

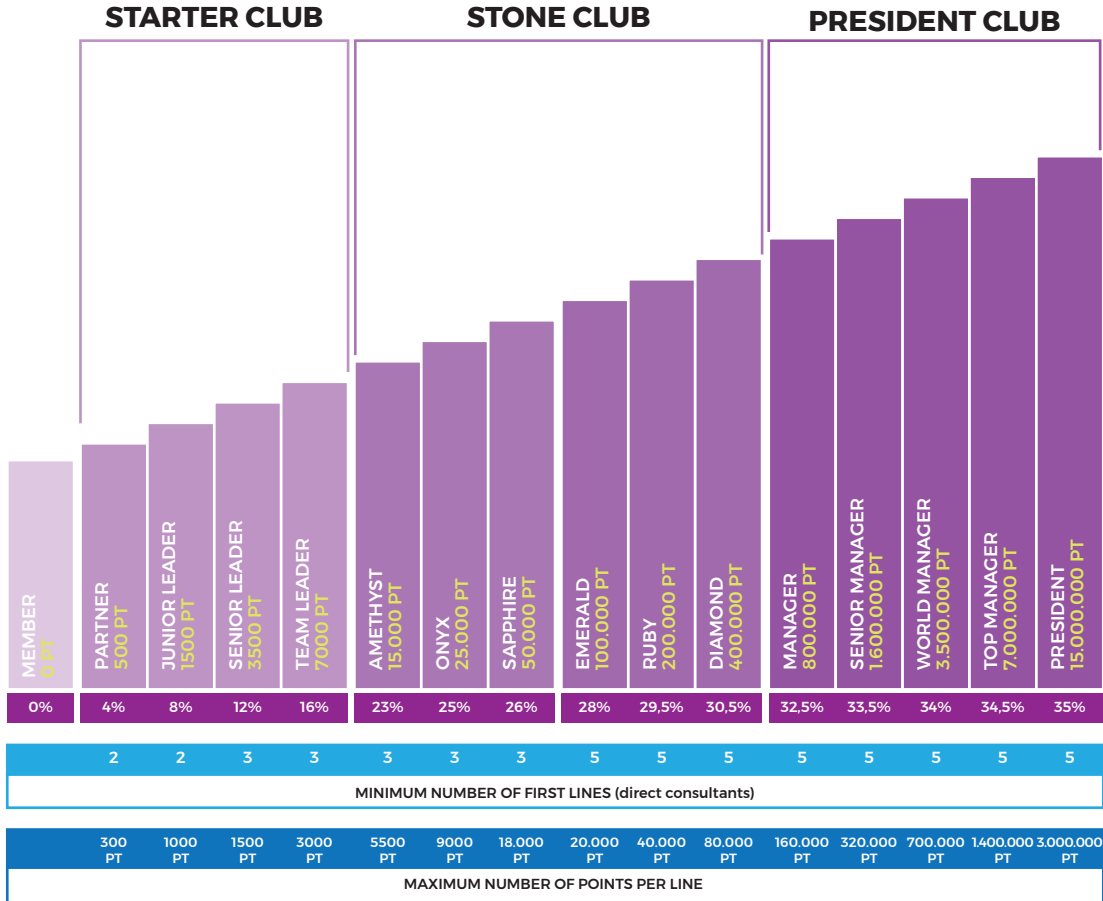
CFOG/N

CAREER PLAN

2022



CAREER PLAN



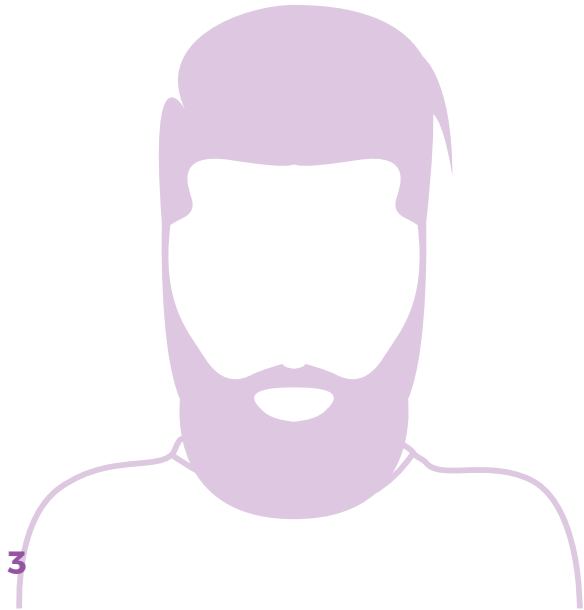
Points are a key element of the Marketing Plan and form the basis of the qualification mechanism. Each product is assigned a value in Points. These points, accumulated through personal promotion and that of one's network, determine the qualification of the consultant. Points are calculated monthly.



