



# MARKETING PLAN **3.0**

Valid as of February 2022

### STARTING A BUSINESS

To become a *Greenway* partner, you must register on *greenwayglobal.com* and activate the Partnership Agreement.

### ACTIVATING THE PARTNERSHIP AGREEMENT

The partnership agreement is activated by purchasing products from 25 PV (product volume) for the accounting period.

An agreement not activated within two consecutive accounting periods after registration with the Company, including the registration period itself, is canceled and the registration is transferred to the Client status.

### SAME PRICE FOR PARTNERS AND CUSTOMERS

Greenway sets a single price for each country where Partners and Clients can purchase products.

### ACTIVITY

Activity means that the Partner fulfills a volume of at least 25 PV to maintain their Partnership agreement and receive rewards.

There are 2 types of activity:

ACTIVITY	PARTNERS OPPORTUNITIES
Minimum activity PrV from 25 to 49 PV	Loyalty bonus The retention of a Partnership agreement Loyalty bonus
Main activity PrV ≥ 50 PV	Marketing plan-based network reward The retention of a Partnership agreement Registration of Partners and Clients

### PERSONAL VOLUME

Personal Volume (PrV) — the overall amount of purchases for the accounting period (personal purchases of the Partner and purchases of their Clients).

### PERSONAL PURCHASES

Personal purchases (PP) — the overall amount of purchases of the Partner not including purchases of their Clients.

### LOYALTY BONUS\*

It is an additional reward for Partners making personal purchases (PP) from 25 PV.

The amount of the Loyalty Bonus is determined by the number of accounting periods during which the Partner has had minimum activity (from 25 PV). The Loyalty Bonus is credited to the Gift account.

THE NUMBER OF ACCOUNTING PERIODS WHEN PP 25 PV	LOYALTY BONUS COUNTED AS A PERCENTAGE OF PV
1-3	5 %
4-6	10 %
7-9	15 %
10+	20 %

Loyalty Bonus:

- Is accrued when the Partner's PP are 25 PV and more for the accounting period.
- Remains the same, but is not accrued if the Partner's PP is more than 1 PV and less than 25 PV, % Of the Loyalty Bonus is retained.
- Returns to the start of the program if there are no purchases in the reporting period.

### GIFT BONUS\*

Additional encouragement for Partners who make personal volumes (PrV) from 200 PV and more. Charged to the gift account.

PERSONAL VOLUME (PrV)	GIFT BONUS AS A % OF PV
200-499 PV for the accounting period	20 %
500 PV and more for the accounting period	40 %

When a Partner is credited with a Gift Bonus, the accrued Loyalty Bonus of his Clients of this period is deducted from it.

*\* Only one of the bonuses can be credited to a partner: Loyalty Bonus or Gift Bonus.*

*Loyalty bonus is credited from personal purchases of the Partner, with PrV from 25 to 199 PV; with a PV of 200 PV and above, a Gift Bonus is credited.*

### MENTOR BONUS

It is credited based on the volume of all 1 tier partners.

THE VOLUME OF THE 1 TIER PARTNER	MENTOR BONUS
0-50 PV	40 %
50 PV and more	20 conventional units (C. U.)

The **Mentor Bonus** is calculated considering compression for insufficiently active partners.

### PERSONAL BONUS

Partners whose personal purchases have eclipsed 50 PV are rewarded with a Personal Bonus of 40 % of personal sales volume in excess of 50 PV for the accounting period.

PERSONAL SALES VOLUME	PERSONAL BONUS
0-50 PV	0 %
> 50 PV	40 % of personal sales volume in excess of 50 PV

## SELLER POOL

It makes up 2% of the client turnover and is distributed among Partners in qualification up to and including **GM\***.

**1% of client turnover** is distributed among partners who have **TEN** or more clients with a Personal Volume of 25 PV and higher, fulfilling this condition for at least three consecutive billing periods.

