SUCCESS CLUB REWARDS AND BENEFITS

LEARNING
Success Club is designed to motivate Coaches to share Beachbody® every month. Those who earn Success Club are building a solid network of customers and Coaches, and for their efforts we offer Success Club members some of our best rewards and recognition. Every Coach, regardless of rank, has an equal opportunity to earn Success Club rewards.

The company’s research has shown that those Coaches who consistently achieved Success Club in 2011 saw their earnings rise an average of 234 percent between January 2011 and December 2011. Making Success Club your monthly goal is the fastest way to earn any of your financial goals for your business.

LESSON
In this lesson, you’ll learn how you can earn Success Club points and qualify to earn incredible rewards; including:

- How do I earn Success Club points?
- What are Success Club 5 and Success Club 10?
- How do I qualify for Success Club rewards, like
  - The Success Club Conference and Celebration?
  - The Success Club Leadership Retreat?

Success Club points
There are several ways to earn Success Club points. Points are awarded monthly, so each month you’ll have a new opportunity to earn points!

Here’s how you can earn points (please refer to the Success Club official rules located in the Coach Online Office for complete details):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points Awarded</th>
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</thead>
<tbody>
<tr>
<td>For every new Personally Sponsored Coach enrolled with a Home Direct order(s) totaling a minimum of 90 PV within 31 days of enrollment.</td>
<td>1</td>
</tr>
<tr>
<td>For every customer enrolled on a new HD order(s) totaling a minimum of 90 PV.</td>
<td>1*</td>
</tr>
<tr>
<td>For every Challenge Pack sold to a customer.</td>
<td>2**</td>
</tr>
<tr>
<td>For every Challenge Pack sold to a Personally Sponsored Coach upon enrollment.</td>
<td>2</td>
</tr>
</tbody>
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*Limit 1 point per customer.
**Limit 2 points per customer.
Success Club 5 and Success Club 10

Now that you understand how to earn points, let's talk about how you become part of the Club. Earning Success Club 5 or Success Club 10 during a month is your ticket to entry.

To earn Success Club 5, you'll need to achieve the following activity in 1 calendar month.

- Accumulate at least 90 PV Home Direct and/or autoship order(s) produced by you.
- Earn a minimum 5 Success Club points.

To earn Success Club 10, you'll need to achieve the following activity in 1 calendar month.

- Accumulate at least 90 PV Home Direct and/or autoship order(s) produced by you.
- Earn a minimum 10 Success Club points.

Let’s take a look at an example of how you can earn Success Club 10 in the first month of starting a Challenge Group.

In this example, we'll assume that you’ve started one Challenge Group made up of five members who each purchase a P90X® Beachbody Challenge Pack. Each member purchased the pack as a customer, which would earn you a total of 10 Success Club points. If you recall, you will earn two Success Club points every time you sell a Challenge Pack to a customer; in this case, you sold five Challenge Packs, so you would earn 10 Success Club points.

Success Club Conference and Celebration

Success Club members are invited to participate in the annual Success Club Conference and Celebration. For example, we've been on some once-in-a-lifetime-type trips like a cruise to the Caribbean and a trip to the world-famous Atlantis Resort in the Bahamas. These are reward trips that hundreds—even close to a thousand—Coaches have earned for their families and guests. The next event will take place at Walt Disney World® March 20–24, 2013.

Qualification Period:

To qualify to attend, you’ll need to meet qualification requirements during the Challenge period, which is January 1, 2012 (12:00 AM ET) to December 31, 2012 (11:59 PM ET).
Qualification Requirements & Rewards:

Rewards for this program are tiered, allowing you to earn more and more rewards as you reach new qualification levels. You’ll receive an invitation to the Success Club Conference when you earn just 3 months in the Success Club, or earn a total of 25 Success Club points during the qualification period. Success Club Conference attendees will be invited to attend the welcome reception with corporate executives, top Coaches, and our fitness trainers; the Shakeology® breakfast; and special workouts with Beachbody celebrity trainers.

But we would love to have you attend more than just the conference—to enjoy the celebration at Walt Disney World, you’ll want to earn at least 5 months in Success Club 5. When you do, you’ll receive all of the rewards from the 3-month qualification level, plus you’ll earn Disney Dollars® equivalent to 1-day Disney Park passes for you and a friend. When you earn 9 months in Success Club, you’ll also receive hotel accommodations for two and an invitation to attend VIP evening celebrations.

