

A top-down view of a white ceramic cup filled with dark coffee, topped with a layer of brown foam. The cup sits on a matching white saucer. A silver spoon rests on the saucer to the left of the cup. In the background, a silver keyboard with a black pen is visible. In the foreground, several US dollar bills are fanned out, including a \$100 bill featuring Benjamin Franklin and a \$10 bill. The entire scene is set against a warm, brown background.

SISEL KAFFÉ COMPENSATION PLAN
THE TASTE OF SUCCESS

Introducing

Sisel Kaffé Global Compensation Plan

Getting Started – Global Compensation Plan	2
Fast Start Bonus	6
Direct Distributor Commission	7
Kaffé Ranks & Leaders Affinity Bonus	8
Kaffé Luxury Bonus	9
Preferred Customer Program	10
Commercial Accounts	11
Glossary	12

Our incomparable plan has several notable features that set us apart from others in the industry:

- Global Compensation Plan enables international integration
- Fast Start Bonus offers immediate wealth to Distributors to rapidly grow their businesses
- Collect residual-passive income from your efforts through the Direct Distributor Commissions
- The Kaffé Ranks allow leaders to be immediately recognized and opens the door to the incredibly lucrative Leaders Affinity Bonus
- Allow Sisel Kaffé to pay for the car of your dreams with the Kaffé Luxury Bonus
- Preferred Customer Program creates genuine loyalty
- Commercial Accounts create the opportunity for special deals and incentives on select products ideal for retailing

For more details on all of the exciting features and benefits in this document, please refer to the terms and definitions in the Glossary and official Sisel Policies and Procedures. The latest version of Sisel's Policies and Procedures can be found online at www.siselinternational.com and www.siselkaffe.com. Other qualification and commission requirements may apply depending on the bonus. See charts and Glossary for more information.



The Basics

Understanding these foundational concepts will help you to more fully understand how Sisel Kaffé's Global Compensation Plan functions and how you can earn the most from your Sisel business.

Product Pricing

Sisel's phenomenal Kaffé products are priced the same for everyone, regardless of whether they are Distributors or Preferred Customers. This eliminates the need to purchase large quantities of products with the intention of attempting to resell them for a profit—no more garages full of unused product!

This pricing model encourages Distributors to introduce the products to everyone by inviting them to purchase directly from the company, just as they do, by becoming Distributors or Preferred Customers.

Qualification and Calculation—Product Points & Distributor Ranks

In addition to the listed price, each Sisel Kaffé product also has two point values assigned: Personal Volume (PV) and Bonus Volume (BV). The PV value of each product is used for qualification purposes, meaning that the requirements to earn specific ranks and commissions depend on the total PV that you have, as well as your Downline Volume (DV). Downline Volume is the sum of the PV of those in your downline. The BV value assigned to each product is used to calculate the dollar amount of commissions earned by Distributors. All commission percentages shown for each bonus reflect that percentage of BV rather than product cost or PV.

There are four levels of monthly Distributor qualification:

- Bronze = 50 PV
- Silver = 100 PV
- Gold = 150 PV
- Platinum = 200 PV



Commissions

Commissions are Sisel International's core pay structure. This also applies to our unique Sisel Kaffé product line. It has been refined for maximum pay potential and proven through time to build prosperity and powerful leaders. All Bonus Volume (BV) that comes into your team, and that is within your qualified pay range, will pay a Direct Distributor Commission.

Bonuses

Hard work deserves rewards. Bonuses are dynamic pay structures designed to reward you for diverse prosperity-building behaviors. They are dynamic because they can be adjusted to meet the various, unique needs of Distributors across Sisel's expanding markets.





Qualification Periods

Because Sisel Kaffé offers both weekly and monthly bonuses, it is important to understand how to qualify for each one. While it is necessary to meet minimum volume requirements to qualify for all commissions, the periods in which that volume must be achieved may vary between weekly and monthly bonuses.

Qualification for Monthly Compensation

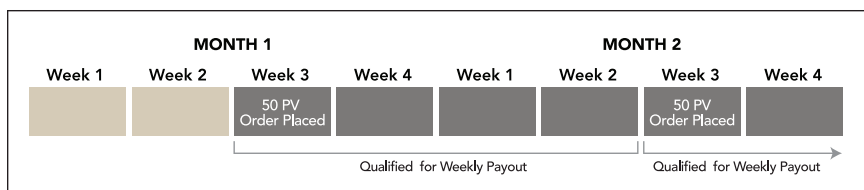
Some compensation pays monthly. Monthly compensation requires that all necessary qualification requirements be achieved at any time within each corresponding calendar month. Monthly compensation is generally paid by the 15th of the month following the month where compensation was generated. Direct Commissions all pay monthly.