**1% of client turnover** is distributed among partners who have **TWENTY** or more clients with the Personal Volume of 25 PV and higher, fulfilling this condition for at least three consecutive billing periods.

The determination of the share of the pool among applicants is made in each of the periods, in proportion to the number of clients with the Personal Volume of 25 PV. Accrual is made after the fulfillment of the condition for three consecutive billing periods, for each of the periods of the fulfilled conditions. Non-accrued shares are returned to the pool.

*\*Partners in the GM1 qualification and higher do not participate in the distribution of the SELLER POOL.*

### MENTOR POOL

It makes up 1% of the global turnover and is distributed among Partners in qualification up to and including **GM\***, who consistently support first lines.

**0.5% of the company's global turnover** is distributed among partners who have **TEN** or more first-line partners\*\* with a PV of 50 PV and fulfill this condition for at least three consecutive periods.

**0.5% of the company's global turnover** is distributed among partners who have **TWENTY** or more first-line partners with a PV of 50 PV and fulfill this condition for at least three consecutive billing periods.

The determination of the share of the pool among applicants is made in each of the periods, in proportion to the number of first lines with a Personal Volume of 50 PV. Accrual is made after the fulfillment of the condition for three consecutive billing periods, for each of the periods of fulfilled conditions. Non-accrued shares are returned to the pool.

*\*Partners in the GM1 qualification and higher do not participate in the distribution of the Mentor Pool.*

*\*\* Without compression.*

## GROUP BONUS

The Group Bonus is calculated based on Personal Volume and personal group volume in accordance with the current qualification level. A personal group consists of all partners of the structure except for partners with the **L** qualification or higher along with their groups.

	<b>S1</b> PGV of 750 PV	<b>S2</b> PGV of 1,500 PV	<b>S3</b> PGV of 2,500 PV	<b>L</b> PGV of 4,000 PV
Of personal sales volume	6 %	12 %	18 %	24 %
Of a tier 1 partners' personal group volume (PGV) without any qualification level*	6 %	12 %	18 %	24 %
Of the closest active <b>S1</b> qualification level partners' PGV		6 %	12 %	18 %
Of closest active <b>S2</b> qualification level partners' PGV			6 %	12 %
Of closest active <b>S3</b> qualification level partners' PGV				6 %

\* Except for **S1** or higher qualification level group partners' PGV if tier 1 partner is inactive.

Qualification levels **S1**, **S2**, **S3**, and **L** depend on the personal group sales volume (PGV), consisting of the personal sales volume and personal group sales volume:

• <b>Mentor of class 1 (S1)</b>	PGV of 750 PV
• <b>Mentor of class 2 (S2)</b>	PGV of 1,500 PV
• <b>Mentor of class 3 (S3)</b>	PGV of 2,500 PV
• <b>Leader (L)</b>	PGV of 4,000 PV

**S1** qualification level partners receive:

- **6 %** of the personal volume;
- **6 %** of tier 1 partners' PGV without any qualification level except for the PGV of the partners of their groups with qualification level **S1** qualification level group partners' PGV\*.

**S2** qualification level partners receive:

- **12 %** of the personal volume;
- **12 %** of the PGV of the tier 1 partners without any qualification level except for the **S1** or higher qualification level group partners' PGV\*;
- **6 %** of the PGV of the closest active **S1** qualification level partners.

**S3** qualification level partner receive:

- **18 %** of the personal volume;
- **18 %** of tier 1 partners' PGV without any qualification level except for the **S1** or higher qualification level group partners' PGV\*;
- **12 %** of the PGV of the closest active **S1** qualification level partners;
- **6 %** of the PGV of the closest active **S2** qualification level partners.

Qualification level **L** or higher partners receive:

- **24 %** of the personal volume;
- **24 %** of the tier 1 partners without any qualification level except for the **S1** or higher qualification level group partners' PGV\*;
- **18 %** of the PGV of the closest active **S1** qualification level partners;
- **12 %** of the PGV of the closest active **S2** qualification level partners;
- **6 %** of the PGV of the closest active **S3** qualification level partners.

