



**MARKETING PLAN**

ESSENS is currently one of the most dynamic MLM companies in Europe. It was established in autumn 2011 in the Czech Republic based on the cooperation with professionals in network marketing and leading experts in the area of development and production of cosmetics and food supplements. At the beginning ESSENS gained its respect and recognition by introducing exclusive perfumes with the highest possible quality on the market. The international team thoroughly choose among the most suitable fragrances from one of the world's leading suppliers of perfume essences. Soon after, the first products from the area of special nutrition and food supplements were introduced. Thanks to these products our future was significantly influenced by new partners from top European leaders among pharmaceutical companies. Thanks to this we still enlarge new products our product range which together with our network of members and distributors influence the market of many countries and bring invaluable benefit to millions of satisfied customers.

At the beginning of 2016, we opened a brand new and modern ESSENS EUROPE headquarters in Brno. This event has put us among the most prosperous companies in the field. New modern base was built, so each one of our members who visits us feels comfortable and knows that we are here exclusively just for him.



ESSENS offers much more than it seems at first glance. The name itself covers several meanings and words. It is pronounced identically as the English word "essence", which stands for basis or foundation, as well as for the aromatic essences which you can feel in our perfume or in your future with ESSENS. And did you notice that you hear the word "sense" while pronouncing ESSENS? We use our senses to perceive the world around us and they are our closest allies guiding us through our lives.

According to many economists, network marketing represents one of the fastest ways to financial independence and fulfilment of one's dreams. And therefore ESSENS also contains the Czech word "sen", which simply means a "dream".

We appreciate your decision to go ahead with us. ESSENS is a unique opportunity to change your life. Take your future into your hands, set your goal and simply go for it with our maximum support. If you believe in your success, you will succeed.

Imagine a clear business model without risk that takes you as far as you wish. Our marketing plan is simple, balanced and fair. During its creation, we kept in mind that business built to width brings money and business built to depth brings stability. Try to remember this rule during building your business with ESSENS. Only then you will use the full potential of our commission system.

ESSENS marketing plan is composed by 4 levels with monthly and annual qualification periods.

- I. plan – paid out monthly, 28% of turnover allocated
- II. plan – paid out monthly, 5% of turnover allocated
- III. plan – paid out annually, 1% of turnover allocated
- IV. plan – paid out monthly, 3% of turnover allocated

More detailed explanation of Marketing Plan with specific examples of structures in individual qualifying plans can be found at any official ESSENS website in the tab "Start your business with ESSENS".

Before getting further into reading we would like to wish you success in your new business. Do not hesitate to contact us or your sponsor at any time.

# Marketing *plan*

Each member of the ESSENS Club is entitled to purchase ESSENS products for member prices, carry out direct sales of products with the recommended margins up to 40% and register new members to the ESSENS Club, to whom the same benefits apply.

While buying ESSENS products a member and his registered structure reach the point turnover, which may be eligible for payment of commission on the basis of ESSENS marketing plan. 1 point usually corresponds to the amount of € 1 or its equivalent in in any other currency.



3 %

100 points

6 %

400 points

9 %

1 200 points

12 %

2 400 points

*I. key position*

17 %

4 000 points

20 %

6 000 points

*II. key position*

25 %

10 000 points



15 000 points

28 %  
*Silver Manager*

## *1st plan*

**Evaluated and paid out monthly, allocated up to 28% of turnover of your structure**

There are no conditions for the structure development in the 1st plan, only the total of distributor's points is decisive, i.e. the total of his/her personal turnover and the turnover of his/her group.

**The commissions according to the 1st plan** are paid monthly, always until the 20th of the following month. Any unused commissions will be saved for each member without any limit and paid to the distributor at his/her request at any time in accordance with the Conditions for commission payments to members of ESSENS Club.

For granting commission from 1st plan it is necessary to reach a personal turnover of 20 points in the relevant month.

