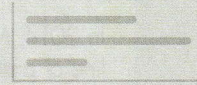




10 SIGNS OF A STRONG MLM OPPORTUNITY



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WHETHER YOU'RE LOOKING TO SUPPLEMENT YOUR INCOME OR START A NEW CAREER IN THE DIRECT SELLING INDUSTRY, THERE ARE MANY THINGS TO CONSIDER WHEN CHOOSING THE RIGHT OPPORTUNITY. From the right product to the right compensation plan, every multi-level marketing company claims to have the right formula for success. Read below for the 10 signs to look for in a strong MLM, and how MonaVie compares.



1 The Right Product

What to look for: The right product comes down to a consumable product that is high in quality, has a wide appeal, provides value, and has lasting benefits to the consumer.

MonaVie's products are of the highest quality and made from the finest ingredients needed to sustain a healthy lifestyle. MonaVie offers a money-back guarantee on all VIEW certified products, and if you're not satisfied, you can return the products at any time.

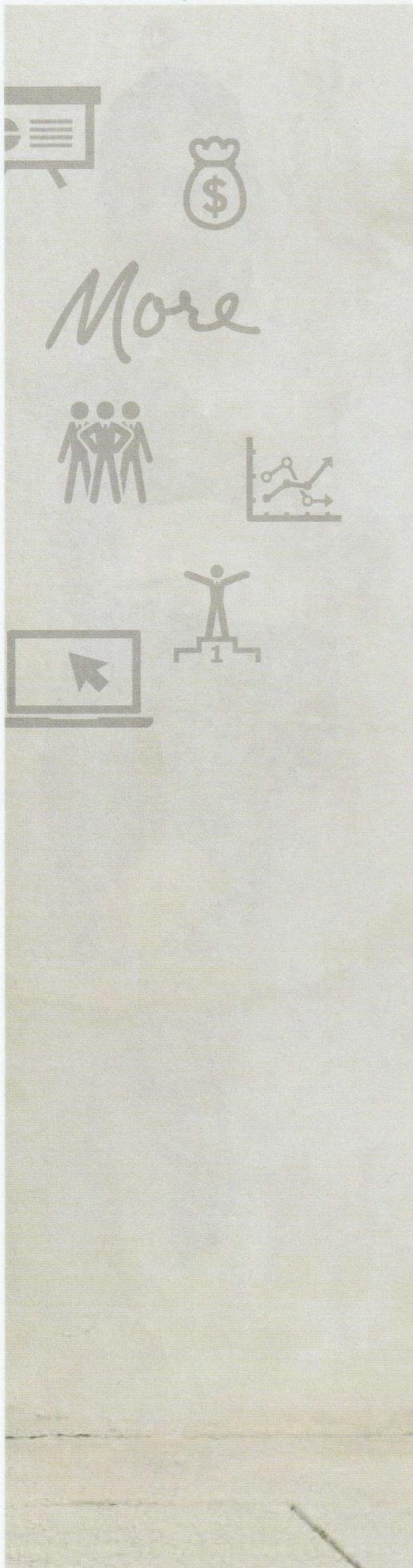


2 Continues to Release New, Relevant Products to Market

What to look for: Just as the right product is essential, it's also important that the company come out with new and relevant products on a regular basis. This is important not only for the company's longevity and success in the marketplace, but also to keep you—the customer—engaged and happy.

Since its inception, MonaVie has consistently released products that have real consumer benefits and relevance in the marketplace, like the growing need for sleep and stress-related products:

- 40 million people in the U.S. have a chronic sleep disorder (National Sleep Foundation). Nearly 2.5 billion dollars is spent annually for sleep supplements in the U.S. alone in an industry growing at a 15% increase every year (NBJ, 2011).
- 77% of us regularly experience physical symptoms caused by stress



(American Institute of Stress). The mood market in the U.S. alone is worth \$30 billion with a 10% growth annually (NBJ, 2011).

In 2014, MonaVie released a new fitness line of products called CORE. With CORE's premium protein shakes and customizable boosts, thousands have joined the CORE Challenge, transformed their bodies and taken their health to the next level.

In 2013, MonaVie released two products that target the sleep and stress markets: MonaVie Rest and MonaVie Balance. MonaVie continues to invest in market research to ensure it has the right future products in its product pipeline.

3 Longevity of Company

What to look for: Statistically, 97 percent of new MLM companies fold within two years. Look for a company that has stood the test of time and continues to innovate its products and opportunities to provide its distributors with an exceptional experience.