*PGV (the personal group volume or the volume of a personal group) consists of personal volume in addition to the sales volume of the whole group's partners except for partners' sales who have a qualification level of **L** or higher as well as their groups' volumes.*

*\* If a tier 1 partner is inactive.*



## LEADER BONUS

Leader and Master partners are rewarded with a Leader Bonus, beginning with at qualification level **L1**. It is calculated as a percentage of the personal group volumes of the partners with a qualification level of **Leader** or higher and tiers 2-9 based on the qualification level.

	L1	L2	L3	M	M1	M2	M3	GM or higher
Tier 1 L	8 %	8 %	8 %	8 %	8 %	8 %	8 %	8 %
Tier 2 L	6 %	6 %	6 %	6 %	6 %	6 %	6 %	6 %
Tier 3 L		5 %	5 %	5 %	5 %	5 %	5 %	5 %
Tier 4 L			5 %	5 %	5 %	5 %	5 %	5 %
Tier 5 L				3%	3 %	3 %	3 %	3 %
Tier 6 L					3 %	3 %	3 %	3 %
Tier 7 L						2 %	2 %	2 %
Tier 8 L							2 %	2 %
Tier 9 L								1 %

Qualification levels **L1**, **L2**, **L3**, and **M** are determined based the number of qualified Leader branches (branches including at least one qualification level **L** or higher partner).

- **A Leader of class 1 (L1)** is a partner who has one qualified Leader branch and his or her PGV is at least **2,000 PV**.
- **A Leader of class 2 (L2)** is a partner who has two qualified Leader branches and his or her PGV is at least **1,500 PV**.
- **A Leader of class 3 (L3)** is a partner who has three qualified Leader branches and his or her PGV is at least **1,000 PV**.
- **A Master (M)** is a partner who has four qualified Leader branches and his or her PGV is at least **1,000 PV**.

Qualification levels **M1**, **M2**, and **M3** are determined based on the number of qualified **L3** branches (branches which include at least one qualification level **L3** or higher partner); qualification level **GM** – based on the number of qualified Master branches (branches which include at least one qualification level **M** or higher partner). In addition, a certain group volume of the whole structure (SGV) must be achieved.

- **A Master of class 1 (M1)** is a partner with qualification level **Master** who has one **L3** branch and his or her SGV is at least **30,000 PV**.
- **A Master of class 2 (M2)** is a partner with qualification level **Master** who has two **L3** branches and his or her SGV is at least **60,000 PV**.
- **A Master of class 3 (M3)** is a partner with qualification level **Master** who has three **L3** branches and his or her SGV is at least **100,000 PV**.
- **A Grand Master (GM)** is a partner with qualification level **Master** who has three Master branches and his or her SGV is at least **150,000 PV**.

*PGV is the group volume including the personal volume, not including the volumes of qualification level **Leader** or higher partners as well as the volumes of their groups.*

*SGV is the group volume of an entire structure including the volumes of all partners with the Master qualification level **L** or higher as well as their personal sales volume.*

The **Leader Bonus** is calculated taking into account compression for the partners who have not reached qualification level **L** or higher for the accounting period.

## GRAND MASTER POOL

The Grand Master pool consists of 6% of the company's total sales which is distributed between qualification level **GM1** or higher partners in proportion to the number of qualified Master branches. A branch is considered a Master branch if it includes at least one qualification level **M** or higher partner.

**1% of the company's total sales** is distributed among all qualification level **GM1** or higher partners in proportion to the number of qualified Masters.

**1% of the company's total sales** is distributed among all qualification level **GM2** or higher partners in proportion to the number of qualified Masters.

**1% of the company's total sales** is distributed among all qualification level **GM3** or higher partners in proportion to the number of qualified Masters.

