



essens

MARKETING PLAN





Welcome to essens

ESSENS was founded in 2011 and gained its respect and recognition by introducing exclusive perfumes, of the highest possible quality, to the market. Soon after, the first products in the area of special nutrition and food supplements were introduced. We still widen our range of products and the number of our members is increasing year by year. This ensures that we influence the market of many countries and bring invaluable benefit to millions of satisfied customers.

At the beginning of 2016, we opened the brand new, modern ESSENS headquarters in Brno, which put us among the most prosperous companies in the field. Each one of our members who visits us feels comfortable and knows that we are here exclusively for them.

ESSENS offers much more than it seems at first glance, it is a unique opportunity to improve your quality of life and your financial situation. The different benefits and working ways of working make sure that you reach your personal goals because you can:



buy the products:

as a registered member
you benefit from
member prices with
additional discounts up
to 28%



sell the products:

offer our products to your
family and friends and
earn from retail profit and
commissions



build a team:

enjoy all the benefits
from our Marketing plan
for more freedom and
independence

ESSENS Marketing plan is based on 4 plans with monthly and annual qualification periods

- I. Plan – paid out monthly, 28% turnover from your structure
- II. Plan – paid out monthly, 5% of ESSENS global turnover
- III. Plan – paid out annually, 1% of ESSENS global turnover
- IV. Plan – paid out monthly, 3% of turnover of your qualified line

Don't underestimate the power of the 1st Marketing Plan because it is the foundation of your business. It is a fact that a lot of members receive thousands of euros per month, just from this plan.

The Marketing plan is simple, balanced and fair and is based on points which are awarded with every product. Here are a few examples. You can find all products and the respective point within the price list.



7 points



11 points



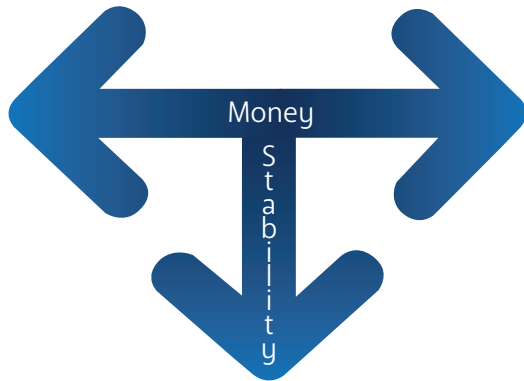
9 points



18 points



12 points

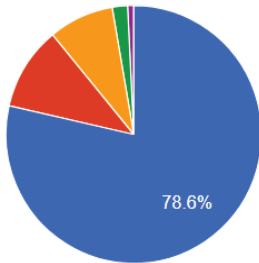


The Marketing plan is designed so that width brings money and depth brings stability.

Always remember this rule when building your ESSENS business to ensure you use the Marketing to its full potential.

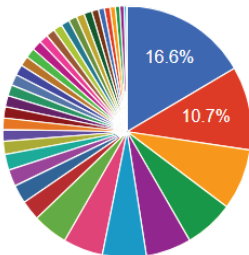
2 examples to demonstrate this:

1. A team with small width, where almost 80% is coming from just one line:



Personal points	Group points	Position	Commission
115.50 p	8.636,50 p	20 %	£287.65

2. A team with a good width and a well designed downline:



Personal points	Group points	Position	Commission
247.00 p	7.154,00 p	20 %	£1.173,33



All of your personal contact should be registered as your first line, never register them under other members. To build depth mean you must support your most serious members and help them to achieve their goals. Also, never stop registering new first lines.

Your first steps

1

First of all, get to know the products, try them yourself. The BESTseller Set is the perfect tool for this. You will get to use all of the products for yourself and during demonstrations. Furthermore, the special price, which is 25% lower than the accumulated member prices of each product, ensures that it is affordable for everyone.

2

As soon as you have been convinced by your products, recommend them to others, whilst also offering them the ESSENS opportunity. Your sponsor, that is the person who introduced you to ESSENS, will be glad to help and assists you. Stay in a close contact and do not hesitate to contact this person at any time.

3

If you have a Facebook account, "like" your county's official ESSENS page and ask your sponsor whether there is an individual ESSENS Facebook group you can join (for example, ESSENS - Just feel it). This enables you to always be up to date.

