

# Unleash the Power of **LEVERAGE!**



 Immunotec®

Lifestyle Influencer Opportunity



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**P**ut yourself in this picture....

Imagine waking up not by a jangling alarm... but when you're actually finished sleeping.

Imagine that your "commute" each morning is from your cardio workout to your breakfast patio.

Imagine beginning your day checking texts from your team members around the world, updating you on the growth of your organization overnight.

You run your business from a laptop or cell phone, whether sipping espresso at a café in Barcelona, cycling along the Nova Scotia Trail, or lounging under a palm tree in Cancún. No more gas-guzzling traffic jams, office politics, or being trapped in a cubicle. You're able to participate in charitable projects, spend quality time with the people who bring quality to your life, and know that your work makes a difference. Not only are you building your dream lifestyle business – but you're helping others reach their dreams as well.

**This scenario doesn't just have to be in your imagination...**

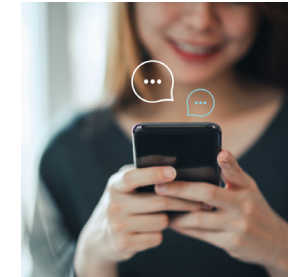
Many Immunotec leaders have created their ideal lifestyle business, and you can too!

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**T**he world has been going through cataclysmic changes and the way we think about work has altered as well. Instead of boring routines, traffic jams, and cubicle farms, people have opened their minds to fresh new possibilities in the way they make their living. They're no longer simply looking for a job to pay the bills, but a rewarding means to provide for their families. They are still looking for security but want a way to attain it that is meaningful, adds value to others, and allows personal expression. This has created a "perfect storm" of opportunity thanks to extremely fast-moving trends like these:



REMOTE WORK



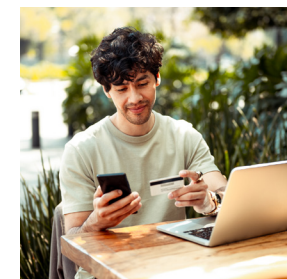
SOCIAL MEDIA  
MARKETING



THE "SIDE HUSTLE OR  
PART-TIME GIG" MOVEMENT



LIFESTYLE BUSINESSES



E-COMMERCE



DIRECT SELLING/  
LEVERAGED SALES



HOME-BASED BUSINESSES

If you are one of the people looking for a lifestyle business, Immunotec is an ideal solution. It's the perfect home-based opportunity, whether you're simply looking for a "side hustle" or a new profession. And one of the greatest attributes of becoming a Consultant with Immunotec is your opportunity to unleash the power of leverage...

Do a study of the world's greatest entrepreneurs and you'll notice they have one thing in common: They understand how to harness the power of **leverage**.

Leverage is the superpower for success, because it allows you to escape the "trading time for money" trap that holds back so many people. As an Immunotec Consultant, you have the same opportunity to harness leverage as the most successful entrepreneurs. Let's break down how this all plays out.

# The Immunotec Compensation

As one of the most exciting health-tech companies on the planet, Immunotec is undertaking aggressive international expansion and looking for messengers to continue our wellness movement around the globe. The Immunotec opportunity is designed with the busy person in mind. It offers flexible hours, meaningful work, and the chance to help others while helping yourself. If you like to travel, you'll have opportunities to earn incentive trips and attend events in exotic locales. Best of all, there are no limits on your potential, and you become successful by helping other people reach success. And if you're really serious about success, you can make a rewarding career for yourself, as many others have done.

The Immunotec products are perfect for the wellness needs of everyone you know. And millions of people are looking to supplement their current income. Immunotec's leveraged sales compensation model allows you to enroll both:

- **Customers who want to use the products.**
- **Consultants who want to build a marketing team.**

You're able to receive income on the commissionable volume they produce. This combination of people using the products themselves, conversationally marketing them, and helping others start their own business, creates an ever-expanding, self-perpetuating base of product sales, which can become very predictable and profitable.