If you are new to Team Beachbody®, we’ve made it easy for you to qualify during your first year. Our Fast Track program reduces the time required to qualify from 9 months to 6 months for those who reach Diamond during their first 90 days in the business.

If your business picks up speed late in the year, you can still join the entire Success Club Conference and Celebration by earning 50 Success Club points and paying just $1,000.

But the rewards don’t stop there. We want to reward you for all of your Success Club
accomplishments, so you can earn even more rewards when you qualify for Success Club in 10, 11, or 12 months during the qualification period. When you earn Success Club in 10 months, you will receive additional Disney Dollars® in the amount of two additional 1-day Disney Park Hopper® Passes, giving you enough Disney Dollars® to purchase a total of four Disney Park Passes to use during the event. If you earn one more month of Success Club you'll qualify for the 11 months level and earn additional Disney Dollars® equivalent to two more 1-day Disney Park Hopper® passes, giving you enough Disney Dollars® to purchase a total of six Disney Park Passes—enough for the whole family! And since we know everyone will need spending money for the trip, you can earn $500 or $1,000 when you achieve Success Club in all 12 months of the qualification period. If you earn Success Club 5 in all 12 months, you'll receive $500 cash; if you earn Success Club 10 in all 12 months, you'll receive $1,000 cash! And if you're aiming high, set your goal to be one of the top 10 Success Club point-earners among all Coaches who have qualified for at least 3 months in Success Club and earn an exclusive behind-the-scenes Disney experience!

But there is one more way to earn this vacation (or to earn it for family or friends) fast. Be one of the top 2 Success Club point-earners during any month of the qualification period, and you'll be our guest and receive an invitation to:

• The welcome reception
• Shakeology® breakfast
• Celebrity trainer workouts
• Two sponsored evening events
• Hotel accommodations for two
• And Disney Dollars® equal to two 1-day Park Passes

So you can not only earn a spot to attend this great incentive through one of the tiered levels, you can earn it in 1 month by being at the top of your game and producing incredible business activity.

**Success Club Leadership Retreat**

For 2 Star Diamonds and above, if you want to set your goals high, then you'll want to set your goal to qualify to attend the Success Club Leadership Retreat. This event brings together Beachbody’s top leaders and provides an intimate setting to present best practices and cutting-edge training to help the leaders take their business to the next level. It's the perfect place to network, learn from one another, and create an action plan for success.

The event takes place annually in September, with a qualification period that runs from January through August. Rewards for this program include luxurious hotel accommodations and travel cash. For complete details on this program, including qualification requirements and rewards, please see the Success Club Leadership Retreat qualifications document located in the Coach Online Office.
WRAP-UP

Success Club is so fundamental and important to the success of Team Beachbody Coaches that we’ve created additional incentives for our highest-ranking leaders to help those in their organization reach Success Club. This program is called the Elite Coach program. The company recognizes a few dozen Coaches each year with the title of Elite. Elite Coaches are those Coaches who have contributed the most to the growth of the company in a given year. The Top 10 Elite join company executives on a 5 Star world adventure, and the most productive Coach is recognized as Top Coach, with exclusive rewards. All Elite rewards include a requirement to help their Personally Sponsored Coaches earn Success Club each month.

Success Club is a program designed to reward every Coach, regardless of rank or tenure. It’s a program focused on recognizing Coaches for consistent, solid, business-building best practices that put the customer first. From the Success Club Conference and Celebration to the Success Club Leadership Retreat, there is an attainable reward for everyone. Perhaps the greatest reward Success Club offers, through qualifying for Success Club points, is ensuring your business can continue to grow and you can enjoy the benefits of the residual income our compensation plan offers.

Tell your Sponsor and Success Partner or Success Team what your Success Club goals are so they can help hold you accountable and on track to earning rewards. Use the Activity Tracker to track your weekly Success Club point-earning, and check out the Success Club Leader Boards often to see where you stand in the running to earn rewards. Set your goal to earn Success Club every month through helping people find solutions to reach their fitness and health goals, and we’ll look forward to inviting you to share in amazing Success Club rewards.

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