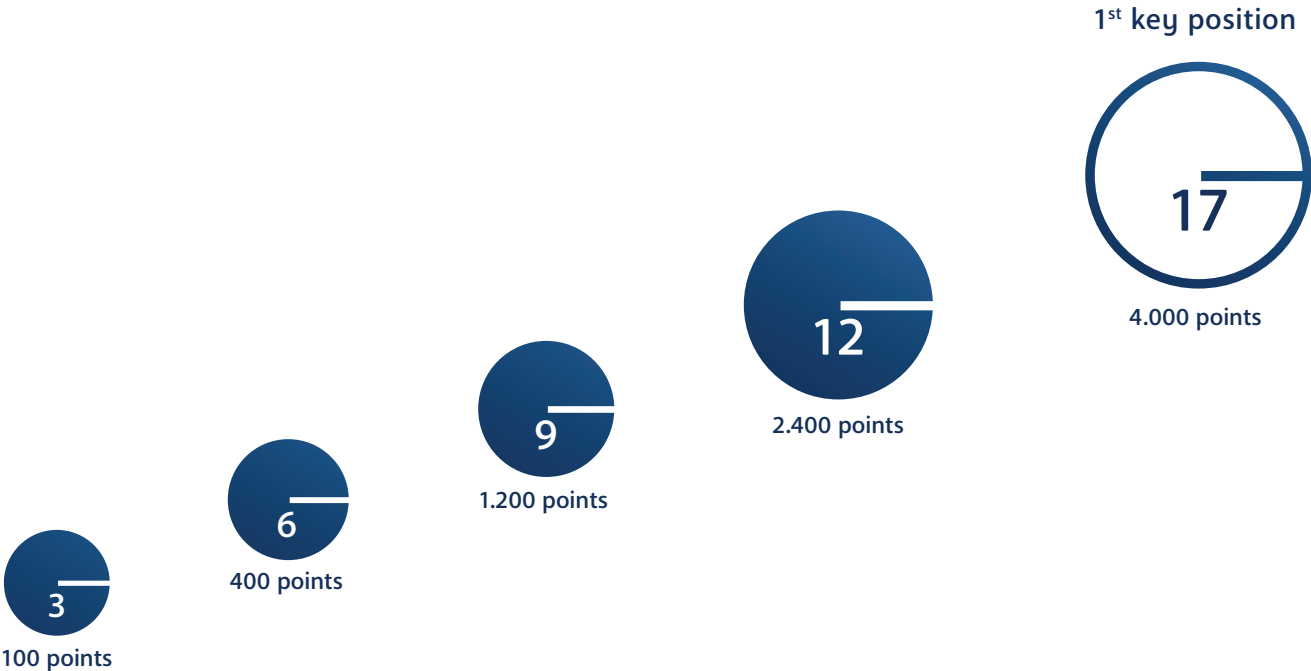


1st plan

allocated up to 28% of turnover of your structure

All points from your personal orders and from the orders of your whole team are collected from the first day of month, until the last. Depending on your total points, you will reach a respective bonus level. Your commissions can be collected from your e-wallet. You can decide whether to transfer them to a bank account or, use them for future purchases. Commissions will be paid up until the 20th day of the following month.

A minimum of 20 personal points are required to be qualified for the commission from the 1st plan.

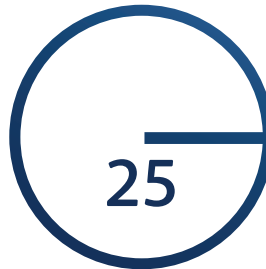


28 % Silver Manager



15.000 points

2nd key position



10.000 points



6.000 points

Average commission in different bonus levels

28 %	=	£2.500
25 %	=	£1.000
20 %	=	£750
17 %	=	£500
12 %	=	£250
9 %	=	£120
6 %	=	£50
3 %	=	£10

20 points is just the minimum requirement. You are only able to recommend your products when using them regularly.

You decided to build up a team? CONGRATULATIONS!

The decision to build up a team ensures that you will enjoy all the benefits from our marketing plan and helps you to reach higher levels more quickly and will also make your business more stable.

Make sure that you help your team members to reach their goals, always be honest and you will be surprised what will happen.

