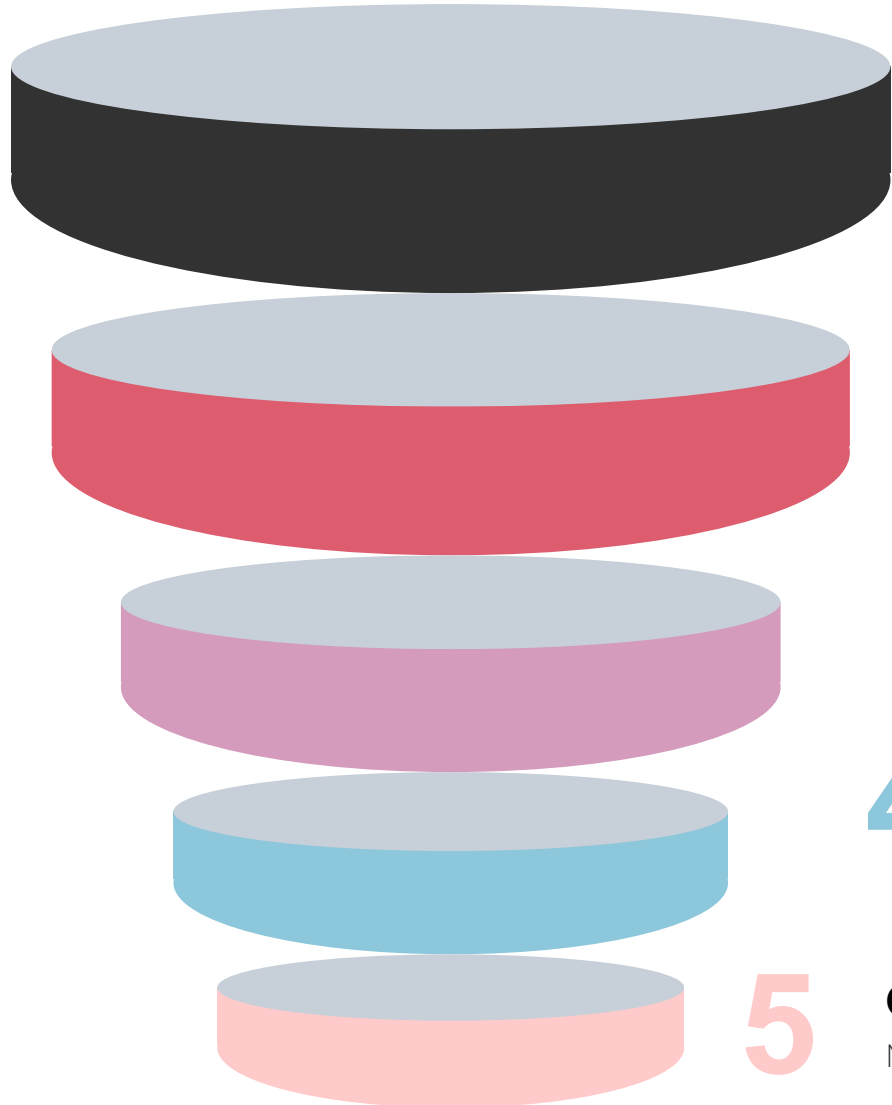


# GROWTH FUNNEL



1

## First-time Customers

May not even have any former Brand Awareness. May come from Brand Ambassador efforts or outside sources.

2

## Casual Customers

Purchases 1-3 times a year typically based on a “deal”

3

## Loyal Customers

Purchases 4-12 times per year. May be on a subscription. Attracted to product benefits and are brand loyal.

4

## Pending Brand Ambassadors & Affiliates

Below a consistent monthly PRS of 250. Either newly enrolled or consistently getting PRS of at least 250 over 3-months but less than 750.

