

## COUNTRY FOUNDER'S CLUB GUIDELINES

The purpose of the dōTERRA Founder's Club programme is to identify and reward Wellness Advocate leaders that play a key role in opening and consistently growing a region and rewards those who urgently pursue the development of that region.

The following guidelines pertain to the Country and Country Combination Founder's Club:

- Once a Wellness Advocate meets all the qualifications for 3 consecutive months, they will be considered a Qualifying Founder in the specific country or country combination. A Qualifying Founder must maintain all requirements 10 out of 12 months for the rank of Gold in the calendar year to be eligible for the Country Specific Founder's Club Bonus Pool. The requirement for Platinum and Diamond ranks will be to meet all requirements for 9 out of 12 months. Please see Founder's Club Policies for specific examples related to the timing of achieving the 3 consecutive month requirements within a calendar year.
- **GOLD RANK REQUIREMENT** (see table below per country/country combinations) A Wellness Advocate must achieve the rank of Gold to qualify as Founder and have at least 3 personally enrolled Premier legs in the Europe Country/Country Combination with volume exceeding 5,000 OV in each leg. A Wellness Advocate may also have other legs which qualify them as Gold, but the Wellness Advocate must have 3 of those Premier legs personally enrolled in the Europe Country/Country Combination and exceeding 5,000 OV in each leg in order to qualify. Volume will be checked at the **Executive** level.
- **PLATINUM RANK REQUIREMENT** (see table below per country/country combinations) A Wellness Advocate must achieve the rank of Platinum to qualify as Founder and have at least 3 personally enrolled Silver legs in the Europe Country/Country Combination with volume exceeding 9,000 OV in each leg. A Wellness Advocate may also have other legs which qualify them as Platinum, but the Wellness Advocate must have 3 of those legs personally enrolled in the Europe Country/Country Combination and exceeding 9,000 OV in each leg in order to qualify. Volume will be checked at the **Elite** level.
- **DIAMOND RANK REQUIREMENT** (see table below per country/country combinations) An IPC must achieve the rank of Diamond to qualify as Founder and have at least 4 personally enrolled Silver legs in the Europe Country/Country Combination legs with volume exceeding 9,000 OV in each leg. An IPC may also have other legs which qualify them as Diamond, but the IPC must have 4 of those legs personally enrolled in the Europe Country/Country Combination and exceeding 9,000 OV in each leg in order to qualify. Volume will be checked at the **Elite** level.
- Founders will receive one share of the Country/Country Combination Founder's Club Pool. The pool consists of 0.5% of the total commissionable volume from the qualifying calendar year, which is divided among the number of Founder's Positions. Please see table below.
- Once all Founder's Positions have been filled in each respective Country/Country Combination the Founder's Club will be closed for that area (see table below for number of positions per country/country combination).

Country & Country Combinations	Number of Country & Country Combination FC Positions	Country Rank Requirement	Opening Date
Lithuania Estonia Latvia	5	Gold	1-Jun-17
Bulgaria [CLOSED] Moldova (GAC) [CLOSED] Romania [CLOSED]	10	Gold	1-Sept-17
Greece Cyprus Malta	7	Gold	1-Jun-17
Czech Republic Slovakia	10	Platinum	1-Jun-17
Hungary [CLOSED]	5	Gold	1-Jun-17
Bosnia & Herzegovina (GAC) Croatia Slovenia	5	Platinum	1-Sep-17
Poland	10	Gold	1-Jun-17
Austria	5	Diamond	1-Jun-17
Belgium Luxembourg	7	Gold	1-Jun-17
Switzerland Liechtenstein	5	Diamond	1-Jun-17
France Andorra Monaco	15	Gold	1-Jun-17
Germany	17	Diamond	1-Jun-17
Ireland	5	Platinum	1-Jun-17
Italy	15	Gold	1-Jun-17
Netherlands	7	Diamond	1-Jun-17
Iceland Denmark Finland Norway Sweden	10	Platinum	1-Jun-17
Portugal [CLOSED]	5	Gold	1-Jun-17
Spain	10	Gold	1-Jun-17
United Kingdom	15	Diamond	1-Jun-17
Israel	5	Gold	1-Jun-17

## FOUNDER'S CLUB POLICIES

- For any market, dōTERRA may impose other Founder's Club requirements as reasonable or necessary, these might include *performance requirements* such as attaining a Power of 3 bonus or requiring that a Founder demonstrate activity in the specific country/country combination. "Activity" may be specifically defined with requirements related to areas such as: mentoring, personally enrolling and developing individuals in the country/country combination, holding meetings in the market, or attending events in the market.
- A Founder should be the person that is actually building the account. Positions that are built by a relative or friend in the name of another person are not considered Founder's Positions.
- No position may be a Founder's Position if its qualification was attained through "buy-in" (including allowed buy-for rank achievement) rather than through the legitimate volume of product or Wellness Advocate consumption.
- If you are using your credit card for deliveries it will be required to show proof that these sales are not "buy-in" but were for orders for other people i.e. by showing the transfer of monies between bank accounts.
- No individual may have more than one Founder's Position in a given country or country combination. Membership in the Founder's Club is for *individual and personal effort*. However, a Wellness Advocate could qualify to hold a (1) Founder's Position in each separate country or country combination where a Founder's Club exists.
- Because a Founder must maintain their Founder's Club for 10 out of 12 months each calendar year for the rank of Gold (9 out of 12 months for the ranks of Platinum and Diamond), the following also applies:
  - For the 1st year qualification, the 3 consecutive months that qualify a Founder also count towards a Founder's annual, calendar year maintenance requirements. If the first 3 months of qualification are October, November, and December, that person will earn the Founder's Club bonus for that year.

## TOTAL GRACE MONTHS REMAINING

Qualifying Rank	Qualify* as Founder by:			
	March	June	September	December
GOLD	2	1	0	0
PLATINUM	3	2	1	0
DIAMOND	3	2	1	0

\* The Wellness Advocate must reach the rank for three consecutive months to qualify

- Maintenance requirements for a Founder's Club position reset at the beginning of each calendar year. The company reserves the right to make adjustments to any Founder's Club in its discretion.
- CONTINUING PROGRESS REQUIREMENTS: It is expected that each Founder will continue to grow their dōTERRA organisation and help others do the same. As a region expands and matures, the members of the Founder's Club of that market are expected to mature and grow as well. Therefore, continuing progress requirements may be announced and made applicable to the Founder's Club of any country or country combination. The requirements of a Founder's Club may vary country by country. If continuing progress requirements are announced in a country/country combination, members of the Founder's Club of that country/country combination will be expected to meet those requirements to maintain future membership in the Founder's Club of that area.