Higher bonus level means:

For BUYER:

more discount for personal use
(member price - 17% commission)

For SELLER:

more profit by selling the products
(40% retail profit + 17% commission)

For BUILDER:

higher differences between you
and your lines



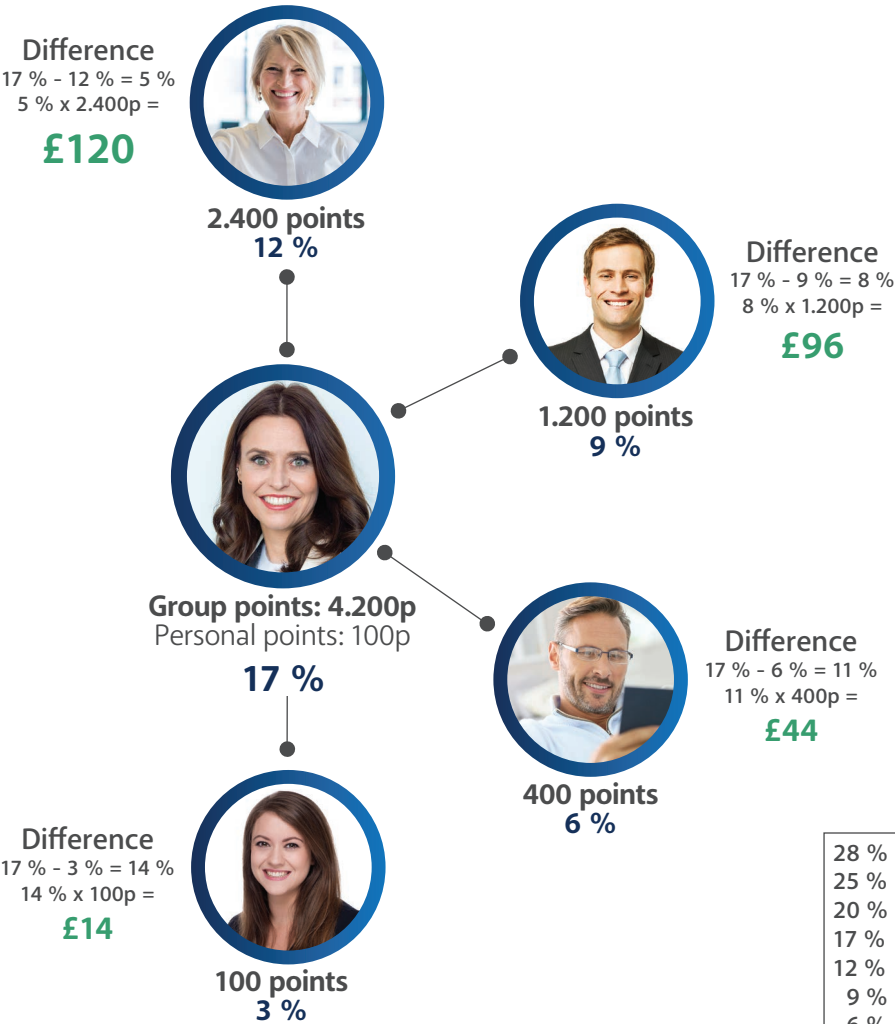
The ESSENS opportunity is fit for everyone. Whatever you want to do, buying, selling or building, you are at the right place.

We recommend to use the official business presentation for your registrations. It is a simple tool which is easy for you members to replicate and will give your business presentation a clear flow and direction.



Help your members to become successful and you will also become more successful.

Your first goal should be to reach the 1st key position, 17 %. Register 10 to 15 first lines and support them to reach their goals in selling and building their own teams. In the level of 17 % you can already expect a monthly commission between £300 and £650.



28 %	= 15.000 p
25 %	= 10.000 p
20 %	= 6.000 p
17 %	= 4.000 p
12 %	= 2.400 p
9 %	= 1.200 p
6 %	= 400 p
3 %	= 100 p

But it is not just the money - ESSENS offers much more!

