ETNA WELLNESS MARKETING PLAN — TEXT VERSION

NOTE: English translation for information and study. The Italian document provided by ETNA Wellness is the reference. This translation does not reproduce or replace the President's signature or an official certified translation.

The logic of the ETNA Wellness marketing plan

The ETNA Wellness marketing plan is called “hybrid” because it combines two marketing plans into a single system. Every product therefore has two scores: PC (Career Points) and PR (Royalty Points). These scores are used for different forms of remuneration, added together to determine the representative's monthly earnings. PC also determine career progression. PR are approximately half the PC, but this ratio may vary by product or package.

You can earn from direct sales by registering new customers on www.etnawellness.com using your referral code or link found in the back office. You can also earn from team development, career progression and leadership by registering new representatives through your referral code or link.

Important basic conditions

• Registration as a representative is free.

• No compulsory starter kit.

• No compulsory monthly personal purchase to keep the sales discount.

• To keep the code active, at least one 100-PC order per year is required, from personal customers or a personal order.

• From the outset, the average discount/earnings on list prices are 40%. Some product categories may have different percentages for market reasons.

The plan is designed to be merit-based (rewarding consistent production and team development), scalable (clear career stages and increasing bonuses), and sustainable over time (rewarding both strong sellers and organization builders without overly heavy obligations).

PC and PR: the points of the plan

Each product has a point value as well as a price. PC (Career Points) are used for qualifications such as Pearl, Jade and Amethyst, and for the monthly Career Bonus. Qualification and career progression are calculated exclusively on the team's Network Volume (VR): points from personal orders and from one's own direct customers are excluded from the career qualification calculation.

PR (Royalty Points) are used to calculate the Royalty Bonus, a percentage paid across levels of the representatives' turnover. They also form the basis for the Infinity Bonus, calculated using an entrepreneurial differential, and the Top Sellers program, which currently has 800-PC and 2,000-PC thresholds. Top Seller bonuses come from a company dividend based on monthly company PR and are cumulative where specified.

To access network commissions, the Supervisor qualification is needed. It is obtained with 100 PC in a month, adding together one's own orders and orders made by personally registered customers.

Forms of earnings

The plan describes five main forms of earnings as well as related clubs, rewards and special benefits. The document also describes the Infinity Bonus as an additional mechanism.

1. Earnings from sales

This is the immediate remuneration arising from selling a product to an end customer. You register customers through the official platform using your referral code or link from the back office. Once registered, customers can purchase independently in the shop, pay through the available payment methods, and receive the products at their selected shipping address.

The standard product remuneration is 40%; some product lines have a different rate, of 30% or 50%. Earnings are recorded promptly in the back office and can be withdrawn together with other accrued commissions. A withdrawal request can be made from the 14th to the 16th day of the following month; the document indicates payment to the representative's own bank account by the 20th day of that month.

Remuneration is subject to the laws of the relevant country. For Italy, the document describes the framework under Law No. 173 of 17 August 2005, with the following tax situations. The individual should verify the current applicable rules and obtain professional advice if necessary.

Tax regime 1 — up to €5,000 net per year

Up to €5,000 net per year (approximately €6,410 gross), the document describes an occasional-sales regime without an obligation to open a VAT position, with withholding tax managed by the company as tax substitute and no INPS contributions up to this threshold. Exceeding the threshold may require a VAT registration and a different legal and fiscal framework.

Tax regime 2 — above €5,000 net per year

For continued activity with a VAT number: withholding is described as 23% on 78% of remuneration (Article 25-bis of Presidential Decree 600/73). The document states that this income is treated separately from other income and that, in the specified situation, social security contributions are allocated one third to the representative and two thirds to the company.

Tax regime 3 — above €5,000 with other social security coverage

For a person already covered by another mandatory social security scheme (such as an employee): withholding is described as 23% of 78% of remuneration; an INPS rate of 24% on 78% of the contribution base is described, divided one third/two thirds between representative and company.

Tax regime 4 — VAT holder without other social security coverage

For a VAT holder above the annual threshold without other social security coverage, the document describes the same 23% withholding on 78% and a 24% INPS rate on 78%, divided one third/two thirds. The document calls the withholding final and notes that monthly promotions may increase product margins.

Club 500 and Top Sellers 1 and 2 — company dividend

This program recognizes those who produce a high personal volume, combining customer orders and personal use. Club 500 is reached at 500 PC; it has no additional cash bonus but gives access to the club, exclusive dinners, customized gadgets, product previews and advanced training sessions.

Top Seller Level 1: at 800 PC of personal monthly volume (customer orders plus personal orders), a representative joins the Level 1 club and participates in the distribution of a company dividend equal to 1.5% of the royalties generated throughout the company that month, divided among all eligible Level 1 members.

