



EUROPEAN EXPANSION

Guide

ISAGENIX

European Market **OVERVIEW**

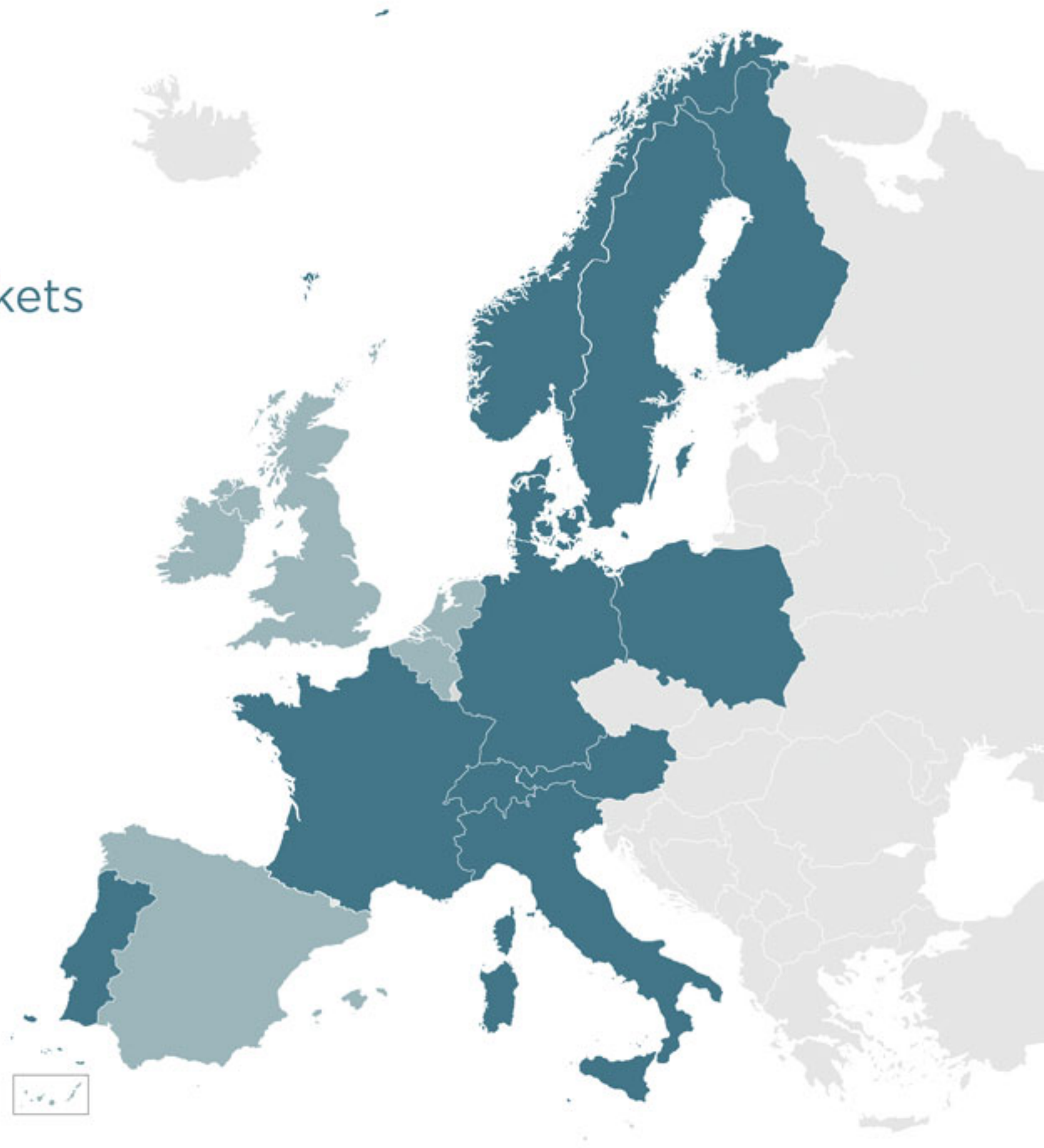
Current European Markets

- Belgium
- Ireland
- Netherlands
- Spain
- United Kingdom



New European Markets

- Austria
- Canary Islands (Spain)
- Denmark
- Finland
- France
- Germany
- Italy
- Norway
- Poland
- Portugal
- Sweden
- Switzerland



European Market **SUPPORTED LANGUAGES**

During this initial soft launch period we will be focusing on the following languages in our marketing collateral.