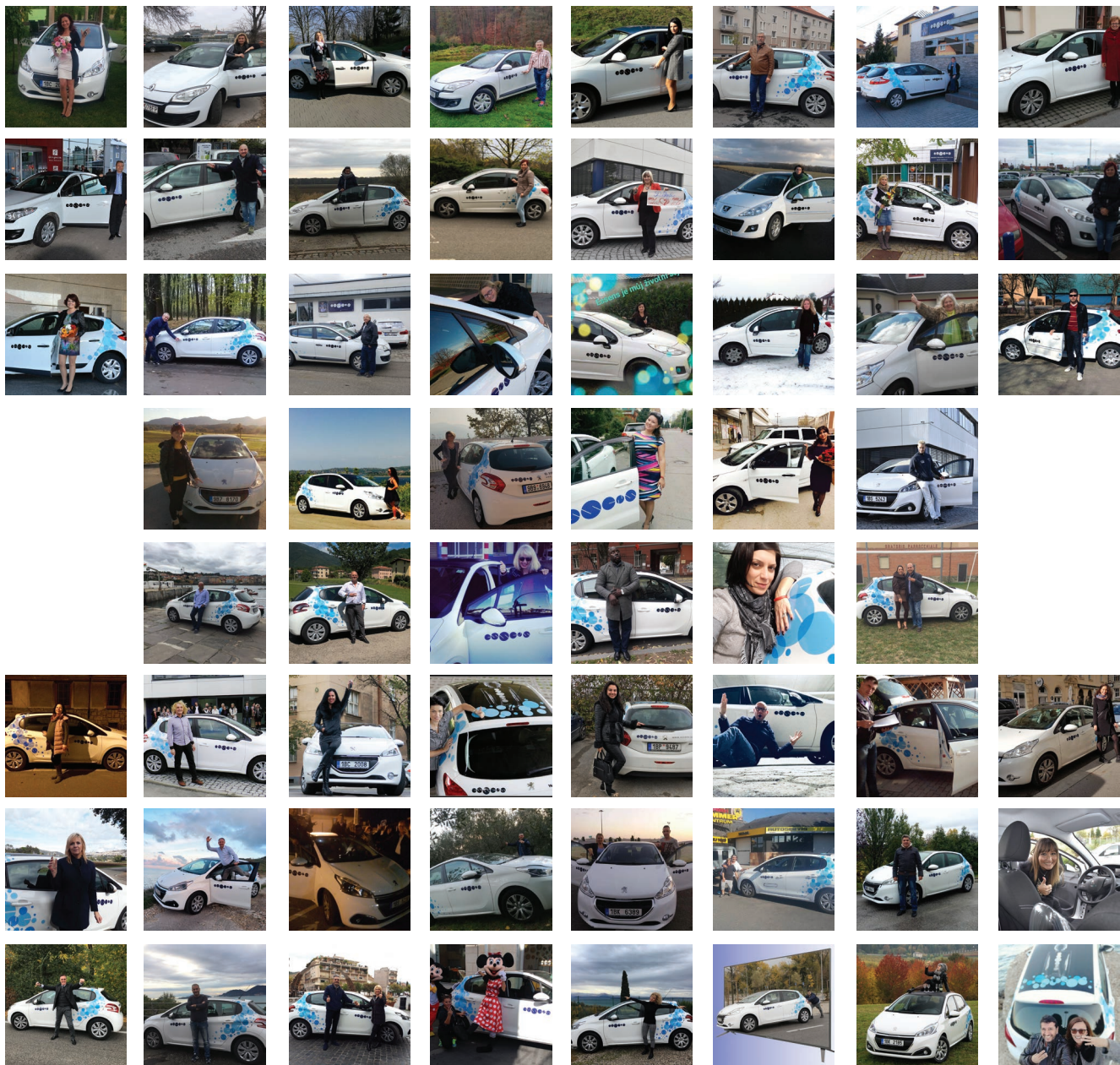
17% position and its benefits

Enjoy the luxury of an all inclusive, 5-star hotel for 7 days and discover the production of SELUZ fragrances in Istanbul.



Qualification for a dream holiday is achieved by reaching a minimum of 4,000 points, at least three times in October - February, and with a minimum commission of £300.

You can also ask for your Peugeot 208 after reaching 4.000 points for 2 consecutive months with a minimum commission of £300.



25% position and its benefits

Just continue your way of working. Register 2 to 3 new first lines every month and support your teams.
This will ensure that you will soon reach the 2nd key position.