**1% of the company's total sales** is distributed among all qualification level **GM5** or higher partners in proportion to the number of qualified Masters.

**1% of the company's total sales** is distributed among all qualification level **GM7** or higher partners in proportion to the number of qualified Masters.

**1% of the company's total sales** is distributed among all qualification level **GM10** or higher partners in proportion to the number of qualified Masters.

Qualification levels **GM1–GM10** are determined based on the number of qualified **GM** and **M2** branches as well as the entire structure's group volume (SGV).

- A **Grand Master with 1 diamond (GM1)** is a partner with qualification level **GM** who has one **GM** branch, one **M2** branch and his or her SGV is at least **300,000 PV**.
- A **Grand Master with 2 diamonds (GM2)** is a partner with qualification level **GM** who has two **GM** branches and his or her SGV is at least **500,000 PV**.
- A **Grand Master with 3 diamonds (GM3)** is a partner with qualification level **GM** who has three **GM** branches and his or her SGV is at least **1,000,000 PV**.
- A **Grand Master with 5 diamonds (GM5)** is a partner with qualification level **GM** who has five **GM** branches and his or her SGV is at least **2,000,000 PV**.
- A **Grand Master with 7 diamonds (GM7)** is a partner with qualification level **GM** who has seven **GM** branches and his or her SGV is at least **3,000,000 PV**.
- A **Grand Master with 10 diamonds (GM10)** is a partner with qualification level **GM** who has ten **GM** branches and his or her SGV is at least **5,000,000 PV**.

*SGV is the group volume of the entire structure including the volumes of all qualification level **L** or higher partners as well as the personal volume.*

## TRAVEL BONUS

Qualification level **L** or higher partners are rewarded with a Travel Bonus in the case that they satisfied special personal group volume (PGV) requirements over at least two consecutive accounting periods with accruals for each of the periods in the event that the conditions are satisfied.

	L	L1	L2	L3	M or higher
<b>PGV</b>	6000 PV	4000 PV	4000 PV	4000 PV	4000 PV
<b>TRAVEL BONUS</b>	200 C. U.	200 C. U.	250 C. U.	300 C. U.	300 C. U.

If the conditions were not satisfied over the previous period, the **Travel Bonus** for the current period can be accrued provided that the conditions are satisfied in the next period.

Accruals are directed to a special account, which funds can be used to pay for corporate travels.

## AUTOMOBILE BONUS

The company provides a Mercedes-Benz brand status car to partners who continually reach qualification level **Master** or higher.

CAR	QUALIFICATION LEVEL
Mercedes-Benz <b>C 180</b> Special Edition	Qualification level <b>M</b> or higher
Mercedes-Benz <b>E 200</b> Business	Qualification level <b>M2</b> or higher
Mercedes-Benz <b>GLE 300</b> 4MATIC Special Edition	Qualification level <b>GM</b> or higher
Mercedes-Benz <b>GLS 400</b> 4MATIC Special Edition	Qualification level <b>GM2</b> or higher
Mercedes-Benz <b>S 400</b> L or <b>G 350</b> d	Qualification level <b>GM3</b> or higher

To receive the **Automobile Bonus**, the qualification level must be maintained for three consecutive periods\*. The company will pay for the car in full if the required qualification level is maintained for three years. An individual entrepreneur (IP) status is required over all periods in which the qualification levels are reached to receive the **Automobile Bonus**.