5

## Qualified Brand Ambassadors & Affiliates

Monthly PRS of 250 or higher consistently

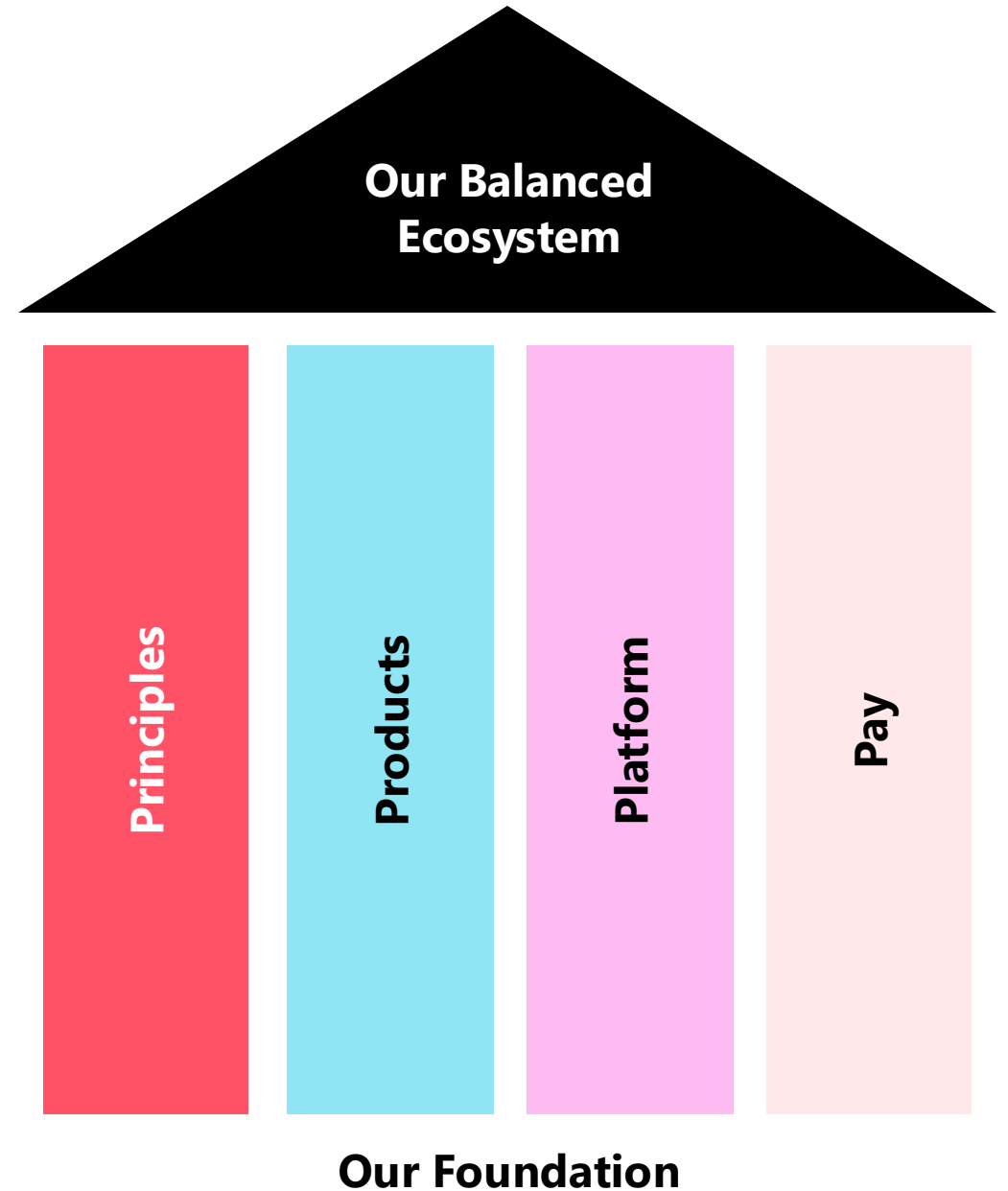




# Sustainable Growth

THRIVING IN THE NEXT DECADE

Focusing on the 4 P's





# Principles

UPLIFT,  
EMPOWER,  
VALIDATE

1. OUR CAUSE: SAPREA
2. OUR COMMITMENT TO MULTI-LEVEL  
MARKETING AND OUR FIELD





# Products

CREAM FOUNDATION GUMMIES

YOUTHPLEXION

YOUNIVERSAL

**COSMETICS RELEASE IN H2 2025**







# Platform

KOMIGO PILOT EXPANDED  
MATCH KOMIGO OFFER GLOBALLY

*Drive Customer Growth with Upfront  
Discounts and Free Shipping\**

\*CA, AU, NZ, and HK have a lower shipping threshold but not free shipping on the first item.



# Pay

FAST START AND BONUS POOL

NEW PAY PLAN TO  
INCENTIVIZE  
GROWTH

***Balanced*** incentives for selling,  
sponsoring, mentoring, and  
team building



# ECOSYSTEM



250 PRS | 30 DAY CYCLES | SPONSOR 2 + 500 PRS





# Pay Plan Simplification

## *Old Pay Plan Complexity*

- Wholesale Sales for Team Volume
- Breakaways & Generations
- Pay Plan & Sales Titles
- Moving Target of Circle Team Members
- Downline Title Requirements

## *New Pay Plan Simplification*

- PRS-based for personal and team volume requirements
- Lower PRS requirements for Tiered Retail Pay
- Team Pay Up to 3-levels
- Unified Titles

*“We aren’t motivated by what we don’t understand”*





# TWO WAYS TO EARN

1. PERSONAL SALES
2. TEAM SALES

# Pay from Personal Selling including More Generous Tiered Retail Pay



NEW PERSONAL SALES PAY	
MONTHLY PERSONAL SALES (PRS)	RETAIL PAY
0.00 - 499.99	20%
500.00 - 999.99	25%
1,000.00 - 1,999.99	30%
2,000.00 - 2,999.99	35%
3,000.00 +	40%

CURRENT PERSONAL SALES PAY	
MONTHLY PERSONAL SALES (PRS)	RETAIL PAY
0.00 - 499.99	20%
500.00 - 999.99	25%
1,000.00 - 2,499.99	30%
2,500.00 - 4,999.99	35%
5,000.00 +	40%