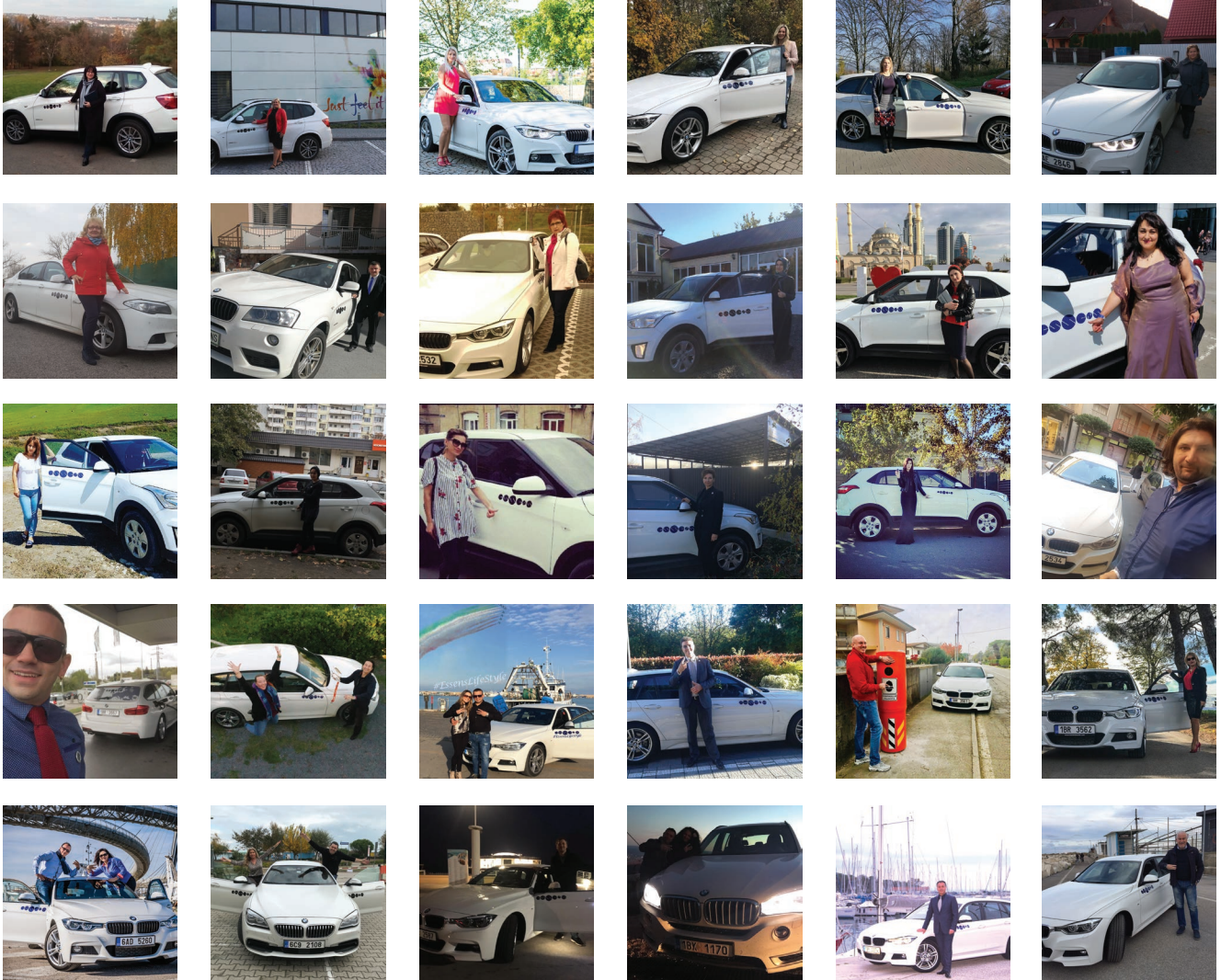
The monthly commission in the level of 25 % is, on average, £1.000.

In this level, we also offer amazing benefits which can't be found anywhere else, only is ESSENS!
Participate in our Anniversary, an exclusive 3-day event, held in the most exciting cities of Europe.



Qualification for our Anniversary is attained by reaching a minimum of 10.000 points in June, July and August with a minimum commission of £700.

Some of our luxury BMW drivers.