Top Seller Level 2: at 2,000 PC of personal monthly volume, a representative joins Level 2 and participates in the division of an additional 1% of company royalties among eligible Level 2 members. The

representative also participates in the Level 1 dividend, as specified in the plan.

These dividends are shared among eligible representatives: the amount received by each person varies with the number of participants. They are additional to the ordinary sales margin.

3. Royalty Bonus — up to three levels

Upon reaching Supervisor status (at least 100 PC in the month from personal customer orders and personal use), the representative can earn percentages based on the PR of the collaborators' sales in the network, without needing a higher career qualification or the balance requirement used for certain higher qualifications.

The first three levels are: level 1 = 4% of PR; level 2 = 8% of PR; level 3 = 4% of PR. The percentages apply to the PR generated by representatives at the relevant depth in the organization.

4. Career Royalty Bonus — up to six levels

In addition to being Supervisor, higher qualifications are based on the PC produced by the team. As a representative progresses, the royalty structure can extend to six levels: level 1 = 4% (Supervisor); level 2 = 8% (Supervisor); level 3 = 4% (Supervisor); level 4 = 2% (Amethyst); level 5 = 1% (Sapphire); level 6 = 1% (Ruby). Higher qualifications therefore unlock levels 4, 5 and 6.

Career progression at ETNA Wellness

The Career Bonus is based on Career Points (PC). Career points for qualification are taken from team production, excluding personal points and points generated by one's own direct customers.

General conditions to enter the career structure: (1) be a Supervisor; (2) have at least three Supervisors in three separate teams or legs; (3) respect a 60%–40% balance between the strongest leg and the remainder of the organization. For qualification, the strongest leg may contribute no more than 60% of the points required for the monthly qualification and the other legs together must provide the remaining 40%.

The main qualifications and Career Points are: Supervisor 100; Pearl 500; Jade 1,200; Amethyst 2,500; Sapphire 5,000; Ruby 10,000; Emerald 25,000; Diamond 50,000; Ambassador 100,000; Red Ambassador 150,000 PC plus one Ambassador and four Pearl legs; Black Ambassador 300,000 PC plus two Ambassadors and five Jade legs; Blue Ambassador 500,000 PC plus three Ambassadors and six Amethyst legs; Chairman 1,000,000 PC plus four Ambassadors and seven Sapphire legs.

From Emerald onward, the plan adds a requirement that legs beyond the second (third, fourth, fifth, etc.) collectively supply at least 5% of the points required for the qualification. Required qualified members may be at any depth of the organization, not necessarily on the first line.

5. Monthly Career Bonus — fixed euro amounts

The Career Bonus is a recurring monthly monetary amount linked to the qualification actually reached that month, on top of royalties and subject to the plan's conditions: Pearl (500 career points) €50 + Infinity Bonus; Jade (1,200) €120 + Infinity; Amethyst (2,500) €250 + Infinity; Sapphire (5,000) €500 + Infinity; Ruby (10,000) €1,000 + Infinity; Emerald (25,000) €2,500 + Infinity; Diamond (50,000) €5,000 + Infinity; Ambassador (100,000) €10,000 + Infinity.

The document also lists Red Ambassador €10,000 + €2,000 + Infinity; Black Ambassador €10,000 + €2,000 + Infinity; and Blue Ambassador €10,000 + €2,000 + Infinity. The bonus is monthly: it recurs only when the qualification is achieved again that month. It is added to other eligible forms of earnings.

6. Infinity Bonus — differential remuneration

From Sapphire upward, the Infinity Bonus offers additional percentage remuneration on the PR of the organization, calculated by entrepreneurial differential against qualified leaders further down the team. The listed rates are: Sapphire 2%; Ruby 4%; Emerald 5%; Diamond 6%; Ambassador 8%; Red Ambassador 10%; Black Ambassador 12%; Blue Ambassador 14%; Chairman from 14.25% to 15.00% (further qualifications are envisaged).

Where the organization contains another Infinity-qualified leader, the higher leader receives the difference between the two rates for the relevant part of the network. For example, a Diamond at 6% above a Ruby at 4% receives the 2% differential on the relevant PR. The plan describes this as rewarding the development of other leaders and extending beyond six levels, wherever Royalty Points are generated. The document says Infinity and Royalty Bonuses may double the Career Bonus.

NOTE: This translation is an informational rendering of the user-provided Italian marketing plan, not an authorized or legally certified ETNA Wellness edition. For actual entitlements and decisions, consult the current Italian company plan and the applicable contractual terms.