

Partnering with Crunchi provides a platform to educate others about the importance of making safer choices. For those able to dedicate just a few hours a week, or those seeking a full-time career, becoming a Crunchi Advocate will be a rewarding opportunity that will allow you to unleash your entrepreneurial spirit while making a difference.

2019 ANNUAL COMMISSION DATA

Below is a summary of the commissions earned by Advocates in 2019 under the Crunchi Compensation Plan. These figures do not include the value of trips, recognition, non-cash prizes, and complimentary products earned by Advocates. All figures are in United States Dollars. In 2019, Crunchi had 2,035 Advocates in the United States, 63.59% of those Advocates received commission in 2019.

	# OF ADVOCATES	% OF ALL ADVOCATES	AVERAGE ANNUAL INCOME	MEDIAN ANNUAL INCOME
ALL ADVOCATES	2,035	100%	\$1,424.86	\$69.60
QUALIFIED ADVOCATES*	1,294	63.59%	\$2,240.80	\$265.18
TOP 50%	1,018	50%	\$2,841.63	\$445.60
TOP 10%	204	10%	\$12,372.45	\$4,441.05
TOP 1%	20	1%	\$73,024.85	\$50,194.42

*Qualified Advocates are defined as an Advocate that earned a commission in 2019

2019 MONTHLY ADVOCATE TITLE EARNINGS

ADVOCATE TITLE	HIGHEST MONTHLY COMMISSION EARNED	LOWEST MONTHLY COMMISSION EARNED	AVERAGE MONTHLY COMMISSION EARNED	AVERAGE % OF QUALIFIED ADVOCATES PER MONTH
ADVOCATE	\$88.80	\$1.60	\$34.02	27.50%
SENIOR ADVOCATE	\$353.60	\$3.84	\$97.64	44.48%
EDUCATOR	\$716.75	\$70.91	\$302.60	13.24%
EXECUTIVE	\$2,114.00	\$142.39	\$668.71	7.47%

Please note Pioneer title was added in 2020 and does not appear in this data.

Note that these figures do not represent an Advocate's profit, as they do not consider expenses incurred by an Advocate in operation or promotion of his/her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses an Advocate incurs in the operation of his or her Crunchi business vary widely. Expenses for Advocates can be several hundred or thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and Internet costs, business equipment, and miscellaneous expenses. The earnings of the Advocates in this chart are not necessarily representative of the income, if any, that a Crunchi Advocate can or will earn through his or her participation in the Crunchi Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with Crunchi results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities.

ENROLLMENT EXPENSES

In 2019, Advocates joined Crunchi by purchasing a \$78.00 Business Portfolio that included the following:

- Replicated Crunchi website
- Access to a personal Back Office
- 20% off on all personal product purchases (when qualified)
- Access to Crunchi training materials and classes
- Negotiated wholesale price for Crunchi business cards (cards not included)
- Disposable tester materials
- 1 Reusable Crunchi bag
- 10 Crunchi stationary cards, product wraps, stickers, forms, and handouts

Advocates also purchased one of our four collections that included Crunchi products.

- In 2019, 46% of enrolling Advocates purchased the Savvy Start Collection.
- 19% purchased the Go For It Collection.
- 19% purchased the Goal Digger Collection.
- 16% purchased the All In Collection.
- Collections were enhanced and renamed in 2020 to three new collections: Explore, Empower, & Transform
- On average, new Advocates spent \$382 at the time of enrollment in 2019.

EARNING COMMISSIONS

To be eligible to receive commissions, Advocates must be considered active and qualified, as well as abide by the Crunchi Advocate Policies and Procedures, Terms and Conditions, and Advocate Code of Ethics. To be considered active, Advocates must abide by our Active Advocate Policy, which requires Advocates to purchase or sell at least \$400 in Personal Volume within a six-month consecutive period, and be current with the annual renewal fee of \$40.

To be qualified to receive commissions and be considered active for the month, Advocates must have \$150 or more in Personal Volume for that month. Personal Volume is a combination of client purchases and personal purchases. Qualified Advocates can earn up to 40% commission on their Personal Volume, and up to 10% commissions on their Team Volume.

ADVOCATE PERKS

For those able to dedicate just a few hours a week, or those seeking a full-time career, becoming a Crunchi Advocate is a rewarding opportunity that will allow you to unleash your entrepreneurial spirit while making a difference.

- Join a movement and be a part of something bigger than yourself while earning 20% off your own Crunchi products.
- Become a part of our like-minded, supportive community.
- Earn complimentary products, cash bonuses, and exclusive incentives.
- Earn up to 40% commission when you share Crunchi, in addition to commissions on your team.