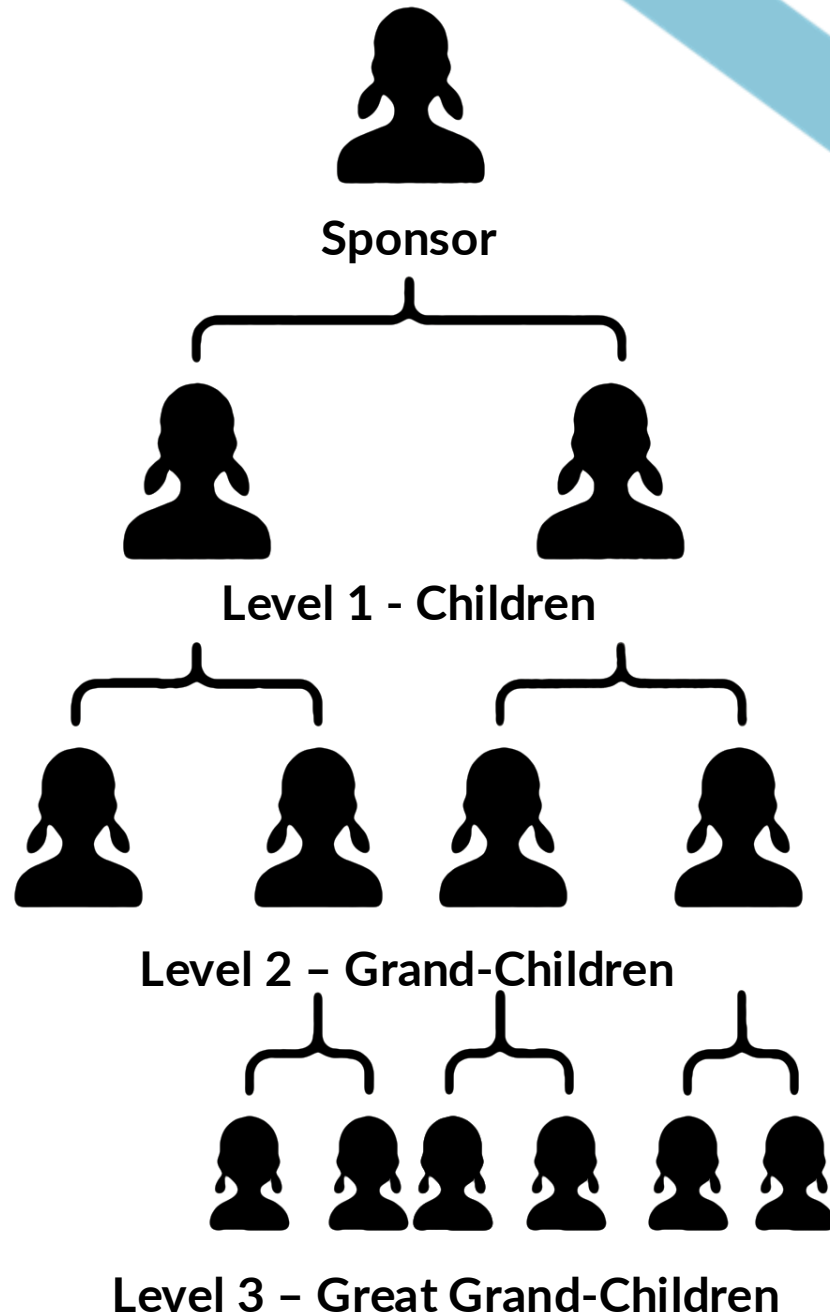
- *Instant Pay* remains the same at 20%
- Lowered thresholds to motivate stretch behavior
- Earn 40% in *Tiered Retail Pay* at 3,000 PRS instead of 5,000 PRS

# Paid on 3 Levels of Team Sales

Your 1<sup>st</sup> Level Team members are those Brand Ambassadors and Affiliates you have personally sponsored or have rolled up to you when a former sponsor went inactive\*. There is no concept of a circle and no breakaways in the new pay plan.

Your 2<sup>nd</sup> level team members are the 1<sup>st</sup> level team members of those sponsors on your 1<sup>st</sup> level team, and so forth.

\* No change to activity rules



# Pay Plan Title Achievement

*Title Sales* can be achieved with any combination of *Personal Sales* and *1st Level Team Sales* so long as the minimum personal sales are met. For Affiliates, they would have to achieve the entire *Title Sales* requirement through *personal sales*.

PERSONAL SALES (PRS)	MONTHLY TITLE SALES*	TITLE
0	0	Brand Ambassador/Affiliate
250	250	Qualified Brand Ambassador/Affiliate
250	500	Brand Specialist
250	1,000	Senior Brand Specialist
500	1,750	Brand Manager
750	3,250	Senior Brand Manager
1,500	7,750	Brand Director
2,000	14,500	Senior Brand Director
2,500	21,250	Brand Vice President
3,000	28,000	Brand Executive
5,000	42,500	Presidential Brand Executive
5,000	55,000	Global Brand Executive
5,000	80,000	Chief Brand Executive