Qualification for Weekly Compensation

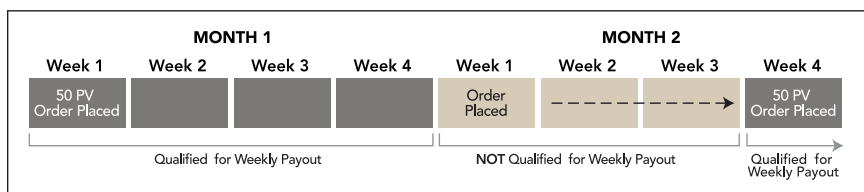
Fast Start Bonus pays weekly, meaning they are paid up to four separate times each month, a few days after each bonus week ends. Below is a schedule of the Bonus Weeks.

- Bonus Week 1: 1st–7th of each month
- Bonus Week 2: 8th–14th of each month
- Bonus Week 3: 15th–21st of each month
- Bonus Week 4: 22nd–end of the month

The weekly compensation payout requires Distributors to place a qualifying order within the current bonus week or within the three previous bonus week periods, regardless of how those four bonus weeks correspond with the calendar month. This means that in order to qualify to be paid any applicable compensation, a Distributor must have placed at least a Bronze order (50 PV) within the last four bonus weeks. Each time an order is placed, the volume generated counts toward qualifying that Distributor for the bonus week in which it was placed and three consecutive bonus weeks thereafter. This is expressed in the following diagram:



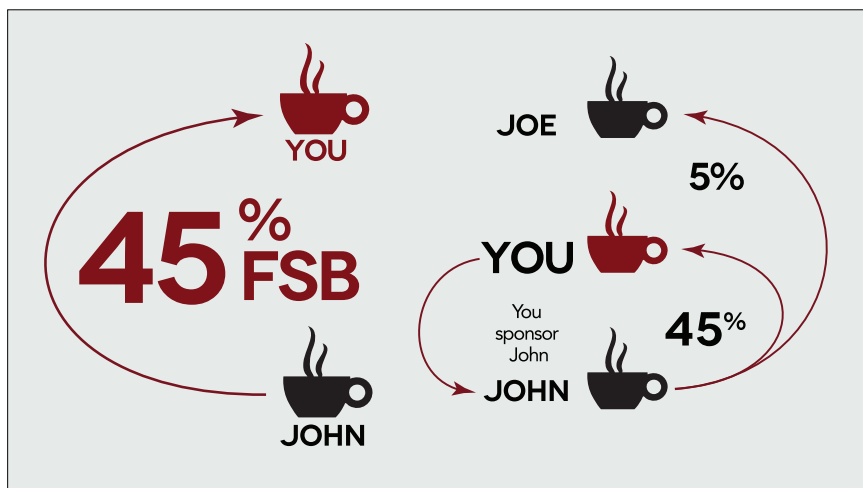
Because qualifying for a bonus requires that a Distributor have sufficient volume within the last four bonus weeks, simply having an order at any time within each calendar month does not necessarily mean that the Distributor will have the Personal Volume (PV) required to qualify for weekly commissions. For example, if a Distributor places an order in Week 1 of the first month, and doesn't place another order until Week 4 of Month 2, he or she will have a period of three weeks during Month 2 in which he or she is not qualified to receive weekly compensation, as seen in the following diagram:



Automatic Purchase Program

The Automatic Purchase (AP) program allows you to pre-select a qualifying order that will be shipped to you each month. The invaluable AP program has many advantages, allowing you to maximize the Sisel Kaffé Compensation Plan, save time, maintain your qualifications, and receive reduced pricing on certain products. New Distributors can activate their AP during the enrollment process or any time thereafter. It is fully customizable through the Sisel Kaffé back office and can be created, edited, or canceled at any time.

Fast Start Bonus Program



Sisel Kaffé's Fast Start Bonus (FSB) provides a huge incentive for Distributors to build their businesses immediately and consistently by generously rewarding those who sponsor new Distributors and Customers.

When a qualified Distributor enrolls a new Distributor with an initial order of 50 PV or more, he or she receives a 45% FSB on the total BV of the initial order. The upline also receives a FSB according to the FSB pay structure (see chart above). Sisel pays an incredible 50% FSB on the BV for all qualified orders placed by new Distributors during their first four bonus weeks with full dynamic compression!