Ask for a BMW 320d after reaching a minimum of 10,000 for 2 consecutive months, with a minimum commission of £1,000.

2nd plan

Help others to achieve their goals and dreams and you will achieve yours!

This is an exact description of what you have to do. When you reach the 1st or 2nd key position, you know how it works and you are able to support members from your team to reach it themselves. The 2nd plan rewards you for this support in a really unique way within our industry: You benefit from ESSENS global turnover!

Help at least 3 lines to reach the level of 17% and you become a Gold Manager!

Gold Manager



4.000 p

4.000 p

4.000 p

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

Example: $2\,500\,000 \times 2\% = \text{£}50.000$
 $\text{£}50.000 : 80 \text{ (total amount of coefficients)} = \text{£}625$



As a Gold Manager, you can expect £2.500 - 4.000 monthly commission.

Don't be focused just on 3 lines. You need 10 to 15 first lines to find 3 serious members who want to go to 17 %.

Do you remember? THE WIDTH BRINGS MONEY!

This is also valid when you reach higher levels in our Marketing Plan. The minimum requirement to become a GM is to build up 3 x 17% lines. The coefficient for the share of the global turnover is 1.

Each new 17% line increases your coefficient by 0.5. Take a look at what this can mean for your commission:

Example with 4 x 17% lines



$4 \times 17\% \Rightarrow$ coefficient 1.5
 $1.5 \times £625 = £937.50$

+50% Gold Manager Bonus for just 1 additional 17 % line!

Example with 8 x 17% lines



$8 \times 17\% \Rightarrow$ coefficient 3.5
 $3.5 \times £625 = £2.187,50$

+250% Gold Manager Bonus for 5 additional 17 % lines!

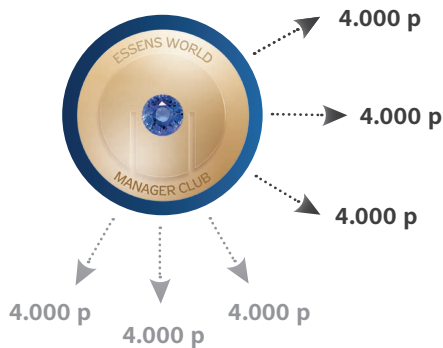
2nd plan

allocated 5% from ESSENS turnover

Even for the next levels it works in the same way. The following overview helps you to get your first orientation. For more questions please contact your upline.

A minimum of 100 personal points are required to be qualified for the commission from the 2nd plan.

Gold Manager

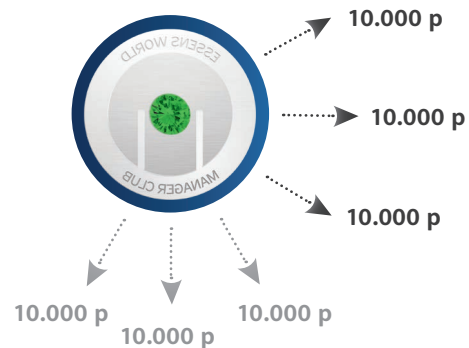


3 × 4.000 p. lines within national and international turnover
share of 2% from ESSENS turnover
(coefficient 1.0)

+

Each next qualifying line of 4.000 points
receives an increase by a coefficient of 0.5

Platinum Manager

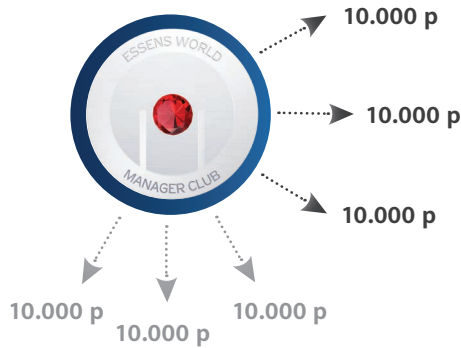


3 × 10.000 p. lines within national and international turnover
share of 1% from ESSENS turnover
(coefficient 1.0)

+

Each next qualifying line of 10.000 points
receives an increase by a coefficient of 0.5