\* Title Sales = Personal Sales + 1st Level Team Sales



# Pay for Team Sales



PERSONAL SALES (PRS)	MONTHLY TITLE SALES*	TITLE	PAY LEVEL	1ST LEVEL TEAM COUNT†	TEAM PAY		
					1ST LEVEL	2ND LEVEL	3RD LEVEL
0	0	Brand Ambassador/Affiliate	0	0			
250	250	Qualified Brand Ambassador/Affiliate	0	0			
250	500	Brand Specialist	1	1	5.00%		
250	1,000	Senior Brand Specialist	2	3	5.50%	0.50%	
500	1,750	Brand Manager	3	5	6.00%	1.00%	
750	3,250	Senior Brand Manager	4	10	6.50%	1.50%	
1,500	7,750	Brand Director	5	25	7.00%	2.00%	1.00%
2,000	14,500	Senior Brand Director	6	50	7.50%	2.50%	1.50%
2,500	21,250	Brand Vice President	7	75	8.00%	3.00%	2.00%
3,000	28,000	Brand Executive	8	100	8.50%	3.50%	2.50%
5,000	42,500	Presidential Brand Executive	9	150	9.00%	4.00%	3.00%
5,000	55,000	Global Brand Executive	10	200	9.50%	4.50%	3.50%
5,000	80,000	Chief Brand Executive	11	300	10.00%	5.00%	4.00%
* Title Sales = Personal Sales + 1st Level Team Sales				† Team Count is determined by Team Count in the Personal Sales Pay Table			

Under the old plan, Circle Pay was capped at 5% of wholesale (75% of PRS value) and 1<sup>st</sup> Generation Pay was capped at 8%. Under the new plan, 1<sup>st</sup> level pay is capped at a generous 10% of RETAIL!

# Brand Manager Example

PRS	Monthly Title Sales	Title	Pay Level	1st Level Team Count	First Level Team Pay	Second Level Team Pay	Third Level Team Pay
500	1,750	Brand Manager	3	5	6%	1%	-

## SKIN CARE

156  
PRS



**Achieve 500 PRS:** 4 New Full skin care regimen subscriptions

## MASCARA

33  
PRS



**Achieve 500 PRS:** 16 4D one-step fiber mascaras

## SUPPLEMENTS

133  
PRS



**Achieve 500 PRS:** 4 New Daily Duo subscriptions

## BEAUTY EQUATION

### RETAIL PAY

Instant Pay - 500 PRS X 20% = \$100

End of Month- 500 PRS x 5% = 25

### MONTHLY TITLE SALES

500 + 1,250 + 300 = 2,050

### FIRST LEVEL TEAM COUNT

5 Qualified

### TEAM PAY

#### 1st Level

(1,250 + 300) X 6% = \$93

#### 2nd Level

3,600 X 1% = \$36

**MONTHLY PAY = \$254**

### FIRST LEVEL TEAM SALES

5 Brand Ambassadors/Affiliates at 250 PRS a month = 1,250 PRS

3 Brand Ambassadors/Affiliates at 100 PRS a month = 300 PRS

**2,050 MONTHLY TITLE SALES**

**Achieve 250 PRS:** 2 New Full skin care regimen subscriptions

**Achieve 250 PRS:** 8 4D one-step fiber mascaras

**Achieve 250 PRS:** 2 New Daily Duo subscriptions

# Example Pay Plan Scenario

PERSONAL SALES (PRS)		2,000	$2,000 \times 35\% = \$700.00$	\$700.00
MONTHLY TITLE SALES		14,500	$2,000 \text{ PRS} + 12,500 \text{ Team Sales} = 14,500$	
TITLE		Senior Brand Director		
1ST LEVEL TEAM COUNT		50	$250 \text{ PRS} \times 50 \text{ Team Count} = 12,500$	
TEAM PAY	1ST LEVEL	7.50%	$12,500 \times 7.5\% =$	\$937.50
	2ND LEVEL	2.50%	$250 \text{ PRS} \times 75 \text{ Team Count} \times 2.5\% =$	\$468.75
	3RD LEVEL	1.50%	$250 \text{ PRS} \times 150 \text{ Team Count} \times 1.5\% =$	\$562.50
			Monthly Pay	\$2,668.75