Please note that the Fast Start Period is triggered by the first commissionable Sisel Kaffé purchase and that new Distributors purchasing less than 50 PV in a bonus week during the Fast Start Bonus period will not generate a FSB. The corresponding bonus volume will be paid within the Direct Commission structure.

The Fast Start Bonus is also triggered by enrolled Preferred Customers regardless of the PV.

Qualification and Payout Summary

- The Fast Start Bonus (FSB) pays weekly
- FSB payout follows the Enrolling Sponsor Tree
- In order to receive FSB, a Distributor must qualify at a minimum Bronze (50 PV) level during the current Bonus Week or the previous 3 Bonus Weeks
- In order for FSB to payout, the order placed by the new Distributor must be at least 50 PV and must be placed within the first four Bonus Weeks. The first Bonus Week is initiated with the first commissionable purchase of Sisel Kaffé (not the enrollment date)
- Qualified BV generated in a new Distributor's first four Bonus Weeks pays out through the FSB pay-structure

Direct Distributor Commission

The Sisel Kaffé Direct Commission opportunity provides Sisel Distributors with an earning potential unparalleled in the industry. This profit center provides immediate rewards to even the newest Distributor, and only grows as they rapidly build their business. Because of the dynamic structuring of the Direct Commission payout, you will be richly rewarded for your efforts. Finally, you have an opportunity to attain your dreams and aspirations, and to start living the life you have always known you deserve.

		PLATINUM 200 PV	GOLD 150 PV	SILVER 100 PV	BRONZE 50 PV	DEPTH OF PAYOUT		
PLACEMENT LEVEL	1ST	5%	4%	3%	2.5%	1-3 QUALIFIED LEGS	4 QUALIFIED LEGS	5 QUALIFIED LEGS
	2ND	10%	9%	8%	5%			
	3RD	10%	9%	8%	5%			
	4TH	10%	9%	8%	5%			
	5TH	10%	9%	8%	5%			
	6TH	10%	9%	8%	5%			



Qualification and Payout Summary

- The Direct Distributor Commission pays monthly
- A Qualified Leg is a leg that contains at least one active Bronze (50 PV) Sisel Kaffé Distributor at any level
- If a Distributor does not qualify to receive the Direct Distributor Commission, he or she will not be counted as a level and those commissions will compress up until the maximum commission has been paid
- Preferred Customers are never counted as Qualified Legs
- Commissions earned through the Direct Distributor Commission are calculated on 100% of the BV generated by each of the Distributors and Customers within you qualified pay range, regardless of their rank
- Qualified BV generated after a new Distributor's first four Bonus Weeks pays out through the FSB pay-structure

Sisel Kaffé Ranks and Leaders Affinity Bonus

As you share Sisel Kaffé with others and begin growing your business, you will begin reaching these key milestones and earn the much deserved recognition. As your downline reaches the specified volume markers and you have five frontline (Level 1) Platinum Distributors on AP, the appropriate rank will be awarded to you.

The Ranks also come with an incredible bonus attached to them allowing you to earn potentially limitless commissions well beyond Level 6. As Distributors in your downline begin reaching the ranks as well, the bonus is shared, allowing for a true continuous bonus to be paid for as long as possible.

		PLATINUM 200 PV	GOLD 150 PV	SILVER 100 PV	BRONZE 50 PV	DEPTH OF PAYOUT		
PLACEMENT LEVEL	1ST	5%	4%	3%	2.5%	1-3 QUALIFIED LEGS	4 QUALIFIED LEGS	5 QUALIFIED LEGS
	2ND	10%	9%	8%	5%			
	3RD	10%	9%	8%	5%			
	4TH	10%	9%	8%	5%			
	5TH	10%	9%	8%	5%			
	6TH	10%	9%	8%	5%			
	7TH	UP TO 5%						
LEADERS AFFINITY BONUS	8TH	UP TO 5%						
	9TH	UP TO 5%						
	10TH	UP TO 5%						
	11TH+	UP TO 5%						
		∞						

Leaders Affinity Bonus

The Leaders Affinity Bonus starts paying on the seventh level to reward leaders as they drive and support their downlines to depths of payout far beyond that of other compensation plans.

Star Sapphire: 1% Qualifies with 7,500 Total Downline Volume.

Emerald: 2% Qualifies with 20,000 Total Downline Volume.

Ruby: 3% Qualifies with 50,000 Total Downline Volume.

Diamond: 4% Qualifies with 100,000 Total Downline Volume.

Brilliant Diamond: 5% Qualifies with 250,000 Downline Volume.

