

PURE Destinations Incentive Program Terms & Conditions

NO PURCHASE NECESSARY TO PARTICIPATE IN THE INCENTIVE.

By participating in the Incentive sponsored by PURE Gen Holdings, Inc., (“the Company” or “PURE”), you accept and agree to be bound by these terms and conditions, which specifically include complying with all obligations set forth in your IBO Agreement.

The Incentive is valid for Independent Business Owners (IBOs) in the country of operation listed in the Incentive Rules/Details published on the company website, livepure.com. IBOs must be active and in good standing at the time of earning, receiving and participating in the Incentive award. Active is defined as having 100PV or more (either personal product purchases or product sales to Retail and Preferred Customers or any combination thereof) every 28 days. PV (Product Volume) is the amount of volume assigned to each product. An IBO in good standing is compliant with the IBO Agreement, and has not received a compliance sanction, including but not limited to a sanction for probation, suspension or termination. Additionally, any notice for breaches of the Non-Solicitation, Non-Competition, Confidentiality or Proprietary Information provisions of the IBO Agreement will result in forfeiture of the incentive award.

Incentive qualification requirements are outlined in the Incentive Rules/Details published on the company website. PURE may update, amend, add to, or modify the qualification requirements, in its sole discretion, without advance notice.

IBOs with a beneficial interest in more than one account may only qualify on one account, i.e. the primary and/or highest ranking account. Spouses, partners, other persons residing with the IBO, and any persons having a beneficial or equity interest in a business entity account, may only qualify on one account combined.

I. Travel

Any fees or transportation not explicitly outlined in the Incentive Rules/Details will be the sole responsibility of the qualifier. If the qualifying IBO elects not to travel for whatever reason, the Incentive is null and void and no accommodations will be made. If qualifiers do not provide the requested personal information required to book travel before the corporate specified date, PURE reserves the right to deny their place on the trip.

a. Booking Policy

Unless otherwise stated, all travel arrangements for qualifying IBOs must be reserved using PURE’s selected travel company. When an Incentive is inclusive of air travel, PURE will book flights from the airport of its choice within seventy five (75) miles of the home city of the IBO as it is listed on their IBO account. PURE will book the travel based on best schedule/best price for the awarded class of service.

In cases where Air Travel is included then PURE may elect to set a reasonable spending cap for tickets. IBO’s are expected to confirm tickets with the selected travel company up to the maximum of the allocated sum. Any difference, higher than the stated amount, is left as the obligation of the individual IBO to cover at their own expense. Any exceptions must be approved by PURE’s executive management.

IBO's who are not eligible for Business Class flights may elect to upgrade at their own expense.

Any requests for changes to travel must be sent to PURE for approval and confirmation. If an IBO chooses to change their travel arrangements without prior approval from PURE, any additional fees or costs that are accrued will be the sole responsibility of the IBO.

Note: When an IBO elects to book travel on their own, PURE and PURE's selected travel company are not responsible for any schedule changes made to flights or travel adjustment fees for travel not arranged through PURE and cannot be held liable or accountable for any missed connections or changes in timing that may impact the IBO's participation in the Incentive.

b. Partner Travel Policy

Depending on the Incentive, if a qualifying IBO is offered the opportunity to bring a guest – the guest may be a spouse, partner, family member, someone outside of PURE that is interested in the business, friend, or other acquaintance. Guests other than a spouse/partner, cannot be an active PURE IBO. Requests for an exception to this policy can be submitted to corporate. The Company will review each request on a case-by- case basis and approval may be granted at the Company's sole discretion.

All travelers are required to be 18 years of age or older, at the time of travel, unless otherwise specified. The age requirement may be reviewed on a case-by-case basis if an inquiry is submitted to corporate well in advance (60 days or more) before the Incentive trip is to take place. Approval may be granted at the Company's sole discretion.

Companion tickets may not be sold or transferred. If the IBO is discovered to have sold a partner ticket for remuneration then the whole trip will be subject to cancellation with possible sanctions from corporate compliance.

One room is issued per qualifying IBO and guest, regardless of gender or family association. PURE will do its best to accommodate guests in a shared bed or twin bed arrangement based on the traveler's request but this is not guaranteed.

If IBOs have qualified on a single travel reward program then they are expected to share accommodations with another IBO. IBOs should advise corporate of their room partner of choice. In the event that the IBO does not select a rooming partner in advance then a rooming partner will be designated and assigned. Rooms will be on a twin bedded base/same gender.

c. Travel Insurance

Before traveling, please check with your medical insurance provider for details on coverage for domestic and international travel. It is required that the qualifier purchase Travel Insurance, at their own expense, and/or have appropriate medical insurance for international travel and present proof of insurance prior to departure. PURE does

not provide Travel Insurance. PURE is not liable for any lost items or bodily damage that may occur on this trip.

d. Passport & Visas

All qualifiers must possess and travel with a passport that is valid from the start of the Incentive date, for at least six months. At the end of the qualification period, if you do not have valid travel documentation, you will not be able to travel on this Incentive.

In cases where Visas are required for travel, PURE will provide the necessary forms and documents required prior to travel. The qualifying IBO is required to submit the necessary documents within the time frame listed. Failure to submit documentation on a timely basis may jeopardize issuance of travel documents. Visas are issued at the sole discretion of the issuing country and PURE cannot influence this decision.