# 2nd plan (national and international)

Evaluated and paid out monthly, allocated up to 5% of ESSENS turnover

Qualification in the 2nd plan consists in building a structure of at least three lines and the fulfilment of following turnover conditions.

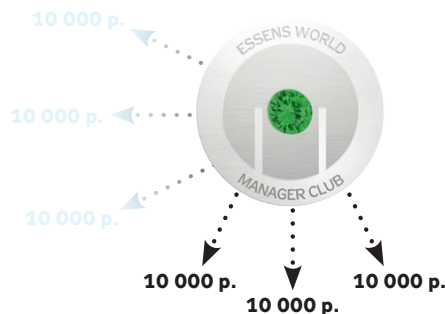
**Commission according to the 2nd plan** is calculated as the sum of the commission for each completed qualification and is always paid monthly until the 20th of the following month.

## Platinum National Manager

3 × 10 000 p. lines within national turnover

share of 1% from ESSENS turnover  
(coefficient 1,0)

Each next qualifying line of 10 000 points receives an increase by a coefficient of 0,5

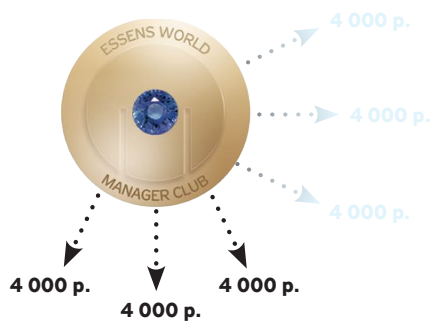


## Gold Manager

3 × 4 000 p. lines within national and international turnover

share of 2% from ESSENS turnover  
(coefficient 1,0)

Each next qualifying line of 4 000 points receives an increase by a coefficient of 0,5



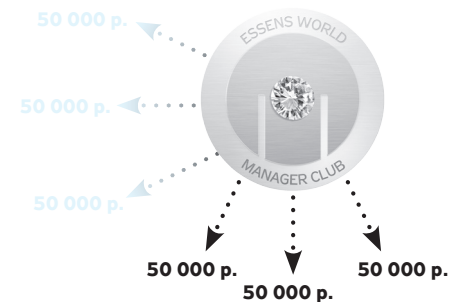
For granting commission from 2nd plan it is necessary to reach a personal turnover of 100 points in the relevant month.

## Platinum Executive Manager

3 × 50 000 p. lines within national and international turnover

share of 1% from ESSENS turnover  
(coefficient 1,0)

Each next qualifying line of 50 000 points receives an increase by a coefficient of 0,5

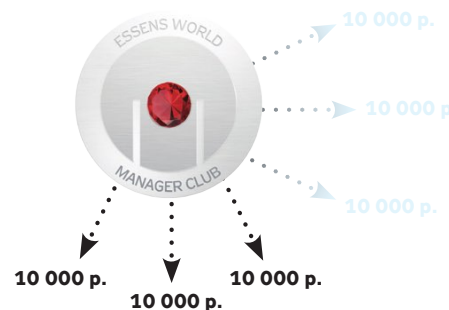


## Platinum International Manager

3 × 10 000 p. lines within international turnover

share of 1% from ESSENS turnover  
(coefficient 1,0)

Each next qualifying line of 10 000 points receives an increase by a coefficient of 0,5



National and international turnover conditions while achieving qualifications of 2nd plan in the individual lines can be fulfilled simultaneously in each line. In practice it means that, for example, while simultaneously achieving the qualification of Platinum National Manager and Platinum International Manager in the structure of the three lines, there is in each line achieved qualification for national turnover (10 000 points) and also for international (10 000 points).

# 3rd plan (loyalty)

Evaluated and paid out annually, allocated up to 1% of ESSENS turnover

Commission according to the 3rd plan is paid annually, always until 20th January of the following year. Total annual ESSENS turnover for the relevant calendar year is used as a basis for calculation.



