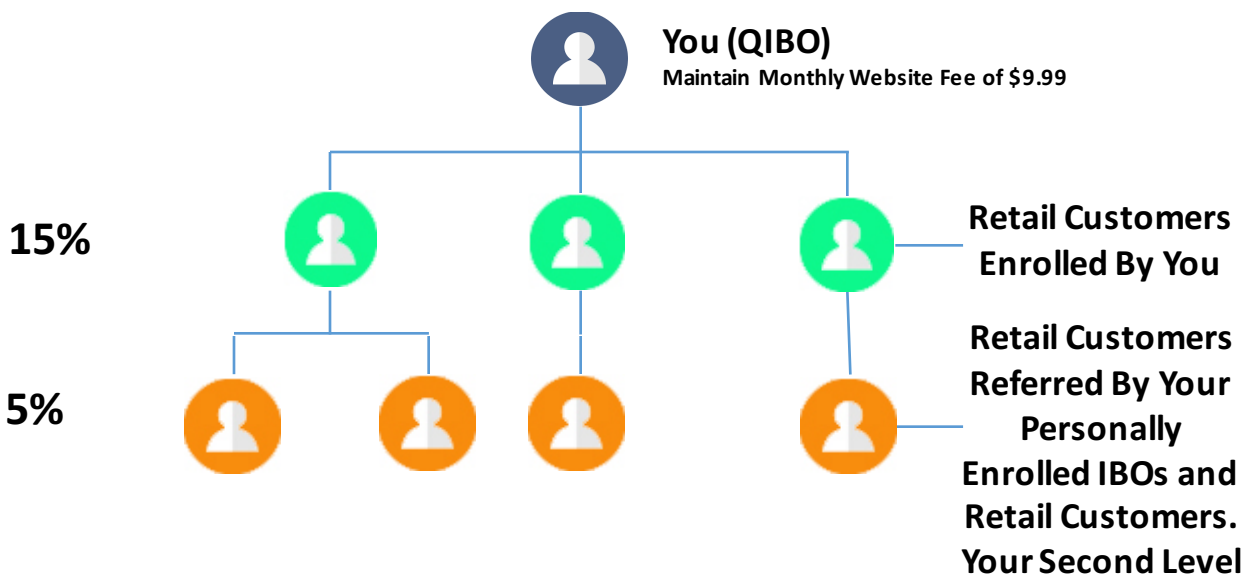
When you personally refer any of our products to a Retail Customer, you will earn a 15% referral fee on everything they purchase from your personalized PetClub 247 website. There is no limit to how many Retail Customers you can refer our products to and no limit to the earning potential here.

Some of your Retail Customers may want to join your team as an IBO and start earning referral fees themselves. They will become your personally enrolled IBOs. As they refer the products to others, you can also earn referral fees on their customer purchases. To earn multiple layers of referral fees, you must become a Qualified IBO (QIBO). To become a Qualified IBO, simply remain current on your Monthly Website management fee and maintain two personally referred Retail Customers who purchase a minimum combined volume of \$49 per month.

Compensation Plan

Unilevel Referral Fees Continued

Becoming a Qualified IBO (QIBO) allows you to earn a 5% referral fee on your second level from the purchases of customers that were referred by your personally enrolled IBOs.



As your team begins to grow, you can earn positional promotions that open up your Unilevel Referral Fees to 9 levels. Getting promoted to higher positions is achieved by reaching certain qualifications. The positions and their importance as it relates to payment in the Unilevel Referral Fee Matrix is described below:

The **IBO** position only pays Unilevel Referral Fees on level 1

The **Qualified IBO** position pays Unilevel Referral Fees on levels 1 and 2

The **Regional Manager** position pays Unilevel Referral Fees on levels 1 through 5

The **Regional Director** position pays Unilevel Referral Fees on levels 1 through 7.

The **Regional Vice President** position and **National Vice President** position pays Unilevel Referral Fees on levels 1 through 9.

Note: All positions must maintain their QIBO status to stay qualified in their respective positions.