If a qualifying IBO needs an invitation letter for a Visa, the request must be submitted to PURE at least 45 days prior to the first day of the event.

PURE consistently monitors all alerts and warnings provided by the U.S. Department of State for domestic and international travel. We follow U.S. Department of State recommendations when choosing our destinations, as well as planning before our Incentive trips and during our travels.

II. Upgrade Policy

a. Business Class Travel may be made available to IBOs who qualify at certain PURE target ranks during the qualification period. Business Class reward policies will be stated in the specific Incentive Rules/Details for the stated program.

b. Only flights six hours or longer are eligible for Business Class upgrades for qualifying IBOs.

c. Room Upgrades are not a standard part of PURE Incentive Programs. In the event that room upgrades are available, requests for an upgrade can be submitted for review. Issuance of upgrades are at the sole discretion of PURE and at the expense of the achiever.

III. Cancellation Policy

a. If, for any reason, an IBO decides to cancel their attendance on an Incentive trip, they are directly responsible for any cancellation fees incurred on their behalf outside of the services included in the PURE program. In cases of medical emergency, death in the family, or other serious matters – the responsibility to repay any cancellation fees incurred by corporate on an IBO's behalf are subject to review on a case-by-case basis.

IV. Refund Policy

a. IBO's are expected to travel on the Incentive on the dates and times listed. Failure to travel or cancellation is deemed a revocation of the Incentive reward and as such there is no restitution required from PURE to the qualifying IBO.

b. The Incentive reward may not be transferred or sold to a 3rd party and the qualifying IBO is expected to travel on the trip. In the event that the IBO has qualified on a joint account, then one of the qualifying partners must travel on the Incentive.

c. IBO's may choose to arrive early or to extend their stay in the country of destination after the completion of the Incentive but are responsible for any additional fees, airline ticket fees and/or any other expenses inclusive of insurance, transfers or other costs that are not within the framework of the standard Incentive.

d. Transfers are only provided from the main airport on the date of the start of the Incentive with return transfers booked to the main airport on the designated date of departure. Any other transfers outside of this designated window are at the individual IBO's expense.

V. Substitution Policy

No substitutions will be allowed; all qualification awards are distributed on a merit basis only. All rewards are non-transferable and only valid for the IBO who is in good standing listed as the primary account holder on the qualifying account. If a shared position qualifies for the Incentive, only one Incentive award will be issued on the account. If the qualifying IBO elects to not travel for whatever reason, then the Incentive trip is null and void and no substitutions or transfers will be made.

VI. Good Standing Policy

Qualifiers must be in good standing with PURE in order to participate in this Incentive. An "IBO in good standing" is an active PURE Independent Business Owner in compliance with all PURE policies and procedure requirements, reporting requirements, and not on probation or suspension of any kind. An "active PURE IBO" has 100 PV or more in personal product purchases or product sales to retail and preferred customers, or any combination thereof, every 28 days.

Qualifying accounts are verified by the PURE Sales team and Compliance team at the close of any qualification cycle. In the event that product returns, that count as qualifying group volume, are in excess of the minimum qualifying volume or result in a demotion of title rank or good standing, then PURE reserves the right to disqualify that individual at its sole discretion.

All determinations and decisions as to awarding the Incentive trip/award are solely at PURE's discretion.

PURE reserves the right, in its sole discretion, to recover the total amount of the awarded Incentive trip directly or indirectly through the withholding of future commissions if:

a. Products are returned which result in negative evaluation in excess of the minimum PV requirements.

b. A qualifying IBO is found to have violated any PURE policies in connection with receiving or increasing an Incentive award.

PURE assumes no responsibility for notifying Incentive participants of any returns or cancellations within their organization that affect qualifications.

Misc.:

By participating in this Incentive Program, qualifiers acknowledge compliance with the Incentive Criteria including all eligibility requirements, warrant that any information provided in connection with the Incentive Program is true and accurate, and agree to be bound by the decisions of PURE which shall be final and binding in all matters relating to this Incentive Program. Qualifiers who have not complied with the Incentive Criteria are subject to disqualification.

IBOs must abide by the PURE Policies and Procedures. PURE reserves the right to disqualify an IBO if a policy violation, fraud or other conduct that compromises the integrity of the Incentive is identified, as determined by PURE at its sole discretion.

PURE reserves the right in its sole discretion to cancel or modify the Incentive and/or its terms and conditions at any time without advance notice.

A Release of Liability must be accepted by Incentive qualifiers in order for airfare, hotel, cruise, transportation, activities, excursions, etc. to be booked. Incentive awards will not be issued without acceptance of this release.

By participating in an Incentive trip, participants consent to the use of their name and likeness for publicity and promotional purposes by PURE without additional compensation, unless prohibited by law. License to use IBO likeness, image, etc. policies apply. See the PURE Policies and Procedures for more information.

All applicable taxes are the responsibility of the Incentive award recipient. The value of the Incentive award will be included as reportable income in the award recipient's 1099.

THE INCENTIVE PROMOTION IS VOID WHERE PROHIBITED BY LAW.