WEBSITE AND MARKETING MATERIALS

English	Italian
Dutch	Portuguese
French	Spanish
German	



CUSTOMER SERVICE SUPPORT

English	Italian
Dutch	Polish
French	Spanish
German	Swedish

European Market **COMPENSATION PLAN & INCENTIVES**

The current European compensation plan and incentives apply to all new Isagenix markets.

RANKS

There are five ranks that an Isagenix Associate can achieve:

- Associate
- Consultant
- Manager
- Director
- Executive

Each rank comes with certain benefits and privileges.

WAYS TO EARN

Isagenix offers Associates several ways to earn money:

- Retail Profits
- Retail Direct Profits
- Product Introduction Bonuses
- Team Bonuses (Cycles)
- Executive Matching Team Bonuses
- Special Incentives and Promotions

European Market

AVAILABLE PAYMENT METHODS, SHIPPING AND ASSOCIATE FEES

	Payment Method	Austria	Belgium	Canary Islands (Spain)	Denmark	Finland	France	Germany	Ireland	Italy	Norway	Netherlands	Poland	Portugal	Spain	Sweden	Switzerland	United Kingdom	
Payment Methods Initial & Wholesale Orders	Bancontact		•																
	iDeal											•							
	IsaWallet	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
	Mastercard	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Paypal	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	SEPA Direct Debit	•	•	•		•	•	•	•	•		•		•	•				
	Visa	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Payment Methods Autoship (Lifestyle Rewards)	Bancontact																		
	iDeal																		
	IsaWallet	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
	Mastercard	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Paypal	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	SEPA Direct Debit	•	•	•		•	•	•	•	•		•		•	•				
	Visa	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Commission Payout	IsaWallet	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Shipping Fees Excluding VAT		€4.95	€4.95	€9.99	€8.26	€8.26	€6.50	€4.95	€8.12	€8.26	€9.99	€4.12	€8.26	€8.26	€8.26	€8.26	€9.99	€7.49	
Annual Associate Fee		€30.00	€30.25	€30.25	€31.25	€30.25	€30.00	€29.00	€30.75	€30.50	€31.25	€30.25	€30.75	€30.75	€30.25	€31.25	€26.93	£22.80	
Annual International Membership Fee		€54.00	€54.45	€54.45	€56.25	€54.45	€54.00	€52.20	€55.35	€54.90	€56.25	€54.45	€55.35	€55.35	€54.45	€56.25	€48.47	£46.80	
IsaLife App			•	•					•			•			•			•	
Isagenix Business App			•	•					•			•			•			•	

European Market



Getting Paid in France and Spain Tax Withholding Countries

Due to laws in certain countries, Isagenix has to withhold a percentage of your commission earnings and pay them directly to the local tax authorities. Your commission statement will show how much we've taken. At the end of the year you'll be sent a certificate showing the total we've deducted.

If you're an Associate in one of our Tax Withholding Countries, you will need to submit your Tax ID to Isagenix before any commissions can be paid. The withheld tax deduction is a set amount and differs from country to country.

Tax Withholding will apply to the following countries:
France = 14%
Spain = 15%

Please consult a Financial Advisor or your Tax Agency directly if you are unsure about any of the information regarding Tax Withholding.



Shipping to Canary Islands, Norway and Switzerlands

As the Canary Islands, Norway and Switzerland fall outside the European Economic Region or the European Union, customers may need to pay import taxes, administration fees and duty when receiving goods.



International Sponsorship

Associates in good standing may participate in markets outside their home region where Isagenix is open for business. To apply for International Sponsorship, Associates simply pay the associated fee in the Back Office. This fee is in addition to your annual membership. As an International Sponsor you can earn on group volume generated by Associates on their Sales Teams who live outside of their home country.

Regions

- 1: USA, Canada, Puerto Rico
- 2: Australia, New Zealand, Hong Kong, Taiwan
- 4: Mexico
- 5: Europe
- 6: Korea, Japan

European Market **NFR vs OTG**

Understanding the European NFR and OTG business model:

When sharing Isagenix throughout Europe it's important to comply with international commerce guidelines, laws, customs and best practices. Two terms that are related to product sales internationally within the European market are "On The Ground" or "Local" (OTG) and "Not for Resale" (NFR). International regulators have created these terms to help sort out how products are being sold in a country, and for what purpose. So, in some countries, Isagenix customers and associates who are shopping for a product have two options: buying "Not for Resale" (NFR) or "On the Ground" (OTG). The product selection and price for each method of buying may vary per international regulatory guidelines.