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Unilevel Referral Fees Continued

The Payouts for the Unilevel Referral Fees on the 9 levels are as follows:

Level	Payout
1	15%
2	5%
3	1%
4	1%
5	3%
6	1%
7	3%
8	1%
9	10%

Qualification Requirements For Each Position

Independent Business Owner (IBO): Must join PetClub 247 as an IBO and maintain the monthly website fee of \$9.99



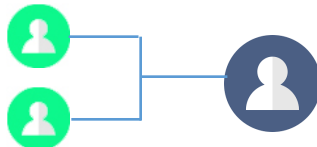
You (IBO)

Maintain Monthly Website Fee of \$9.99

Qualified IBO (QIBO): Maintain Qualified IBO Status AND maintain two personally referred Retail Customers who purchase a minimum combined volume of \$49 per month.

Minimum Total
Retail volume of
\$49

Customer 1
Customer 2



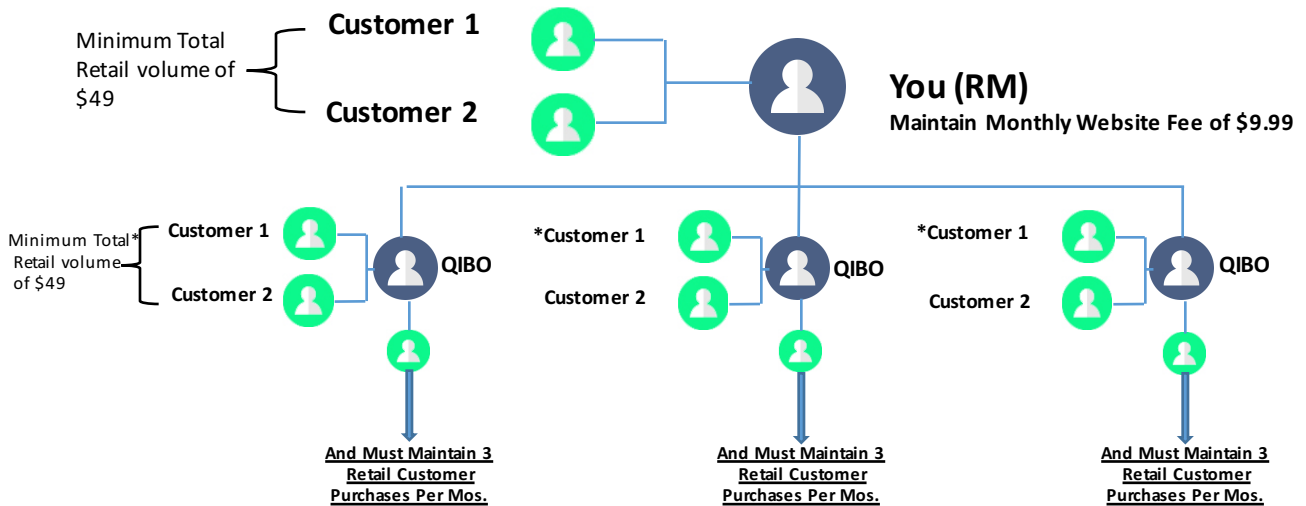
You (QIBO)

Maintain Monthly Website Fee of \$9.99

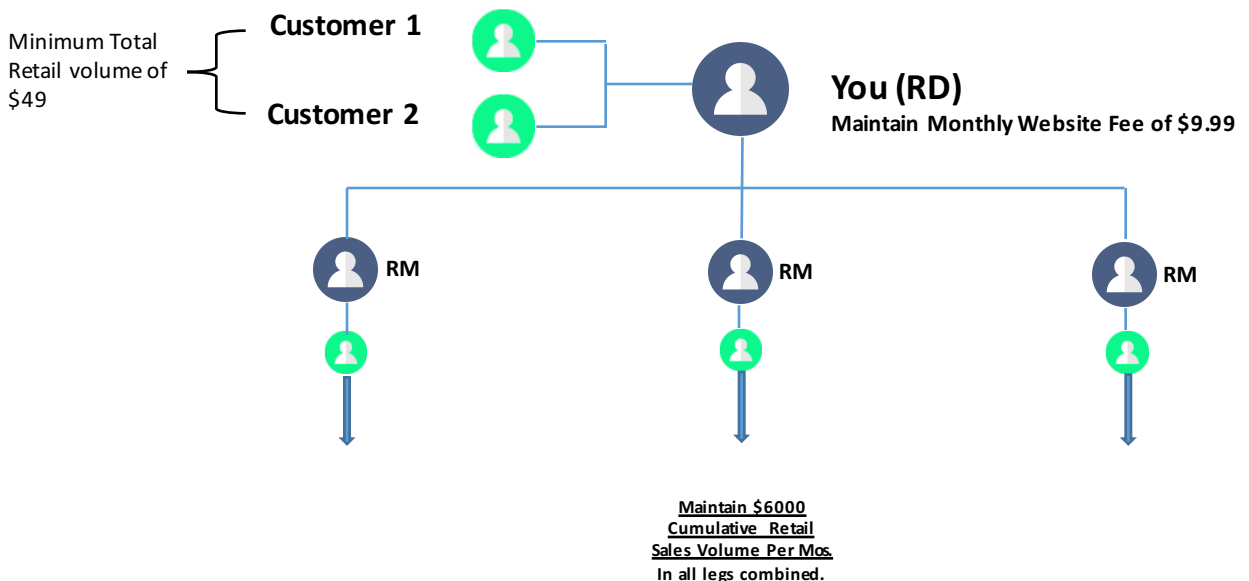
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Qualification Requirements For Each Position Continued