MonaVie will celebrate its 10-year anniversary in January. They also have successfully launched and sustained distribution in 40 markets.

4 The Right Management Team

What to look for: Antony Jay said, "The only real training for leadership is leadership." A strong MLM needs to be led by the right management team who has a proven track record in managing profitable direct selling companies.

MonaVie's executive team has decades of experience in MLM leadership and management.

5 The Right Compensation Plan

What to look for: A strong MLM opportunity will offer multiple income streams with little or no enrollment fee.

MonaVie offers multiple ways to earn income, and 50% of the sales volume is paid out in distributor commissions. There is a nominal \$39 enrollment fee (if not

enrolled in AutoShip and have not placed an initial order of at least 200 PV, or "personal volume").

6 The Right Cause

What to look for: At the core of every good MLM is a sustainable initiative that both the company and its distributors support.

Founded by MonaVie in 2005, the MORE Project works to achieve the vision of empowering individuals living in poverty to break the cycle of fear and hopelessness. Service areas include Education, Food Support, Shelter, Medical Care, Dental Care, Psychological Care, and Disaster Relief (e.g., Haiti earthquake relief, Japan tsunami relief, Thailand flood relief). MonaVie's primary focus is in Brazil, the home of the açai berry that appears in many of MonaVie's unique products. MonaVie CEO Mauricio Bellora says, "MonaVie has a purpose... a MORE meaningful life. A wealthier, healthier, happier life for as many people as we can embrace. The MORE Project should not be something else that we do. The MORE Project should be the shining star of what we follow."

7 Ongoing Training and Support

What to look for: Whether you're an industry veteran or getting your feet wet in direct selling for the first time, it's important to continue to develop and hone your skills. At the end of the day, your job is to sell a product or service, and that requires a certain skill set. As you advance in your direct selling career, you will become a leader that others will look to, and, again, it takes a certain skill set to be a successful leader. Look for a company with proven leaders—both in the field and at the corporate office—as well as a company that changes with the times and leverages the latest technologies.

MonaVie offers up-to-date tools and training that can be catered to your individual needs. MonaVie's TouchPoint app assists distributors with the sales flow and signup process and provides all the

latest marketing materials and videos in convenient digital format. MonaVie Lifelong Learning, a monthly leadership training series, is a great way to learn from successful MonaVie distributors, when it's convenient for you. In addition, MonaVie offers a variety of meetings and conventions throughout the year where you can receive important training and be inspired by key industry leaders.



8 Potential for Growth, Recognition, and Achievement

What to look for: A successful MLM company knows that its real success lies in its distributors. When distributors are successful, the company is also successful. Therefore, you'll want to look to join a company that celebrates your success and provides milestones for achievement.

MonaVie offers promotions that maximize your earning potential. MonaVie currently offers a 4x4 Program, where you can drive away in a brand new Jeep if you become square qualified (enroll four builders in a four week period). MonaVie

also rewards its distributors with annual incentive trips (e.g., Black Diamond Celebration, Diamond Destination, Ruby Fly-In) and recognizes them with rank advancements (e.g., Star, Bronze, Silver, Gold, Ruby, Emerald, Diamond). A significant milestone occurred in 2010 when MonaVie recognized its 100th millionaire!



9 Strong Online Presence

What to look for: A good direct selling company will be active in social media and have a robust online presence to support its distributors who may be in many countries throughout the world. Everyone communicates a little bit differently and has preferred channels on which they choose to communicate, and be communicated with. Look for a company that meets your digital needs.

Each of MonaVie's markets has its own dedicated website, and each distributor has their own replicated website. In addition, MonaVie has its own blog (BlogMV), and is currently active on

Facebook, Twitter, YouTube, LinkedIn, Google+, and Pinterest.



10 The Right Momentum

What to look for: A strong MLM is going places and has the right momentum. They're talked about in insider magazines and trade publications, as well as mainstream media.

MonaVie has been featured in Direct Selling News, BusinessForHome.org and Obtainer, along with Fortune, Businessweek, Rachel Ray, MTV Cribs, and The Today Show. Other accolades include:

- Direct Selling News recognized MonaVie in its \$100 Million Club.
- Ernst & Young named Dallin A. Larsen Entrepreneur of the Year and LLP Entrepreneur of the Year National Winner in Emerging Category.
- Utah Business magazine named Dallin A. Larsen CEO of the Year and ranked MonaVie #1 in "Fast 50."