## Double Platinum Executive Manager

9 × per calendar year retain status of Platinum Executive Manager

▶ share of 1 % from ESSENS turnover for calendar year (coefficient 3,0)

## Double Platinum National Manager Double Platinum International Manager

9 × per calendar year retain status of Platinum National Manager or Platinum International Manager

▶ share of 1 % from ESSENS turnover for calendar year (coefficient 2,0)



## Qualifiers in the 2nd and 3rd plan may participate in BMW Car Program.

Full terms and conditions for inclusion in car program are available on official ESSENS website in the tab „Support/ Fleet ESSENS“.



## Double Gold Manager

9 × per calendar year retain status of Gold Manager

▶ share of 1 % from ESSENS turnover for calendar year (coefficient 1,0)

For granting commission from 3rd plan it is necessary to reach a personal turnover of 100 points in each month of a relevant calendar year.

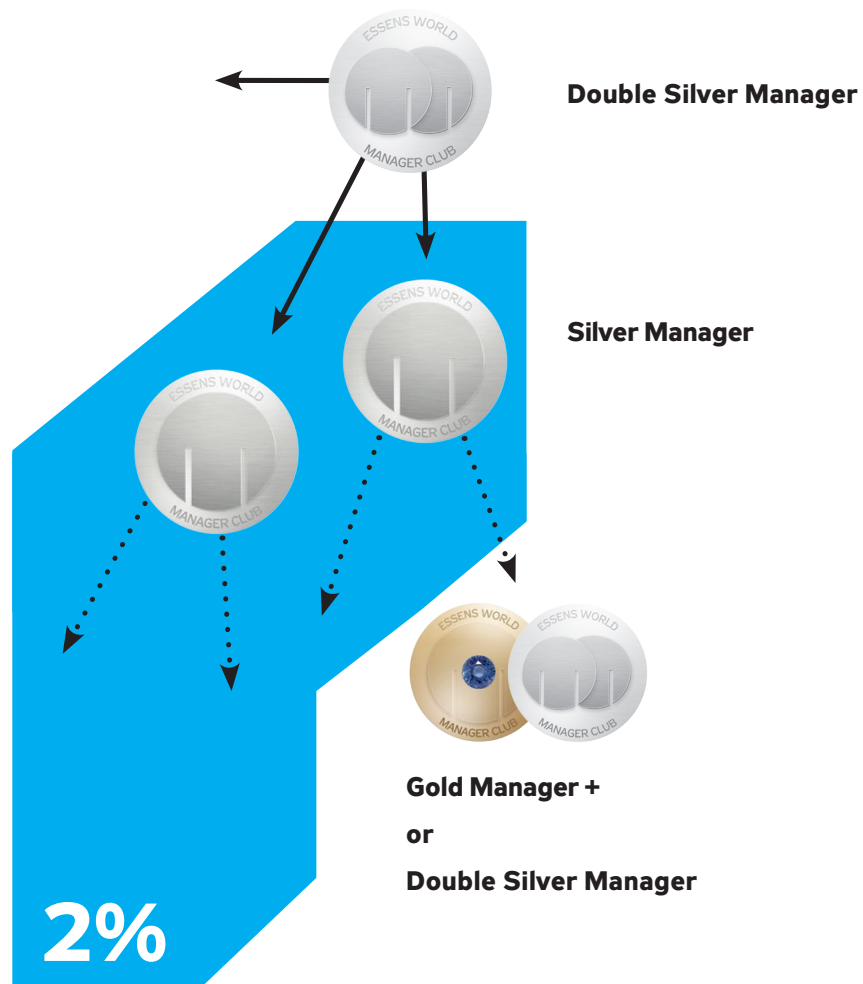
Qualification	Amount of support payments
Gold Manager	500 EUR
Platinum National Manager Platinum International Manager	750 EUR
Platinum Executive Manager	1000 EUR