Regional Manger (RM): Maintain Qualified QIBO status AND maintain three separate Unilevel legs with at least one qualified IBO (QIBO) in each leg and maintain three retail purchases monthly in each of the qualifying legs.



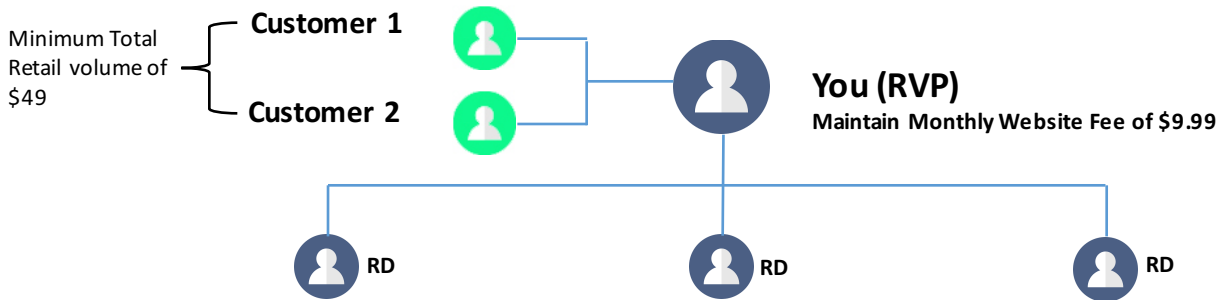
Regional Director (RD): Maintain Qualified IBO & RM status AND maintain three separate Unilevel legs with a RM and a minimum of \$2,000 cumulative retail customer sales per month in each of the qualifying legs.



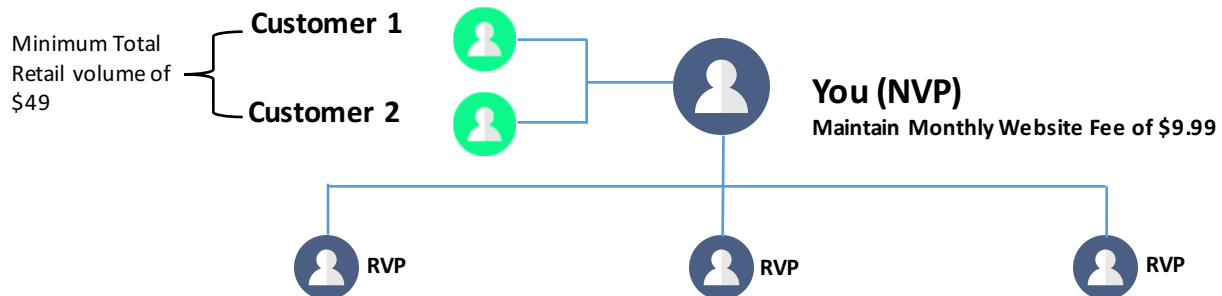
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Qualification Requirements For Each Position Continued

Regional Vice President (RVP): Maintain Qualified IBO & RD status AND maintain three separate unilevel legs with at least one Regional Director in each leg.



National Vice President (NVP): Maintain Qualified IBO & RVP status AND maintain three separate unilevel legs with at least one Regional Vice President in each leg.