Becoming an Immunotec Consultant is simple. Simply register online and purchase the Consultant Welcome Kit. This will entitle you to the following for one calendar year:

- **A discount of up to 30% on all commissionable products.**
- **A customized website to help you promote your Immunotec business.**
- **An online business center to support your business-building efforts.**



# Plan for Independent Consultants

You can take the following optional steps to help start your business:

- 1.** Choose the Starter Pack or activation order that's right for your business goals. Immunotec's Starter Packs are tailored to offer new Consultants great value on Immunotec's most popular products.
- 2.** Set up your monthly AutoShip order. While AutoShip is optional, special AutoShip product bundles offer Consultants substantial additional savings. You can change, pause, or restart an AutoShip at any time.

## Register share the products and start earning income!

The Immunotec Compensation Plan rewards for the volume produced by you and your network of Consultants as you all build a base of personal Customers. There are seven ways to earn:

- 1.** Retail Profits
- 2.** Customer Volume Bonus
- 3.** Business Builder Bonus
- 4.** Team Commissions
- 5.** Moving Up and Accelerated Bonuses
- 6.** Sponsor Moving Up and Accelerated Bonuses
- 7.** Senior Platinum Bonus





# 1 Retail Profits

It all begins with Retail Profits. You buy the products at wholesale and market them directly to people at retail. Or you can simply register people in the **Living Better Rewards Program**, and they'll order directly from the company. Immunotec handles all the logistics and sends you your commissions. Building a large customer base is the foundation for a strong, viable business.

Customer Retail Profit is the difference between a Consultant's discount and the retail price of products. You earn retail profits when you purchase products and sell them directly to your customers at the retail price. You also earn retail profit when your customers order through your Consultant website or when they order directly from Immunotec.

You can enroll customers into the AutoShip program, and they will receive a discount on their products. Your profit is calculated on the difference between the discounted AutoShip price and the Consultant price.

It doesn't end there. At Immunotec, there are actually two ways to earn from your customer product sales. The second method is through the...

# 2 Customer Volume Bonus

The Customer Volume Bonus rewards you based on the amount of Customer Sales Volume (CSV) you accumulate in a calendar month. CSV is the total volume purchased directly from Immunotec by your first level Customers. The higher the volume, the more you earn.

CUSTOMER SALES VOLUME (CSV)	MINIMUM NUMBER OF CUSTOMERS ON YOUR FIRST LEVEL WITH PV	CUSTOMER VOLUME BONUS PAYOUT LEVEL
1,000 – 1,999	2	5% of CV
2,000 – 2,999	4	10% of CV
3,000 +	6	20% of CV

- The Customer Volume Bonus is paid in addition to your Retail Profits as follows: Team Commissions are paid on a modified base when the Customer Volume Bonus is paid.
- To receive the bonus, the customer's enroller must be "paid as" Venture or above for the monthly commission cycle in which the Customer Volume is generated.





3

Business  
Builder Bonus

Next, you can participate in the Business Builder Bonus or BBB. This bonus rewards you for helping your new Consultants get off to a fast start building their business. When you personally enroll new Consultants, you receive between 5 and 20 percent on the commissionable volume.\*

Put simply, if you enroll one Consultant, you'll receive 5% BBB on the commissionable volume produced in their account the first month. When you enroll two new Consultants in a month, you'll receive 10% BBB on the commissionable volume produced in both their accounts the first month. And if you enroll three new Consultants in a month, your BBB percentage goes up to 20% on the volume produced in all three personal accounts.

BBB CREDITS	BBB PAYOUT	BBB EARNING EXAMPLE
1	5% of CV	\$500 CV x 1 x 5% = \$25
2	10% of CV	\$500 CV x 2 x 10% = \$100
3 +	20% of CV	\$500 CV x 3 x 20% = \$300

\* Not applicable on Autoship Bundles.  
The enrolling sponsor will earn the Business Builder Bonus (BBB) and G1 payout in the enrollment month.



4

Team  
Commissions

As you know, leverage is the superpower for success, because it allows you to escape the “trading time for money” trap that holds back so many people. And another way you participate in leverage is through Team Commissions. Immunotec pays Consultants up to 47% in team commissions on the Commissionable Volume (CV) of every product sold.