Platinum International Manager

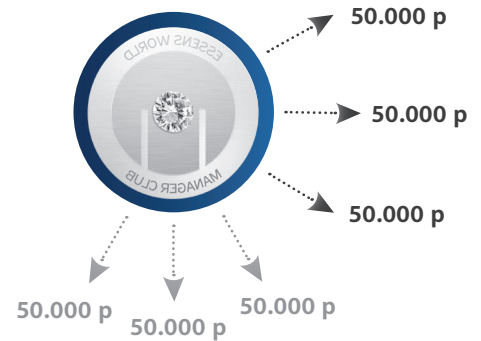


3 × 10.000 p. lines within international turnover
share of 1% from ESSENS turnover
(coefficient 1.0)

+

Each next qualifying line of 10.000 points
receives an increase by a coefficient of 0.5

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

Now you know how it works. Just continue to regularly support your team and you will reach the highest levels.

If you reach higher positions, you always keep bonuses from the lower positions (for example PM receives also commission for GM).

3rd plan

allocated 1% of ESSENS turnover

If you follow the recommendations, you will build up a stable team and you will be rewarded by the 3rd plan. The annual bonus is paid out up until the 31th January of the following year.

A minimum of 100 personal points in every month is required to be qualified for the 3rd plan.

Double Platinum Manager



9 × per calendar year retain status of Platinum Manager

share of 1 % from ESSENS turnover for calendar year
(coefficient 2.0)

Double Gold Manager



9 × per calendar year retain status of Gold Manager

share of 1 % from ESSENS turnover for calendar year
(coefficient 1.0)

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 International Manager



9 × per calendar year retain status of
Platinum National Manager

share of 1 % from ESSENS turnover for calendar year
(coefficient 2.0)

Constant and loyal work pays off. The number of annual bonus receivers more than doubled from 2016 to 2017.

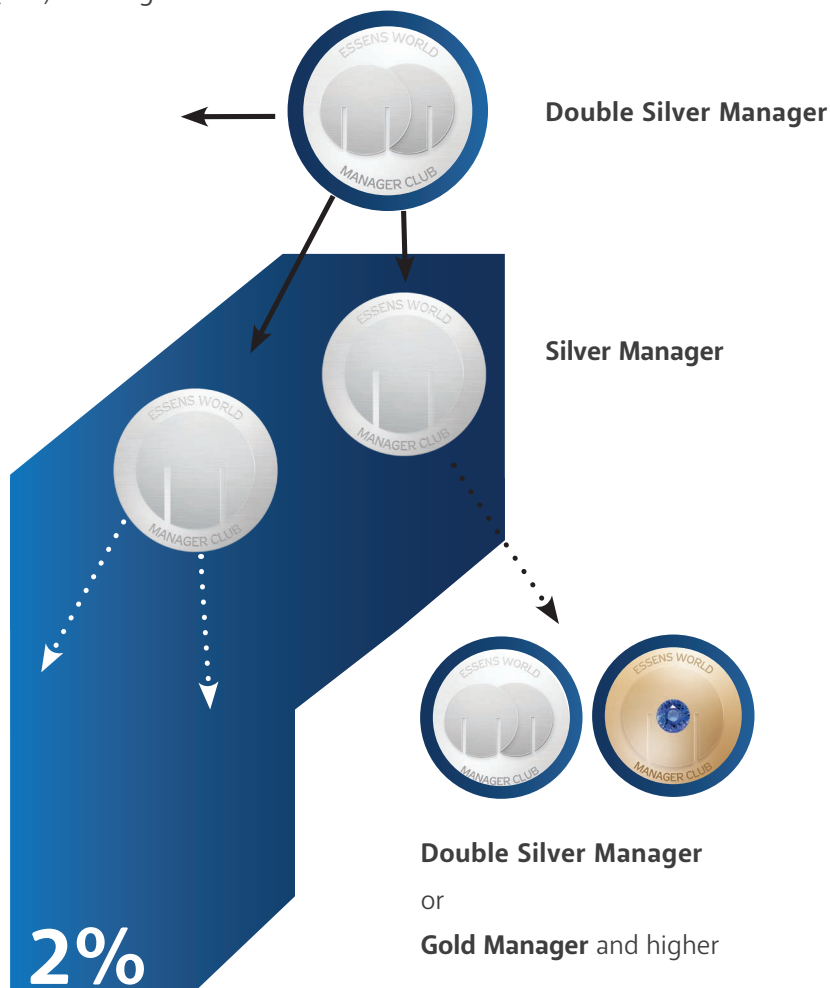
4th plan

allocated up to 3% of turnover of your qualified line(s)