# Pay for Team Sales

PERSONAL SALES (PRS)	MONTHLY TITLE SALES*	TITLE	PAY LEVEL	1ST LEVEL TEAM COUNT†	TEAM PAY		
					1ST LEVEL	2ND LEVEL	3RD LEVEL
0	0	Brand Ambassador/Affiliate	0	0			
250	250	Qualified Brand Ambassador/Affiliate	0	0			
250	500	Brand Specialist	1	1	5.00%		
250	1,000	Senior Brand Specialist	2	3	5.50%	0.50%	
500	1,750	Brand Manager	3	5	6.00%	1.00%	
750	3,250	Senior Brand Manager	4	10	6.50%	1.50%	
1,500	7,750	Brand Director	5	25	7.00%	2.00%	1.00%
2,000	14,500	Senior Brand Director	6	50	7.50%	2.50%	1.50%
2,500	21,250	Brand Vice President	7	75	8.00%	3.00%	2.00%
3,000	28,000	Brand Executive	8	100	8.50%	3.50%	2.50%
5,000	42,500	Presidential Brand Executive	9	150	9.00%	4.00%	3.00%
5,000	55,000	Global Brand Executive	10	200	9.50%	4.50%	3.50%
5,000	80,000	Chief Brand Executive	11	300	10.00%	5.00%	4.00%
* Title Sales = Personal Sales + 1st Level Team Sales				† Team Count is determined by Team Count in the Personal Sales Pay Table			

Pay Level could be lower than Title if team count isn't met but is never higher than Title. From the previous example, if their Qualified Team Count was below 50 but 25 or higher then they would be paid at Level 5 rather than Level 6.





# Team Count

NEW PERSONAL SALES PAY		
MONTHLY PERSONAL SALES (PRS)	RETAIL PAY	TEAM COUNT
0.00 - 249.99	20%	0
250.00 - 499.99	20%	1
500.00 - 999.99	25%	1
1,000.00 - 1,999.99	30%	1
2,000.00 - 2,999.99	35%	1
3,000.00 +	40%	1

*PRS from team members with less than 250 PRS still count for team volume if they are still active under our current activity rules\* (not a customer).*

\*250 PRS in a rolling three months maintains active status as a Brand Ambassador or Affiliate.



# What This New Plan Means for You as a Leader

- **Keep selling, even as you grow your team**  
Personal sales still matter! The more you sell, the more you earn, no matter your title.
- **Focus on the leaders right in front of you**  
Instead of relying on one superstar deep in your team, success now comes from **developing the people closest to you.**
- **Clear steps to grow**  
The plan is built with simple, motivating milestones that help you see exactly what's next on your leadership journey.
- **Sponsoring still matters and so does mentoring**  
You're rewarded not just for enrolling new team members, but for helping them grow into confident leaders too.
- **You know who to focus on**  
You'll earn on your **1st through 3rd levels**, so you can **focus your energy on the team you see and talk to most**, without chasing a constantly shifting downline.



# Timing & Transition Plan

- **June 1, 2025:** New Pay Plan Starts
- **July 8, 2025:** Month-End Pay based on the new Pay Plan
- Transition from old Pay Plan Titles and Sales Titles:
  - **June 1, 2025:** Brand Affiliate titles transition to match Brand Ambassador titles per Sales Title Mapping.\*
  - **June 1 to December 31, 2025:** Grace period to maintain highest-achieved title under old Pay Plan.
  - **January 1, 2026:** Official title reset to highest-achieved title during grace period.
    - Can earn Title Rewards based on any new advancement from this point on

*\*Changes will appear on your account by June 8, 2025.*



# Title Rewards Mapping

## Transition to Single Title and Rewards System on June 1:

- If a Brand Ambassador held different Sales and Pay Titles under the old plan, they will retain their Pay Title.
- Brand Affiliate Titles will update to the equivalent Pay Title under the new plan.
- Both will be eligible for Title Rewards for any advancements that happen after June 1, 2025. Coupons for those advancements will be added to their Younique.com accounts on July 8.

