

COUNTRY FOUNDERS CLUB GUIDELINES

The purpose of the dōTERRA Founders Club programme is to identify and reward Wellness Advocate leaders that play a key role in opening, developing, and consistently growing a region with sustainability.

The following guidelines pertain to the Country and Country Combination Founders Club for the dōTERRA EMEA region:

- 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 Founders club bonus pool. The requirement for Platinum and Diamond ranks will be to meet all requirements for 9 out of 12 months. Please see Founders Club Policies below 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 or Country Combinations) A Wellness Advocate must achieve the rank of Gold to qualify as a Founder and have at least 3 personally enrolled Premier legs in the Country or 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 Country or 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 or 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 Country or 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 Country or 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 or Country Combinations) A Wellness Advocate must achieve the rank of Diamond to qualify as Founder and have at least 4 personally enrolled Silver legs in the Country or Country Combination legs with volume exceeding 9,000 OV in each leg. A Wellness Advocate may also have other legs which qualify them as Diamond, but the Wellness Advocate must have 4 of those legs personally enrolled in the Country or 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 or Country Combination Founders 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 Founders positions. Please see table below.
- Once all Founders positions have been filled in each respective Country or Country Combination the Founders Club will be closed for that area (see table below for number of positions per Country or Country Combination).

Country or Country Combinations	Number of Country or Country Combination Founder Positions	Country Rank Requirement	Opening Date
Lithuania [CLOSED] Estonia [CLOSED] Latvia [CLOSED]	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 or Herzegovina (GAC) Croatia Slovenia	5	Platinum	1-Sep-17
Poland	10	Gold	1-Jun-17
Austria [CLOSED]	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 [CLOSED]	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 [CLOSED]	5	Gold	1-Jun-17
Russia [CLOSED]	30	Gold	1-Jan-20
South Africa	20	Gold	1-Oct-19

FOUNDERS CLUB POLICIES

- For any Country or Country Combination, at any time, dōTERRA in its sole discretion may impose other Founders Club requirements to qualify as a Founder. These requirements might include, but are not limited to, continuing progress requirements, or *performance requirements* such as attaining a Power of 3 bonus or requiring that a Founder demonstrate activity in the specific Country or Country Combination. “Activity” may be specifically defined with requirements related to areas such as: mentoring, personally enrolling and developing individuals in the Country or Country Combination, holding meetings in the market, or attending events in the market.
- A Founder should be the person who is actually building the potentially qualifying Wellness Advocate account. Wellness Advocate accounts that are built by a relative or friend in the name of another person do not qualify.
- A Wellness Advocate account may only qualify for a Founders Position if its qualification was attained through demonstratable volume. Use of a Wellness Advocate’s payment method on multiple accounts must be demonstrated as purchase orders for persons other than the Wellness Advocate. Proof of repayment to the Wellness Advocate by the recipient will be required.
- No individual may have more than one Founders Position within each Country or Country Combination. Membership in the Founders Club is a reward for *individual and personal effort*. However, a Wellness Advocate could qualify to hold one Founders Position in each separate Country or Country Combination where a Founders Club exists.
- Because a Founder must maintain his/her qualification 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 Founders annual, calendar year maintenance requirements. If the first 3 months of a qualification year are the months of October, November, and December, the Founder will qualify for the Founders Club bonus in that year. See the below chart “Total Grace Months Remaining” for illustration.

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 Position reset at the beginning of each calendar year.
- CONTINUING PROGRESS REQUIREMENTS: It is expected that each Founder will continue to grow their dōTERRA organisation and help others do the same. As a Country or Country Combination expands and matures, the members of that Founders Club are expected to mature and grow as well. As stated above continuing progress requirements may be announced and made applicable at any time to the Founders Club of any Country or Country Combination. Requirements may vary by Country or Country Combination.
- The Wellness Advocate account of a qualifying Founder must be in good standing with dōTERRA. Outstanding policy or procedure violations, as well as any unethical business behaviour, must be resolved to dōTERRA’s satisfaction. dōTERRA reserves the right, in its sole discretion, to indefinitely delay or defer Founder Club payments to an otherwise qualifying Founder in such cases until Founders account comes back into good standing.