- A minimum of five frontline (Level 1) Platinum Distributors on AP are required to be eligible for the Kaffé Ranks and the LAB.
- To receive the LAB, a Distributor must have an active AP and be qualified as Platinum.
- The LAB pays the corresponding percentages starting with Level 7 on to infinity.

Fast Track to Star Sapphire

Sisel Kaffé also provides a remarkable leadership incentive to any new Distributor that accumulates 1000 PV within their first 30 days (beginning with the first commissionable purchase of Sisel Kaffé).

If you reach this mark of a true leader in your first 30 days, here are the remarkable benefits you will receive for the current month as well as the following 3 months!

- Auto-qualify as a Star Sapphire. This means that you are ready to maximize the Compensation Plan from day one as long as you qualify for commissions at the Platinum level and have an active AP!
- Star Sapphire qualification includes access to 6 levels of Direct Commissions and a 1% Leaders Affinity Bonus

Sisel Kaffé Luxury Bonus

Sisel Kaffé pays an additional bonus of up to \$750 as a Luxury Bonus incentive to advertise the success you have achieved as a Sisel Distributor

To qualify for the bonus, you must earn at least \$1500 in total monthly commissions. The purpose of the Luxury Bonus is to encourage Sisel Kaffé leaders to show others how successful they have been with their Sisel Kaffé business and assist them in doing so. Accordingly, purchases made with your Luxury Bonus should clearly demonstrate this success.



TOTAL MONTHLY COMMISSIONS	\$1500	\$2000	\$3500	\$5000
LUXURY BONUS	\$200	\$300	\$500	\$750

Qualification and Payout Summary

- The Luxury Bonus pays monthly
- Luxury Bonus is available to Distributor Leaders earning a minimum of \$2000 in total monthly Sisel Kaffé commissions
- The Luxury Bonus pays up to an additional \$750 for Distributors who qualify
- Upon qualification for the Luxury Bonus, the Luxury Bonus application form found on siselkaffe.com must be submitted to Sisel Customer Service prior to payment of bonus
- Commissions earned from the Luxury Bonus must be used for expenses that advertise your success and are subject to approval prior to payment of commission.
- Half of the bonus may be requested as a monthly cash bonus if there is no luxury vehicle purchased

Preferred Customer Program

The Preferred Customer Reward Program delivers unprecedented value to consumers and creates genuine loyalty, while giving every type of customer the opportunity to be a part of the Sisel Kaffé community. By allowing Customers to purchase products at the same cost as Distributors, Sisel Kaffé enables you to share these incredible products without assuming the responsibility that is associated with purchasing inventory.

Because purchases made by Preferred Customers are classified as your sales, the PV generated by these orders counts as your own personal PV and contributes to your qualifications. Please note that although the PV counts as yours, a commissionable purchase of 50 PV must be made on your Distributor account each month in order to qualify at the Bronze-Platinum levels and to earn commissions.

Enrolling a Preferred Customer is a great way to aid you in building your team. This program introduces Sisel Kaffé through a unique purchase, and allows the Preferred Customer to observe first hand the lucrative business opportunity available to Sisel Distributors.



Qualification and Payout Summary

- On initial orders (first four bonus weeks) of newly enrolled Preferred Customers, 45% of the BV is paid as Fast Start Bonus to the Enrolling Sponsor, and 5% to the Enrolling Sponsor's Enrolling Sponsor
- Personal Volume (PV) generated by Preferred Customers contributes to the Downline Volume totals of their Direct Upline Sponsor and other Distributors upline in that leg
- PV generated by Preferred Customer purchases is applied to the personal monthly and cumulative PV totals of the Enrolling Sponsor and counts as if it were his/hers
- Preferred Customers are not counted as qualifying Direct Distributor legs
- Preferred Customers can place orders and view their order history at www.siselkaffe.com

Commercial Accounts (Coming soon)

The Commercial Account is a specially designed program that you can use to open new doors for your business. Soon you will be able to reach out to restaurants, coffee shops, college campuses, and businesses in your vicinity and introduce them to an opportunity that pays you and them. This is a tremendous tool for you to supplement your business-building efforts, open a new market-within-a-market, and generate a new income stream.

What Is a Commercial Account?

When a business owner signs up for a Commercial Account through you, they can order Sisel Kaffé products and get special deals and incentives. Because they are a business, they qualify for free shipping, and if they have a business tax ID number, they will also be exempt from paying sales tax on their purchases. And they can earn money on retail margins and commissions.

For the business owners who team up with you, they can enjoy the best of being a Distributor and the best of being a Preferred Customer. Like a Distributor, they can sign up Customers who love these specific products as Distributors and earn commissions (which means you earn commissions, too!). Like Preferred Customers, they can order their product and not have to focus on the business-building aspect.

