

DIRECTOR MOMENTUM

1st–31st DECEMBER 2026

FAQ FOR MARKET PARTNERS IN THE UK & IRELAND

**FAQ are subject to change*

1st September 2026

Q: WHAT IS THE QUALIFICATION PERIOD FOR THE DIRECTOR MOMENTUM INCENTIVE?

A: The Director Momentum Incentive is a monthly qualification program running from 1st September– 31st December 2026. Market Partners may qualify and earn a bonus each month they meet all requirements.

Q: WHO IS ELIGIBLE FOR THE DIRECTOR MOMENTUM INCENTIVE?

A: Market Partners in the USA, Canada, Mexico, UK, Ireland, Poland, Spain, Lithuania, France, Belgium, Germany, Austria, Australia, and New Zealand who have a Beginning Career Rank of AED, ED, or SED are eligible to participate.

Market Partners who begin the month with a Career Rank below AED may also qualify if they advance to AED during the month and meet all other requirements.

Q: WHAT IS THE DIRECTOR MOMENTUM INCENTIVE IN DETAIL?

A: To earn a Director Momentum bonus, a Market Partner must complete the Power of 2 Full Month Enrolment Requirement* and achieve the Paid-As Rank required for their Career Rank at the beginning of each calendar month.

The Power of 2 Full Month Enrolment Requirement includes:

- 2 Qualifying Market Partners
- 8 Qualifying VIPs

**For September 2026 only, Market Partners may complete the September Mix & Max Full Month Enrolment Requirement in place of the standard Power of 2 Full Month Enrolment Requirement. See the Power of 2 FAQs for more details regarding the September Mix & Max Incentive.*

The required Paid-As Rank is based on the Market Partner's Career Rank at the beginning of each calendar month:

Career Rank at the beginning of each calendar month	Required Paid-As Rank
Below AED	Advance to and be Paid-As AED or higher
AED	Paid-As AED or higher
ED	Paid-As AED or higher
SED	Paid-As ED or higher

Q: WHAT ARE THE DIRECTOR MOMENTUM BONUS AMOUNTS?

A: The applicable bonus is determined by whether the Market Partner is qualifying for Month 1/Reset or maintaining qualification in consecutive months.

- **£2,000/€2,250 Month 1/Reset Bonus:** Earned the first month a Market Partner meets the applicable Paid-As Rank and Power of 2 requirements, or when qualifying again after not meeting both requirements in the previous month.

All Director Momentum earners will begin with the Month 1/Reset Bonus in the first month the bonus is

earned.

- **£3,000/€3,375 Maintenance Bonus:** Earned when a Market Partner meets the applicable Paid-As Rank and Power of 2 requirements for a second or subsequent consecutive month.

Q: WHAT IS CONSIDERED A MONTH 1/RESET MONTH?

A: A Market Partner will earn the £2,000/€2,250 Month 1/Reset Bonus when they do one of the following:

- Qualify for Director Momentum for the first time
- Meet all Director Momentum requirements after not qualifying in the previous month

If a Market Partner does not meet both the applicable Paid-As Rank requirement and the Power of 2 Full Month Enrolment Requirement, their Maintenance status resets. The next month they qualify, they will earn the £2,000/€2,250 Month 1/Reset Bonus.

All Director Momentum earners will begin with the Month 1/Reset Bonus in the first month the bonus is earned.

Q: HOW DO I EARN THE £3,000/€3,375 MAINTENANCE BONUS?

A: To earn the £3,000/€3,375 Maintenance Bonus, a Market Partner must meet both the applicable Paid-As Rank requirement and the Power of 2 Full Month Enrolment Requirement in consecutive calendar months. After earning the Month 1/Reset Bonus, the Market Partner may earn the Maintenance Bonus each consecutive month they continue meeting both requirements.

Q: DOES ADVANCING TO A NEW DIRECTOR CAREER RANK RESET MY MAINTENANCE STATUS?

A: No. Advancing to a new Director Career Rank does not reset Maintenance status as long as the Market Partner continues meeting the applicable Paid-As Rank and Power of 2 requirements each month. For example, an AED who qualifies for Director Momentum and then advances to ED the following month will maintain their consecutive qualification status. If all applicable requirements are met, they will earn the £3,000/€3,375 Maintenance Bonus.

Q: IF I BEGIN THE MONTH BELOW CAREER RANK AED AND ADVANCE TO AED OR HIGHER, CAN I EARN BOTH A M.M.MOMENTUM BONUS AND A DIRECTOR MOMENTUM BONUS?

A: Yes. If a Market Partner begins the month below Career Rank AED, advances to AED or higher, and completes the Power of 2 Full Month Enrolment Requirement, they will earn:

- The applicable M.M.Momentum Bonus, based on their Beginning Career Rank and previous month's qualification status; and
- The £2,000/€2,250 Director Momentum Month 1/Reset Bonus.

The Market Partner's first Director Momentum qualification is treated as Month 1/Reset. They may begin earning the £3,000/€3,375 Director Momentum Maintenance Bonus the following month by meeting the applicable Director Momentum requirements for a second consecutive month.

Q: WHAT IS CONSIDERED A QUALIFYING MARKET PARTNER?

A: A Qualifying Market Partner is a Market Partner who:

- Enrols with a Product Pack
- Achieves 200 PV by 11:59 p.m. ET on the last day of the month in which they enrolled

Q: WHAT IS CONSIDERED A QUALIFYING VIP?

A: A Qualifying VIP is a VIP who:

- Places an initial order of £60/€75 or more

- Has a Flexship scheduled for £60/€75 or more

Q: DO THE PAID-AS RANK AND POWER OF 2 REQUIREMENTS HAVE TO BE COMPLETED IN THE SAME MONTH?