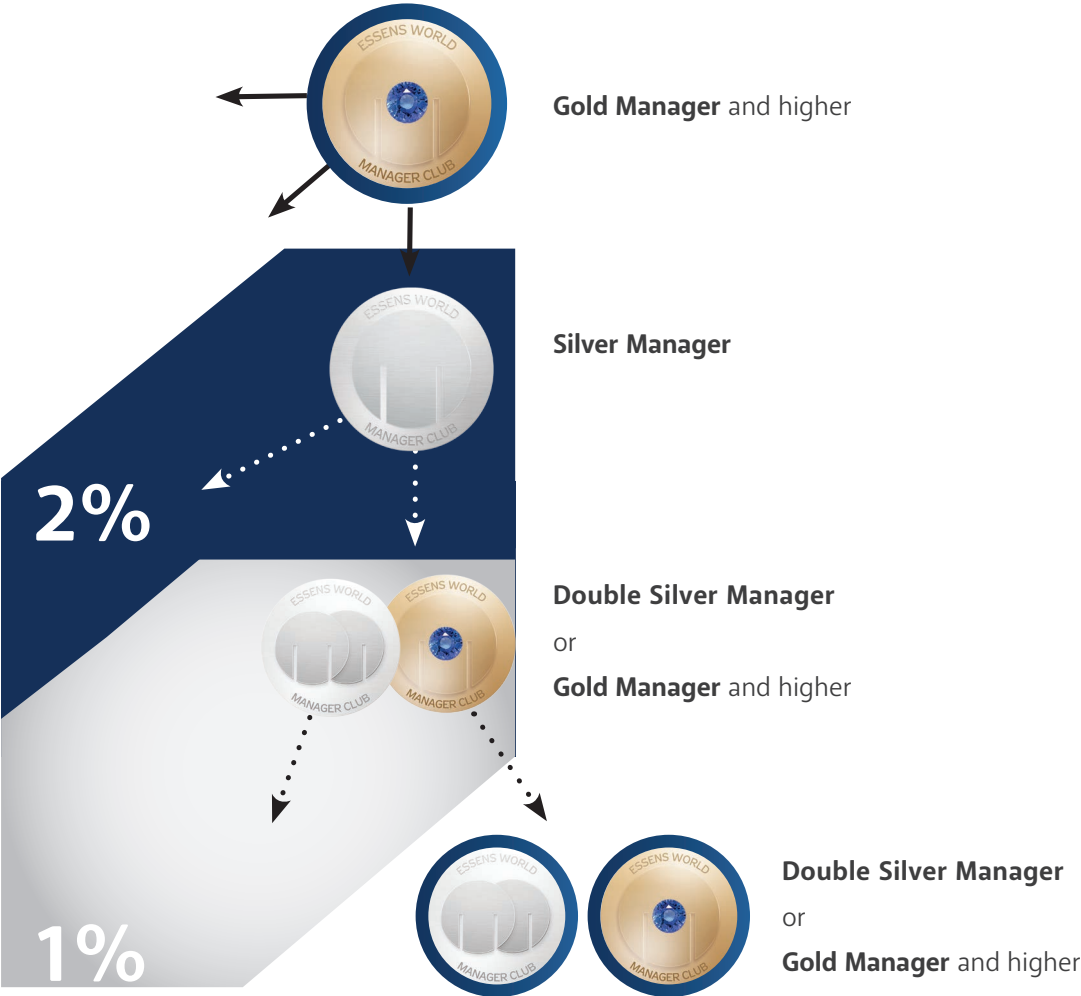
4th plan rewards members for building a structure in the depth and support their downline to achieve Silver Manager (SM) and higher.

A minimum of 100 personal points are required to be qualified for the commission from the 4th plan.

A Double Silver Manager (DSM) receives 2 % from the turnover of his SM lines down to the next DSM or Gold Manager (GM) and higher.



A GM receives 2 % from the turnover of his SM lines down to the next DSM or GM and higher.
Additionally, he receives 1 % from the turnover of his DSM or GM and higher down to the next DSM or GM and higher.





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