Key Benefits for Commercial Accounts

- Free shipping
- Sales tax exemption for qualified accounts
- Powerful sales tools
- Special pricing ideal for retailing



Qualification and Payout Summary

- Commercial Accounts earn compensation as if they were a Distributor
- Commercial Accounts may enroll Distributors, Preferred Customers, and other Commercial Accounts
- Commercial Account are counted as qualifying Direct Distributor legs
- Commercial Account can review their personal reward account at www.siselinternational.com
- Bonus Volume (BV) generated by Commercial Accounts contributes to the Downline Volume totals of their Direct Upline Sponsor and other Distributors upline in that leg
- Sisel Distributors may also create a Commercial Account in their own name

Glossary

Automatic Delivery Program (ADP): A program offered by Sisel to automatically ship a monthly order of products to help ensure qualifications, higher commissions, and maximum payouts conveniently.

Bonus: Compensation based on a dynamic pay-structure

Bonus Volume (BV): A point value assigned to each Sisel Kaffé product, distinct from Personal Volume (PV), which is used to calculate the dollar amounts of compensation earned from any commissions or bonuses for which a Distributor has qualified in a given pay period.

Commission: Compensation based on a core pay-structure.

Compensation: A generic term referring to pay receivable from commissions or bonuses.

Compression: The mechanism by which commissions not earned by the originally intended Distributor due to a lack of qualification are passed to another Distributor in the upline of the originally intended Distributor. The rules of compression vary with each of the different bonuses of the Compensation Plan.

Distributor: A person who is officially registered with the company to distribute products according to the company's Policies and Procedures, who is in good standing with the company. Sisel Distributors may participate in, and benefit from, Sisel Kaffé's Compensation Program according to their qualifications as defined by Sisel Kaffé's Compensation Program.

Direct Upline Sponsor: A Distributor's first upline Distributor, following the placement tree.

Downline Volume (DV): The sum of all PV from Distributors and Customers in your organization including your own.

Enrolling Sponsor: A Distributor's first upline Distributor, following the enrollment tree. The Enrolling Sponsor is the person that introduced a new Distributor to Sisel Kaffé. The Enrolling Sponsor may place a new Distributor anywhere in his or her organization.

Frontline: A Distributor's frontline is every Distributor found on Level 1 of the organization. This includes Distributors placed on Level 1 by the upline.

Leg: All of the Distributors located beneath a front line Distributor, for whom a specific Distributor is the Direct Upline.

Level: The vertical position a Distributor account holds below another specified Distributor in a given leg.

Personal Volume (PV): An assigned point value based on the retail price of a given product used to calculate qualifications.

Preferred Customer: A person who is officially registered by Sisel International to purchase products according to the company's Policies and Procedures, and who is in good standing with the company. Sisel Preferred Customers may not participate in, and benefit from, Sisel Kaffé's Global Compensation Plan. Volume generated by Preferred Customer orders is included in their Direct Upline's Downline Volume.

Qualification, Qualified: The term used to describe the monthly account status of all Sisel Distributor accounts in relation to their eligibility to receive commissions during that month. Qualifying for commissions in a given pay period requires that a Distributor satisfy the minimum PV and other requirements specific to their rank. Therefore the specific definition of Qualification varies according to rank. Qualification requirements for each rank can be found in this Global Compensation Plan document. Distributors that do not qualify may lose out on all or a portion of the commissions they would otherwise have earned had they satisfied the requirements specific to their current rank.

Qualified Direct Distributor: A Direct Distributor who has purchased at least 50 PV in a given pay period in order to be at the Bronze Direct Distributor level.

Qualified Direct Distributor Leg: A leg that contains at least one qualified Direct Distributor—minimum paid as rank of Bronze (50 PV)—at any level.



Don't Miss Out On This Unique Opportunity For Sisel International Distributors!

Sisel International is the remarkable company that brings the health, innovation, and quality of Sisel Kaffé to the world. Now in forty markets worldwide, and making good use of its 400,000 square feet of manufacturing facility, Sisel International offers a selection of nearly 200 toxin-free, science-based products, using only the most potent, pure, and already proven ingredients that nature has to offer.

Sisel International has a special relationship with Sisel Kaffé. While the Sisel Kaffé product line has its own compensation plan, Sisel Distributors can qualify for the Sisel Kaffé commissions at their current ranks by simply qualifying as a Bronze Distributor in the Sisel Kaffé Business.

For all the details on the Sisel International Compensation Plan, toxin free products and business opportunity, please visit:

www.siselinternational.com