SALES TITLE	EQUIVALENT PAY PLAN TITLE
Bronze	Brand Specialist
Silver	Senior Brand Specialist
Silver Elite	Brand Manager
	Senior Brand Manager
Gold	Brand Director
	Senior Brand Director
Gold Elite	Brand Vice President
Platinum	Brand Executive
Platinum Elite	Presidential Brand Executive
Diamond	Global Brand Executive
Diamond Elite	Chief Brand Executive



# Kick-off Title Promotion Bonus

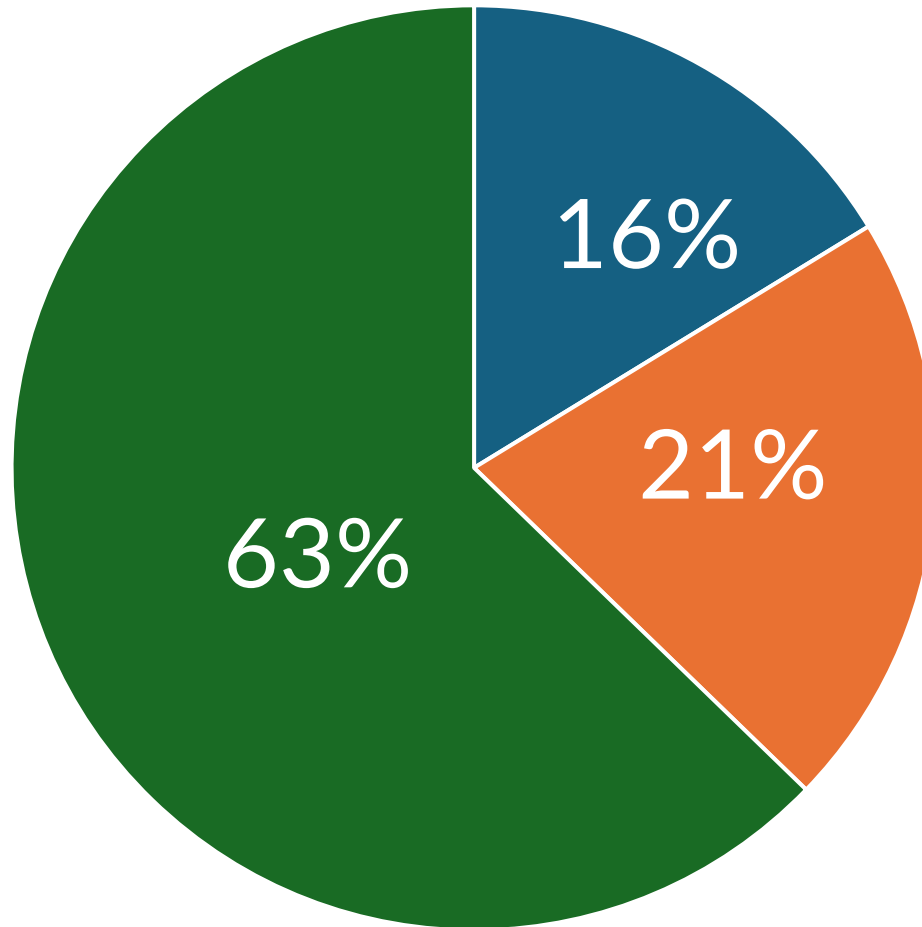
*July 2025 – December 2025*

TITLE	MONTH 1	MONTH 2	MONTH 3	TOTAL
Senior Brand Specialist	25	25	50	100
Brand Manager	50	50	100	200
Senior Brand Manager	75	75	150	300
Brand Director	125	125	250	500
Senior Brand Director	150	150	350	650
Brand Vice President	250	250	500	1,000
Brand Executive	500	1,000	1,500	3,000
Presidential Brand Executive	1,000	1,000	1,500	3,500
Global Brand Executive	2,000	2,000	4,000	8,000
Chief Brand Executive	3,500	3,500	8,000	15,000

- Temporary
- Available to both Ambassadors & Affiliates
- Must exceed highest recognized title to earn
- Must maintain achieved title all 3 months



# Estimated Field Impact of New Pay Plan



Percent of Active Brand Ambassadors and Affiliates

84% of the field will see the same or increased pay for equivalent behavior.