As you enroll Consultants and support them in selling products and help them teach their teams to do the same, you can advance in rank. The higher the rank achieved, the greater the income potential. Team Commissions are earned from the sale of Immunotec products by Independent Consultants. Consultants are not required to make product purchases to earn commissions.

ASSOCIATE	VENTURE <sup>†</sup>	SILVER	GOLD	DIAMOND	EXECUTIVE DIAMOND	PLATINUM
ACHIEVEMENT REQUIREMENTS		MONTHLY QUALIFICATION AND MAINTENANCE REQUIREMENTS				
400 PSV in any 1 commission month	2,000 PGV of which 400 must be PSV in any 1 commission month	<b>6,000 TOV</b> Help 3 qualified venture legs sell product	<b>30,000 TOV</b> Help 3 qualified venture legs sell product	<b>125,000 TOV</b> Help 1 additional (total of 4) qualified venture leg sell product	<b>500,000 TOV</b> Help 1 additional (total of 4) qualified venture leg sell product	<b>1,500,000 TOV</b> Help 1 additional (total of 4) qualified venture leg sell product
MONTHLY MAINTENANCE EQUIUREMENTS		NO MORE THAN 2,700 POINTS PER LEG	NO MORE THAN 13,500 POINTS PER LEG	NO MORE THAN 56,250 POINTS PER LEG	NO MORE THAN 225,000 POINTS PER LEG	NO MORE THAN 675,000 POINTS PER LEG
180 PSV	400 PSV	400 PSV	600 PSV	600 PSV	600 PSV	600 PSV
G1	5%	5%	5%	5%	5%	5%
G2		10%	10%	10%	10%	10%
G3		5%	7%	7%	7%	7%
G4		5%	7%	7%	7%	7%
G5			7%	7%	7%	7%
G6				7%	7%	7%
G7					2%	2%
G8						2%

<sup>†</sup> Please note that achieving the Venture rank is required before advancing to higher ranks.



# Moving Up and Accelerated Bonuses

Consultants earn Moving Up Bonuses by selling products and teaching others do the same. These bonuses are paid each time a Consultant advances to a higher rank and maintains it in the following months. The Moving Up Bonus rewards you for moving up to a new rank at any time. The Accelerated Moving Up Bonus rewards you even more for making that rank advancement within a specific time period.

The Moving Up Bonus is paid when a Consultant promotes and maintains their new rank for a second consecutive month. The Accelerated Moving Up Bonus is paid when a Consultant promotes to a new rank within a specific period of time and pays out across several months. The new rank must be maintained each month to earn the bonus. The Accelerated Bonus can be earned in any of the eligible months the rank is maintained. An important element in a successful business is the mentoring and training you receive, and you then provide to your own team. This bonus encourages that.

MOVING UP BONUS	
MOVE UP AND MAINTAIN	YOUR MOVING UP BONUS
SILVER	\$200
GOLD	\$500
DIAMOND	\$2,500
EXECUTIVE DIAMOND	\$5,000
PLATINUM	\$10,000

Or

ACCELERATED MOVING UP BONUS						
MOVE UP IN YOUR FIRST	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	TOTAL
2 MONTHS	\$200	\$200				\$400
4 MONTHS	\$500	\$500				\$1,000
8 MONTHS	\$2,500	\$1,250	\$1,250			\$5,000
12 MONTHS	\$5,000	\$5,000	\$5,000	\$5,000		\$20,000
24 MONTHS	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000

**Note:** Bonuses apply to new rank promotions and are earned once per rank.



# Sponsor Moving Up and Accelerated Bonus

Immunotec recognizes the efforts of leadership and the sponsoring Consultants who inspire, teach, and support their Consultants to move up in rank by selling products and helping others do the same. The Sponsor Moving Up Bonus and Accelerated Sponsor Moving Up Bonus rewards you for these efforts. These bonuses ensure that you and your team receive the best possible training, support, and mentorship as you grow your businesses.