A: Yes. To earn a Director Momentum bonus, the applicable Paid-As Rank requirement and the Power of 2 Full Month Enrolment Requirement must both be completed to earn either the Month 1/Reset Bonus or the Maintenance Bonus.

Q: IF I MEET THE PAID-AS RANK REQUIREMENT BUT DO NOT COMPLETE POWER OF 2, CAN I STILL EARN THE BONUS?

A: No. Both the applicable Paid-As Rank requirement and the Power of 2 Full Month Enrolment Requirement must be completed to earn either the Month 1/Reset Bonus or the Maintenance Bonus.

Q: IF I DO NOT QUALIFY FOR DIRECTOR MOMENTUM ONE MONTH, CAN I QUALIFY AGAIN LATER?

A: Yes. Market Partners may qualify again during any remaining month of the Director Momentum incentive period. However, if the Market Partner did not qualify in the previous month, they will earn the Director Momentum £2,000/€2,250 Month 1/Reset Bonus the next time they meet all requirements.

Q: WHEN WILL DIRECTOR MOMENTUM BONUSES BE PAID?

A: Bonuses are paid with monthly commissions. Example: If a Market Partner meets the applicable Paid-As Rank and Power of 2 requirements in September 2026, the bonus will be paid with September commissions in October 2026.

Director Momentum Incentive — Example Charts

Please note: Examples show 3 months although the incentive runs through December.

Example 1: AED Earns Month 1 and Maintains

Month	Beginning Career Rank	Paid-As Requirement	Actual Paid-As Rank	Full Month Power of 2	Bonus Earned
September	AED	AED+	AED	✓	£2,000/€2,250 Month 1 Bonus
October	AED	AED+	AED	✓	£3,000/€3,375 Maintenance Bonus
November	AED	AED+	AED	✓	£3,000/€3,375 Maintenance Bonus

Why: Completes the Paid-As and Full Month Power of 2 requirements in all three months. September is Month 1; October and November are consecutive Maintenance months.

Example 2: Resets After Missing Full Month Power of 2					
Month	Beginning Career Rank	Paid-As Requirement	Actual Paid-As Rank	Full Month Power of 2	Bonus Earned
September	AED	AED+	AED	✓	£2,000/€2,250 Month 1 Bonus
October	AED	AED+	AED	X	No Bonus
November	AED	AED+	AED	✓	£2,000/€2,250 Reset Bonus

Why: The Full Month Power of 2 requirement is missed in October. November is not a consecutive qualification month, so the Reset Bonus applies.

Example 3: Advances From MMM to AED in September					
Month	Beginning Career Rank	Paid-As Requirement	Actual Paid-As Rank	Full Month Power of 2	Bonus Earned
September	MMM	Advance to AED+	AED	✓	£2,000/€2,250 Month 1 Bonus also earns corresponding M.M.Momentum Bonus
October	AED	AED+	AED	✓	£3,000/€3,375 Maintenance Bonus
November	AED	AED+	AED	✓	£3,000/€3,375 Maintenance Bonus

Why: Director Momentum launches in September, so September is always Month 1—even if the Market Partner qualified for M.M.Momentum in August. October and November qualify for Maintenance.

Example 4: Advances Within Director Ranks					
Month	Beginning Career Rank	Paid-As Requirement	Actual Paid-As Rank	Full Month Power of 2	Bonus Earned
September	AED	AED+	AED	✓	£2,000/€2,250 Month 1 Bonus
October	ED	AED+	ED	✓	£3,000/€3,375 Maintenance Bonus
November	SED	ED+	ED	✓	£3,000/€3,375 Maintenance Bonus

Why: Advancement within the Director ranks does not reset Maintenance status. The Paid-As requirement is based on the Beginning Career Rank for each month.

Example 5: SED Misses the Paid-As Requirement					
Month	Beginning Career Rank	Paid-As Requirement	Actual Paid-As Rank	Full Month Power of 2	Bonus Earned
September	SED	ED+	AED	X	No Bonus
October	SED	ED+	ED	✓	£2,000/€2,250 Month 1 Bonus
November	SED	ED+	ED	✓	£3,000/€3,375 Maintenance Bonus

Why: September does not qualify because an SED must be Paid-As ED or higher. October is Month 1 and November is the first consecutive Maintenance month.

Example 6: Paid-As Met but Full Month Power of 2 Is Missed					
Month	Beginning Career Rank	Paid-As Requirement	Actual Paid-As Rank	Full Month Power of 2	Bonus Earned
September	ED	AED+	ED	✓	£2,000/€2,250 Month 1 Bonus
October	ED	AED+	ED	X	No Bonus
November	ED	AED+	ED	✓	£2,000/€2,250 Reset Bonus

Why: Both requirements must be met in the same month. Missing Full Month Power of 2 in October breaks continuity, so November earns the Reset Bonus.

Example 7: Advances From MMM to AED, Then Is Paid-As MMM					
Month	Beginning Career Rank	Paid-As Requirement	Actual Paid-As Rank	Full Month Power of 2	Bonus Earned
September	MMM	Advance to AED+	AED	✓	£2,000/€2,250 Month 1 Bonus also earns corresponding M.M.Momentum Bonus
October	AED	AED+	AED	✓	£3,000/€3,375 Maintenance Bonus
November	AED	AED+	MMM	✓	No Bonus

Why: In November, the Market Partner is Paid-As MMM and does not meet the AED+ requirement. No bonus is earned, and Maintenance continuity is broken.