The plan is designed to motivate new behavior to drive success!

■ Decrease in Pay ■ Increase in Pay ■ No Material Change



# Pricing Adjustments

- On June 1, we will be making a global 3% inflationary adjustment to retail pricing for all products.
- Additionally, some markets will receive an adjustment to the PRS to local currency rates (peg rates). This is needed to better align with currency fluctuations and other market forces.\*
- Product pricing peg rate changes:
  - Canada change from 1.20 to 1.30 CAD
  - Mexico change from 15 to 16 MXN
  - UK change from 0.65 to 0.70 GBP
- Pay peg rate changes:
  - Canada change from 1.2 to 1.25 CAD
  - Mexico change from 14 to 15 MXN
  - UK change from 0.65 to 0.67 GBP

*\* Both Pricing and Pay Plan compensation will factor in these peg rate changes.*





DREAMS®

*Playa Esmeralda*

RESORT & SPA







# Qualification Thresholds & Incentives

Incentive Trip: April 18–22, 2026  
Qualification Period: June 1, 2025–December 31, 2025

Builder Qualifications					
Qualification Levels	Trip for Two	Flight Credit – \$400 USD Per Person	Airport Transport	Resort Credit	Extras
30,000 Points	✓	–	✓	–	–
40,000 Points	✓	✓	✓	–	–
50,000 Points	✓	✓	✓	\$300 USD	–
60,000 Points	✓	✓	✓	\$300 USD	One Extra Night
Special Qualifications					
Cumulative 10,500 PRS over 7 Months + 3 First Level Point Qualifiers**	✓	✓	✓	\$300 USD	–
Achieve Brand Executive+ 6 out of 7 Months	✓	✓	✓	\$500 USD	<ul style="list-style-type: none"><li>Two Extra Nights</li><li>Special VIP Dinner</li><li>Ocean View Room</li><li>Special Gift</li><li>Group Excursion</li></ul>

\* On average, Incentive Trip earners comprise 1–1.5% of active distributors. Active distributors are defined as distributors earning commissions during the qualification period.

\*\* Must have a cumulative 10,500 PRS over all seven months of the qualification period and at least three First Level team members who earned 30,000 Incentive Trip Points.

# 4 Ways to Earn Points



1

1 PRS

1 Point

2

**Fast Start  
(Individual & Sponsor)**

**Awarded Points**

Rising Star

100

Level 1

100

Level 2

100

Level 3

300

3

**Monthly  
Team Sales**

**Requirement**

**Awarded  
Points**

Level 1 Sales

10,000

1,000

Level 2 Sales

15,000

1,500

Level 3 Sales

25,000

2,500

4

**Advancements  
(Individual & Sponsor)**

**Awarded Points**

Brand Specialist

500

Senior Brand Specialist

1,500

Brand Manager

2,500

Senior Brand Manager

5,000

Brand Director

10,000

Senior Brand Director

20,000

Brand Vice President

30,000

Brand Executive

35,000

Presidential Brand Executive

40,000

Global Brand Executive

45,000

Chief Brand Executive

50,000

# Remaining 2025 Events



- April 26 – UK, Ireland, and Netherlands YouGrow
- May 24 – Germany YouGrow
- June 14 – Italy YouGrow
- July 31 to August 2 – Global Convention
- October 11 – Mexico YouGrow
- October 16 and 17 – Virtual Leadership Summit

# Communications Plan



- April 23 – Leadership Pay Plan Call
- April 24 – Brand Ambassador/Affiliate Pay Plan Call
- April 28 – Regular Leadership Preview Call
- April 30 – Legal email informing of Pay Plan changes
- May – Deep Dive calls on Pay Plan and Sponsoring
- End of May – Price increase notification for subscribers