The Sponsor Moving Up Bonus is paid to the upline sponsor of equal or greater “paid as” rank when a Moving Up Bonus is earned by their Downline Consultants at Gold rank and above. As an example: when a Downline Consultant promotes to Diamond and earns the Moving Up Bonus, the first upline sponsor “paid as” Diamond or above will receive \$1,000 in Sponsor Moving Up Bonus. The Accelerated Sponsor Moving Up Bonus is paid when a Downline Consultant promotes to a new rank within a specific period of time and pays out across several months. The Downline Consultant's new rank must be maintained each month to earn the bonus.

SPONSOR MOVING UP BONUS		
A CONSULTANT IN YOUR DOWNLINE MOVES UP TO	YOUR RANK (PAID AS)	MONTH 2
GOLD	1st qualified Gold or higher	\$250
DIAMOND	1st qualified Diamond or higher	\$1,000
EXECUTIVE DIAMOND	1st qualified Executive Diamond or higher	\$2,500
PLATINUM	1st qualified Platinum	\$10,000

And

ACCELERATED SPONSOR MOVING UP BONUS					
A CONSULTANT IN YOUR DOWNLINE MOVES UP IN THEIR FIRST	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MAXIMUM EARNINGS
4 MONTHS	\$250				\$500
8 MONTHS	\$1,000	\$1,000			\$3,000
12 MONTHS	\$1,666	\$1,666	\$1,668		\$7,500
24 MONTHS	\$6,250	\$6,250	\$6,250	\$6,250	\$35,000

**Note:** Bonuses apply to new rank promotions and are earned once per rank.





# Senior Platinum Bonus Pool

When a Platinum Consultant promotes a Platinum Consultant in their downline, he/she qualifies as a Senior Platinum Consultant and will be eligible to participate in a progressive pool that will allow them to share, on a monthly basis, up to 0.5% of the Total Commissionable Volume (TCV) of the Company.

This program is designed to provide significant rewards to a Platinum Consultant to continue to promote Platinum Consultants in their Downline. In addition, this bonus rewards you at a higher rate for promotions closer to you, versus promotions made several levels below. This ensures that the promoted Senior Platinum Consultant is continuing to work the business as a prerequisite to their participation in the pool, that they are in fact mentoring, training, and supporting their Downline in depth.

This shared pool by which a maximum of 0.5% of the company TCV is accumulated and distributed based on prorated shares. All qualified Senior Platinum Consultants who have qualified Platinum Consultants in their downline are eligible to participate into this Bonus. Shares are allocated as follows:

DOWNLINE	WITHIN LEVEL	ALLOCATED SHARES
PLATINUM	L1	1
	L2	0.75
	L3	0.50
	L4	0.25
	L5 to infinity	0



As you can see, Immunotec is committed to rewarding you for your hard work. You're in business for yourself, but never by yourself, because everyone in your sponsorship line has a vested interest in your success! And Immunotec has been paying out bonus checks on time for more than 25 years.

When you're fortunate enough to find a company like Immunotec, position yourself with it and be a part of the reason for its growth...you'll be astonished by how rewarding and gratifying that can become for you.

**NOTE:** Individual components of the Compensation Plan may differ in some foreign markets and are subject to change at the discretion of the company with advance notice.

## Income Disclosure Statement

The examples of results and income shown in this content are only an example. They are designed to give you an idea of what is possible. Individual results may vary. Immunotec does not guarantee that anyone will make a specific amount of money. Success in any business requires leadership, skills, commitment, dedication and will depend on your effort. Immunotec's IDS is designed to convey truthful, timely, and complete information about the income that an Immunotec Independent Consultant could earn. The IDS can be found under the legal tab at [www.immunotec.com](http://www.immunotec.com).



# GLOSSARY

**ACTIVE CONSULTANT:** A Consultant who has generated PSV during the current month, or who is qualified as an Associate Consultant or higher. Active Consultants are eligible to earn team commissions and additional bonuses in accordance with their rank and sales achievements.

**ASSOCIATE CONSULTANT:** A Consultant that has accumulated 400 PSV once within one commission period. Associate Consultants qualify for the maximum 30% discount and are eligible to be paid on Customers and down one generation (G1) on other Associate Consultants only. Associate Consultants must maintain 180 PSV monthly to maintain their "Paid as" Associate status.