*\* Conditions for Russian Federation partners. Conditions for reaching qualification levels and/or the periods over which they must be maintained may differ for partners from other countries and are set based on the Mercedes-Benz Pricing Policy.*

*The **Automobile Bonus** is valid in our countries of operation only.*

## CALCULATION AND ACCRUAL PROCEDURE

When accomplishing the volumes of main activity (from 50 PV), the network rewards are calculated as a percentage of the sales which is measured in PV. Rewards are accrued in conventional units (C. U.). The internal C. U. exchange rate is:

COUNTRY	C. U. exchange rate	CURRENCY
Russian Federation	35,00	Russian ruble
Kazakhstan	210,00	Kazakh tenge
Belarus	1,23	Belarusian ruble
Kyrgyzstan	42,00	Kyrgyz som
Ukraine	15,00	Hryvnia
Armenia	269,00	Armenian dram
Turkey	3,40	Turkish lira
Georgia	1,63	Georgian lari
The EU	0,6	EURO
Azerbaijan	0,97	Azerbaijani manat
Uzbekistan	5 600,00	Uzbekistani so'm
Egypt	8,7000	Egyptian pound
Moldova	9,8000	Moldovan leu
Israel	1,8500	Israeli shekel
USA	1	American dollar

The Personal Bonus, the Gift Bonus, the loyalty Bonus for personal purchases, and the Mentor Bonus are precalculated without compression on a weekly basis, every Wednesday, when the corresponding internal accounts are credited.

Final calculation of all rewards is performed on the next business day after the end of the period.

Rewards are credited to internal accounts on the second business day after the end of the period.

### CONTINUATION OF THE PARTNERSHIP AGREEMENT

The Partnership Agreement is valid under the condition that the partner achieves a minimal volume (25 PV), at least once over six accounting periods. In the case of inactivity over six consecutive periods, the Partnership Agreement becomes Client Agreement, and the partner group is passed on to the superior mentor.



## CAREER LADDER

	RANK	NUMBER OF PERIODS TO ACHIEVE THE RANK
<b>S1</b>	Class 1 Mentor	1 period
<b>S2</b>	Class 2 Mentor	1 period
<b>S3</b>	Class 3 Mentor	1 period
<b>LEADERS</b>		
<b>L</b>	Leader	2 periods
<b>L1</b>	Class 1 Leader	2 periods
<b>L2</b>	Class 2 Leader	2 periods
<b>L3</b>	Class 3 Leader	2 periods
<b>MASTERS</b>		
<b>M</b>	Master	3 periods
<b>M1</b>	Class 1 Master	3 periods
<b>M2</b>	Class 2 Master	3 periods
<b>M3</b>	Class 3 Master	3 periods
<b>GRAND MASTERS</b>		
<b>GM</b>	Grand Master	3 periods
<b>GM1</b>	Grand Master with 1 diamond	3 periods
<b>GM2</b>	Grand Master with 2 diamond	3 periods
<b>GM3</b>	Grand Master with 3 diamond	3 periods
<b>GM5</b>	Grand Master with 5 diamond	3 periods
<b>GM7</b>	Grand Master with 7 diamond	3 periods
<b>GM10</b>	Grand Master with 10 diamond	3 periods

## DICTIONARY OF BASIC TERMS

**Branch** is a tier 1 partner and his or her partner group.

**Rank** is an indicator of a partner's career progress. A partner who fulfills all the conditions for a specified number of periods gains an appropriate qualification level and receives insignias corresponding to his or her rank.

**Qualification level** is the fulfillment of certain conditions for turnover and its distribution in the structure for the accounting period.

**Personal group volume (PGV)** consists of personal volume in addition to the sales volume of the whole group's partners except for partners' sales who have a qualification level of **L** or higher as well as their groups' volumes.

**Personal volume (PrV)** is partner's paid personal orders measured in volume units for the accounting period.

**Mentor** is a partner, upon the recommendation and with personal participation of whom a new partner has registered his or her agreement.

**Accounting period** is a period of time the beginning and end of which are determined by the company. It is necessary for calculating rewards and partners' volume orders.

**Tier** is the position of a partner in relation to a higher mentor in his or her structure. All tier 1 partners are personally brought partners.

**Entire structure's group volume (SGV)** is the group volume of an entire structure including the volumes of all partners with qualification level **L** and higher, as well as their personal volume.