What's the difference between OTG and NFR?

On the Ground or Local (OTG)

An OTG product purchase may also be referred to as an "on the ground", "local purchase", or "shipped from a local warehouse". A product purchased on an OTG basis is purchased in the local currency (for example, Great British Pounds, Euros etc.), with local taxes applied. OTG products have been reviewed for compliance in each individual market, imported, passed through customs and then sent to the local market warehouse (Venlo, Netherlands). The product selection that is available on an OTG basis may vary slightly from products sold on an NFR basis, and availability is limited to local residents.

Example: Mary is a successful associate and loves sharing Isagenix products through her personal network, but also through her gyms and health clubs. This is fantastic! Mary can sell the Isagenix products via her replicated website, the IsaLife App, by using her back office, or by selling them in a retail environment through her gym and health club networks.

OTG Markets

- | | |
|---|--|
|  Belgium |  Spain |
|  Canary Islands (Spain) |  United Kingdom |
|  Ireland | |
|  Netherlands | |

Not for Resale (NFR)

An NFR product purchase may also be referred to as a "not for resale", "international order" or "shipped from an international warehouse" purchase. A product purchased on an NFR basis is intended for personal consumption and not be resold after purchased. The entire line of European Isagenix products is available through this model across Europe. All products have been reviewed for compliance and imported as per European rules and regulations. Products are stored in our European warehouse and shipped as per our Policies and Procedures.

Example: Mary is a successful associate and loves to share Isagenix products through her personal network, but also through her gyms and health clubs. This is fantastic! Mary can sell Isagenix products via her replicated website, the IsaLife App, by using her back office, but NOT by selling them in a retail environment through her gym and health club networks.

NFR Markets

- | | | |
|---|---|---|
|  Austria |  Germany |  Portugal |
|  Denmark |  Italy |  Sweden |
|  Finland |  Norway |  Switzerland |
|  France |  Poland | |



European Markets PACKS & SOLUTIONS

- Ultimate Pack
- Weight Loss Premium Pack
- Energy & Performance Premium Pack

- Weight Loss Basic Pack
- Energy & Performance Basic Pack
- Shake & Nourish Pack



Weight Loss



Energy & Performance

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European Markets

WEIGHT LOSS PRODUCTS

- IsaLean™ Shake - Whey Based
Chocolate, Strawberry and Vanilla
- IsaLean™ Shake - Plant Based
Chocolate and Vanilla
- Nourish for Life™ (Cleanse for Life)
- Ionix® Supreme
- Harvest Thins™ Plant Based
- IsaDelight™
Dark Chocolate, Sea Salt Caramel
- Isagenix Greens™
- Isagenix Snacks™ Whey Based
Chocolate
- Isagenix Snacks™ Plant Based
Natural Berry
- IsaLean™ Bar
Chocolate Cream Crisp, Chocolate Decadence
- IsaMove™
- Thermo GX™
- Whey Thins™



ISAGENIX

European Markets

ENERGY & PERFORMANCE PRODUCTS

- AMPED™ Nitro
- AMPED™ Hydrate
- AMPED™ Post-Workout
- IsaPro®
- eShot™

DID YOU KNOW...?

AMPED Nitro and Post-Workout are Informed Sport certified, a global quality assurance program that certifies products have been tested for banned substances by a world-class sports anti-doping laboratory.



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European Markets ZIJA PRODUCTS

- Améo Entune
- Core Moringa Premium Tea
- Core Moringa Supermix
- Core Moringa Triotic
- Core Moringa XM+
- Xango Reserva



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European Markets

PROMOTIONS AND INCENTIVES

- Double Product Introduction Bonus (DPIB)
- Executive Lifestyle Bonus
- Manager Leadership Pool
- Director Leadership Pool
- IsaRally Contest
- Rank Advancement Bonuses
- IsaBody Challenge

European Markets ISABODY CHALLENGE

ISABODY PRIZES

GRAND PRIZE WINNER

- £5,000/€5,500
- 1 per year

FINALISTS

- £1,000/€1,100
- 3 per round

HONOURABLE MENTIONS

- £500/€550
- 4 per round

ACHIEVEMENT AWARD

- IsaBody Completion t-shirt
- £150/€165 product coupon
- Completion Certificate
- 3 JUDGING ROUNDS PER YEAR



Willem Lange
2020 ISAGENIX EUROPE
GRAND PRIZE WINNER



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