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Fast Start Bonus

Upon enrollment (and up to 30 days after the enrollment date) an IBO will have the opportunity to purchase a Starter Pack to help grow their business. The Starter Pack will be available in Small, Medium or Large sizes (as it relates to pet size) and will consist of:

- 2 ea. Antler Split
- 2 ea. Antler Stick
- 2 ea. Small Hemp/Antler Pull Toy
- 2 ea. Bucky Biscuit w/ Antler Powder
- 2 ea. Mushpuppies w/ Coriolus Versicolor
- 2 ea. Vita Gravy Skin and Coat
- 2ea. Vita Gravy Hip and Joint

Fast Start Bonus For The Sale of A Starter Pack

Fast Start Bonuses for the sale of a starter pack are available to all IBOs. An IBO need not be a Qualified IBO in order to earn the Fast Start Bonus.

Small Starter Pack – Price \$174.47

- First level upline will earn \$26.17 (15%)
- Second level upline will earn \$17.45 (10%)
- Third level upline will earn \$8.72 (5%)

Medium Starter Pack – Price \$192.47

- First level upline will earn \$28.87 (15%)
- Second level upline will earn \$19.25 (10%)
- Third level upline will earn \$9.62 (5%)

Large Starter pack – Price \$219.47

- First level upline will earn \$32.92 (15%)
- Second level upline will earn \$21.95 (10%)
- Third level upline will earn \$10.97 (5%)

Compensation Plan

NVP Override

Once you've earned National Vice President (NVP) status you will be eligible for an override bonus. The NVP override bonus will be paid as certain percentage amount of the overall sales volume in each of your legs. Each leg will be treated differently based upon its sales volume and the amount of NVPs that may appear underneath you in that leg.

Here is how it works. Each Unilevel leg allows you to receive a maximum 2% (.02) override commission on all sales in that leg. The bonus amount will change when someone in that leg reaches the status of NVP themselves. When that happens, you will continue to receive the 2% NVP override commission on the overall sales volume between you and your first generation NVP in that leg. However, the amount of the override commission you are earning on the sales volume beneath your newly introduced NVP will start to change.

When this first generation NVP appears in your down line as described above, your override bonus for the sales volume below your first generation NVP in that leg will change to 1% (.01). on everything below the first generation NVP.

And when the second generation NVP appears, you will receive a ½ of 1% (.005%) override commission on the sales volume below the second generation NVP.

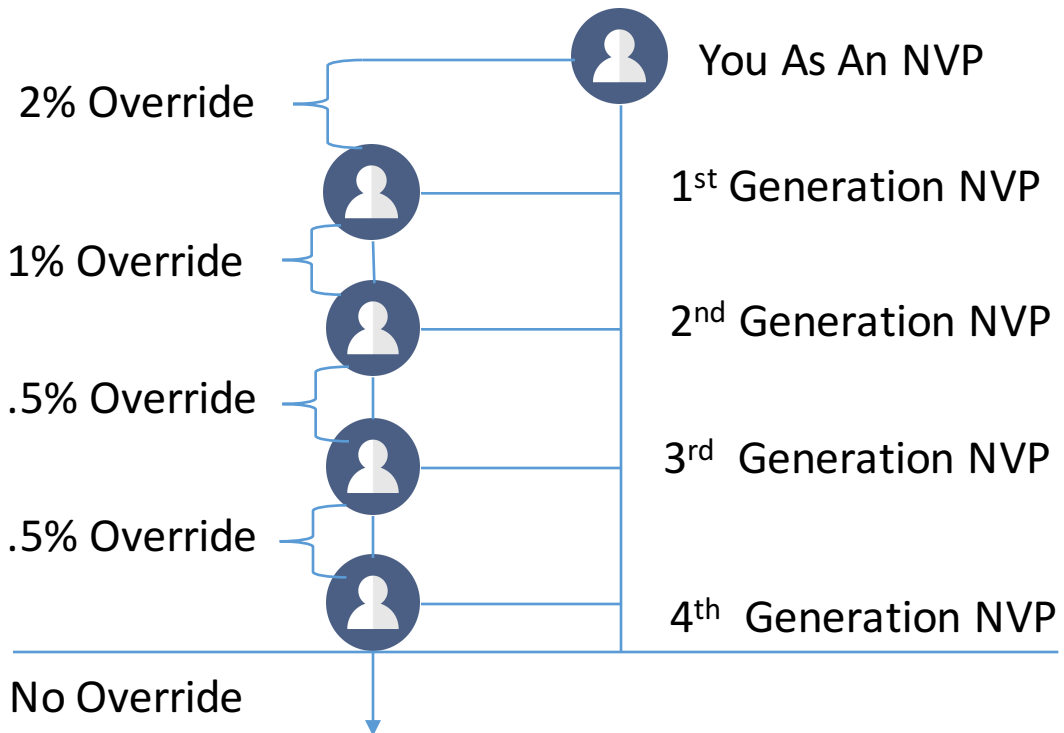
When the third generation NVP appears, the override commission on the sales volume will remain at ½ of 1% (.005%) until a 4th generation NVP is promoted in that leg.