# 4th plan (depth)

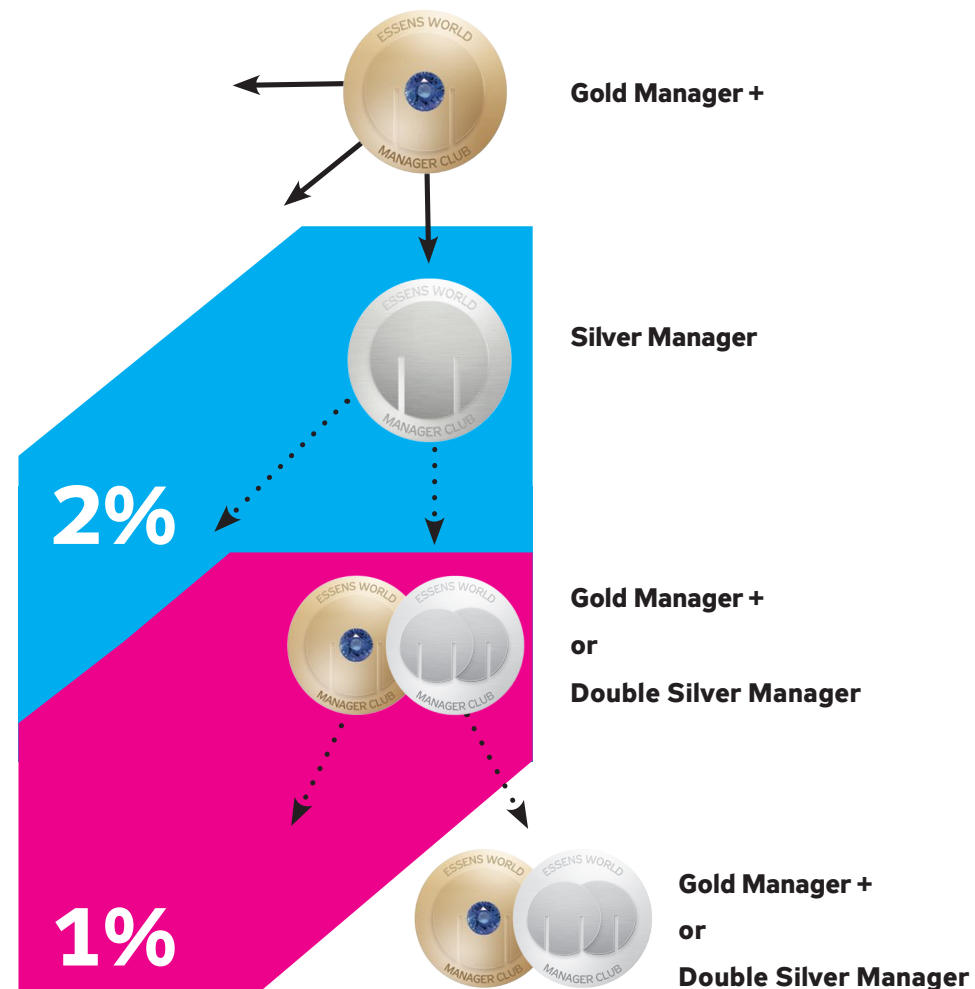
Evaluated and paid out monthly, allocated up to 3% of turnover of your qualified line

National and international turnover is included in qualification for 4th plan.

Commission according to the 4th plan is calculated as the sum of the commission for each completed condition and is always paid monthly until the 20th of the following month.



For granting commission from 4th plan it is necessary to reach a personal turnover of 100 points in the month.



Qualification in the 4th plan involves building a structure in depth and systematic leading of key members to achieve qualifications in the 2nd plan.

Double Silver Manager qualification condition is to build a structure of two lines reaching a minimum turnover of 15 000 points.

Gold Manager or higher qualifies into 4th plan by reaching a minimum turnover of 15 000 points in each line.

The amount of commission is then calculated by relevant percentage of turnover of the corresponding line.



ESSENS CZECH s.r.o.  
[www.essens.cz](http://www.essens.cz)