**AUTOSHIP:** The optional automatic monthly order program for Independent Consultants and Customers. AutoShip may be canceled, paused, or restarted at any time up to 2 business days prior to selected shipping day.

**AUTOSHIP CUSTOMER:** A Customer who subscribes to the optional automatic monthly order program and receives a discount.

**COMMISSIONABLE VOLUME (CV):** Value assigned to a product on which commissions are paid. CV may have a different value than the actual product cost.

**CUSTOMER:** A Customer is a consumer who purchases at retail price but does not participate in the business opportunity.

**CUSTOMER SALES VOLUME (CSV):** Includes all volume points generated from sales to a Consultant's personal Customers who purchase product directly from Immunotec.

**DOWNLINE:** All Independent Consultants and Customers who are below you in your organization.

**ENROLLER:** The person who introduced you to this business is your enroller. You'll be the enroller of the people you bring into the business.

**ENTREPRENEUR CONSULTANT:** A Consultant who has not met the requirements for Associate rank or higher. An Entrepreneur Consultant is eligible for a 20% discount.

**GENERATION:** A generation is the relationship between a qualified upline Consultant and a qualified Consultant in their downline. Qualification is dependent on the Consultant being "Paid as" their rank title during a given monthly period. The generation may be represented by "G" with the generation number. For example, G3 would be 3 generation below the "Paid as" Consultant.

**LEG:** A leg is all first level Consultants and their downline.

**LEG QUALIFICATION:** For a Consultant to be paid Silver or above, the Consultant must have sales volume coming from at least one Qualified Venture in each "leg" of their downline organization. The number of Qualified Venture legs you need to help generate product sales depends on your "Paid as" title.

**PAYOUT COMPRESSION:** Consultants who are not qualified to earn commission at a specific generation, the commission for that generation flows up to the next upline Consultant qualified to earn at that generation.

**PERSONAL GROUP VOLUME (PGV):** Includes Personal Sales Volume (PSV) and all volume of personally sponsored Consultant lines that haven't promoted to Associate or higher in the prior month.

**PERSONAL SALES VOLUME (PSV):** Is the sum of all volume points generated from personally purchased products for resale by a Consultant and the purchases made by Customers personally referred by a Consultant.

**QUALIFIED VENTURE:** A Consultant who is paid at the rank of Venture or above.

**QUALIFYING VOLUME:** Is the sum of all Personal Sales Volume (PSV) and the volume of all legs up to the maximum per leg volume allowed for rank achievement.

**RANK:** Your rank depends on your Qualifying Volume as well as product sales generated by Qualified Venture legs.

**TEAM COMMISSIONS:** Commissions paid on the sale of products by Consultants you sponsor, and other Consultants sponsored by them.

**RETAIL SALES:** These are any sales you make to Customers at the suggested retail price.

**SPONSOR:** Is the Consultant you are personally placed under at the time of enrollment.

**TOTAL ORGANIZATIONAL VOLUME (TOV):** Includes all Personal Sales Volume (PSV) plus the PSV of all downline Consultants.

**VOLUME POINTS:** Are used for rank advancement and qualification purposes. All products and packs have an associated PV. Please refer to the price list for more details.



## Families helping families...

The world is facing many challenges to our health, happiness, and prosperity right now. Millions of people are struggling with health challenges, financial challenges, or sadly, both. Immunotec is a family, one that's committed to finding solutions. And we're looking for ambitious, passionate people who want to make a difference. If you distill what we're really all about – it's families helping families.

To that end, we're continuing exploring new and innovative ways to compensate our Consultants – because you are the ones who bring these solutions around the world.

**If you believe we are meant to live lives of health, happiness, and prosperity...**

**If you're looking for something bigger than yourself to be a part of...**

**If you're ready to take action and make real change happen...**

I invite you lock arms with us to bring this wellness and prosperity revolution around the world!

**Mauricio Domenzain**  
CEO, Immunotec





Immunotec® **USA**

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