When your 4th generation NVP appears, the override commission on the sales volume of that leg will stop completely. Conversely, each of your legs will operate independently of each other. So if one of your legs promotes 4 NVPs, you still have other legs to continue growing and earning maximum NVP override bonuses.

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NVP Override Continued

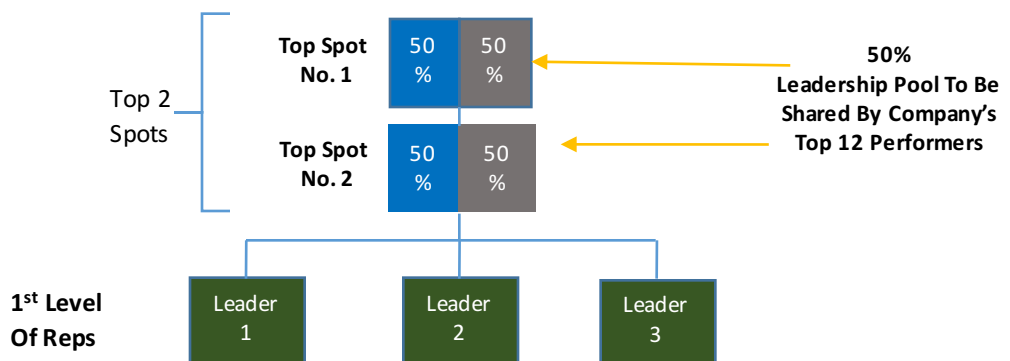
The chart below describes the NVP override residual bonus as it relates to any given leg in an NVPs Unilevel downline. Each leg will operate independently of each other. So if one of your legs promotes 4 NVPs, you still have other legs to continue growing and earning maximum NVP override residual bonus.



Compensation Plan

Leadership Bonus

PetClub 247 will retain the top two spots in the Unilevel Referral Fee downline. 50% of the earnings generated by these top two spots will be used to generate bonuses for the company's top performers.



- The top 12 Leaders in the Unilevel Referral Fee downline will share a portion of the revenue of the top two spots. The company will take the total earnings of these two spots and divide 50% of those earnings equally between the top 12 leaders each month. The top 12 Leaders each month will be identified as those who have the largest open Unilevel downline volume in the overall company Unilevel Referral Fee payout in any given month.

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PetClub Community Photo Contest Bonus

PetClub 247 plans to and is in the process of creating a Social Media App for all pet owners, IBOs, friends and customers of PetClub 247 to share, communicate, learn and post all matters relative to their pets. Anyone who joins will become a PetClub Community Member. There is no cost to join. Once launched, our PetClub Community will be hosting a monthly photo/video contest. This contest will select a favorite photo or video as voted by the community. Anyone can participate in the contest including PetClub 247 IBOs.

Bonus:

If you win the monthly Photo Contest in the PetClub Community, you will receive a one year supply of a “Recommended Chew Pack.” This is a value worth up to \$500 and open to anyone, not just IBOs. You just pay for shipping!!

As an IBO, if someone you personally enroll as a Community Member * (Or an IBO participating in the Community) wins the Photo Contest, you will receive a bonus of \$250.

If someone you personally enroll as an IBO receives the \$250 bonus because one of their sponsored Community Member wins the \$500 contest, you will receive \$120.

*People you invite to join as a Community Member in the community must do so by joining using your unique invitation that will lock them in as your sponsored Community Member. Participation in the PetClub Community is free.

Income Disclaimer

Please Read!

Earnings as a PetClub 247 Independent Business Owner are based solely upon the successful sale of products to customers and their usage of those products. Individuals will incur expenses in operating their business, such as the replicated website management fee, as well as other possible operating expenses. As with any business, earnings and success at PetClub 247 are not guaranteed but depend primarily on the individual's commitment, persistence and effort. It is possible, as with any business, that you may not earn income and may lose money as an Independent Business Owner.

Average incomes will be made available after sales commence, and an appropriate average can be determined.

PetClub 247, LLC reserves the right to change all or any part of it's Compensation Plan at any time and without prior notice.