



CUSTOMER BENEFITS FAQ

Why is Isagenix launching a new Customer initiative?

Our motto is, "If it's not right for the Customers, it's not right for the company," and we are confident this initiative will improve the Customer experience. This initiative is key to accomplishing our 2020 strategic goals and will help Isagenix Independent Associates reach more Customers and serve them better with the current shopping trends and behaviors.

This initiative simplifies our Customer types to Preferred Customer and Retail Customer.

What's the difference between a Preferred Customer, a Retail Customer, and an Independent Associate?

An Isagenix **Preferred Customer** is someone who wants to enjoy products at reduced prices by establishing a Preferred Customer account. Preferred Customers may not resell products or participate in the Isagenix Team Compensation Plan but do have a position in the Isagenix genealogy tree and can track their orders.

A **Retail Customer** is someone who purchases products at the suggested retail price from Isagenix.com, an Independent Associate's replicated website, or any other sales channels approved by Isagenix. They can also purchase from an Associate in person. Isagenix pays a retail direct profit to the Associate when a purchase is made on their replicated website. Retail Customers do not establish or maintain an account or have a position in the Isagenix genealogy tree.

An **Isagenix Independent Associate** has the same benefits of an Isagenix Preferred Customer as well as the ability to earn commissions through the Isagenix Team Compensation Plan, a designated Back Office, access to promotions and incentives, and more. To become an Associate, Preferred Customers simply log in to their account, indicate their interest in becoming an Associate, and follow the steps provided to confirm they meet the eligibility requirements to become an Associate as indicated in the terms and conditions of the Isagenix Independent Associate Application and Agreement. Associates also pay an applicable annual membership fee that varies per market, which is currently \$29 in the U.S., Puerto Rico, and Canada.

What are the highlights of this new initiative?

1. No more membership fee! Preferred Customers will enjoy products at wholesale costs without paying an annual membership fee. They'll continue to receive 25% off retail pricing, and if they choose to sign up for additional savings on those orders. Now it's easier than ever for people to share Isagenix and enjoy products!

2. Streamlined membership types. Prior to this initiative, Isagenix offered two membership types: Customers and Preferred Customers. All current Customers will automatically be upgraded to Preferred Customers at no cost and enjoy 25% off retail pricing. We are keeping it simple in 2020 with two Customer types: Retail Customer and Preferred Customer.

3. Improved business-building opportunities. Associates will receive exclusive access to a new Isagenix Business mobile app featuring easy ways to share Isagenix with additional tools, learning modules, and more! Access to the new mobile app begins on Jan. 24, 2020. New and renewing Associates will pay an applicable annual membership fee that varies per market, which is \$29 in the U.S., Puerto Rico, and Canada.

How does this initiative impact annual membership fees?

By removing the membership fee, we took away the barrier that may have previously discouraged people from joining Isagenix and creating an account. There is also no fee to renew an account as a Preferred Customer. Additional tools and programs are available for those who elect to share Isagenix and become an Associate. Associates pay an applicable annual fee that varies per market for access to business tools, learning modules, and more.



Does the \$29 membership fee discount still apply if someone enrolls in Isagenix with a Weight Loss Value Pack or Weight Loss Premium Pack?

Yes, as long as someone converts to an Associate within 30 days of March 1, the \$29 membership fee discount still applies if someone enrolls in Isagenix with a Weight Loss Value Pack or Weight Loss Premium Pack. A \$29 product coupon will be emailed to you for a future purchase.

What happens if I currently have an Isagenix Customer account and not a Preferred Customer account?

On Jan. 24, your account will automatically be upgraded, and you will become a Preferred Customer at no cost. **You will now receive 25% off retail.**

NEW MEMBER TYPES

Account Type	Annual Membership Fee	Pricing
Preferred Customer	\$0	25% off retail
Retail Customer	N/A	Retail pricing

How will this new Customer initiative impact my business?

It's now easier than ever to share Isagenix with Preferred Customers who simply want to try products because we removed the membership fee barrier. We have heard feedback, and this will help tremendously with Customer reach and acquisition for Associates. For example, if someone only wants to try a few cases of BĒA™ Sparkling Energy Drink, they can pay for the product without a membership fee and also access the IsaLife™ app to easily reorder!

Will the Isagenix Team Compensation Plan be affected?

No. There are no changes to the Compensation Plan.

Is Isagenix moving toward a business-to-consumer model?

No. We believe this new initiative makes it easier than ever for Associates to share products with Preferred Customers!

Is the implementation of this new Customer initiative a result of any recent changes at other direct selling companies?

No. This change occurred because we are aware that consumers are shopping differently. We wanted to better meet the needs and expectations of our Preferred Customers.

If there is no longer a membership fee required for Preferred Customers and their accounts are set to auto renew, how does someone terminate their Isagenix account?

All accounts will automatically close if a purchase isn't made within 12 months. However, those who wish to terminate their account sooner can contact our Customer Care team at **877-877-8111** for assistance.

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