ADVANTAGES

CUSTOMER

- Unrestricted registration with sponsor code
- Does not need to buy a kit
- Buys at list price
- Benefits from some dedicated promotions
- Does not carry out the activity as Networker





ADVANTAGES

CONSULTANT

- Signs up with sponsor code
- Purchases a sample kit
- Enjoys a profit margin of **up to 50%**
- Carries out the activity of Networker
- Increases earning percentage through Personal Points (AP) and Customer Points (CP)
- Benefits from all dedicated promotions
- With the inclusion of the second direct consultant, he starts earning money through the mechanism of the entrepreneurial difference (Branch Commission), i.e. as the difference between the percentage of his own qualification and that of each line

Read more on p. 9

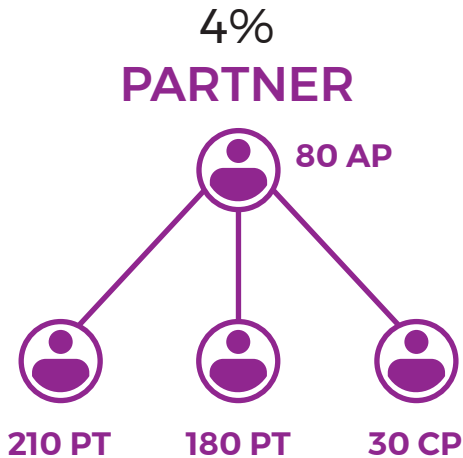




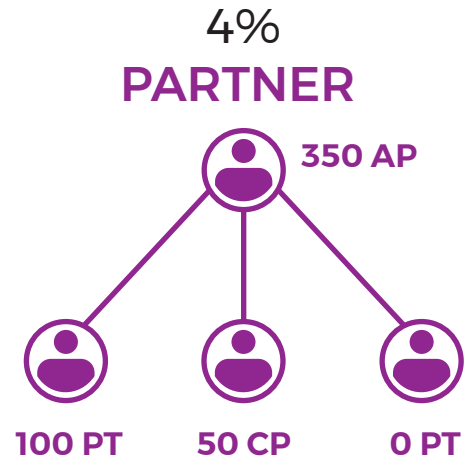
ACCESS TO CAREER STARTER CLUB

QUALIFICATION	POINTS	MINIMUM NUMBER OF LINES	MAXIMUM POINTS COUNTED PER LINE
PARTNER - 4%	500 PT	2	300 PT

EXAMPLE 1



EXAMPLE 2*



EXAMPLE 2*: Personal Active Points (AP) and Customer Points (CP) have no limits



ACCESS TO CAREER STARTER CLUB

QUALIFICATION

POINTS

VALIDITY

PARTNER - 4%

500 PT

UNTIL 16%

PARTICULAR EXAMPLE

4%
PARTNER



500 AP

8%
JUNIOR
LEADER



1500 AP

12%
SENIOR
LEADER



3500 AP

Increasing the percentage of gain through
Personal Active Points (AP) and Customer Points (CP).

With this configuration it is possible to reach the maximum qualification of 16%.

Starting to earn with the mechanism of entrepreneurial difference,
with the inclusion of the **second direct consultant**.

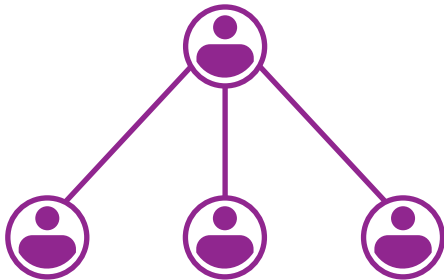


ACCESS TO CAREER STONE CLUB

QUALIFICATION	POINTS	MINIMUM NUMBER OF LINES	MAXIMUM POINTS COUNTED PER LINE
AMETHYST - 23%	15.000 PT	3	5.500 PT

EXAMPLE 1

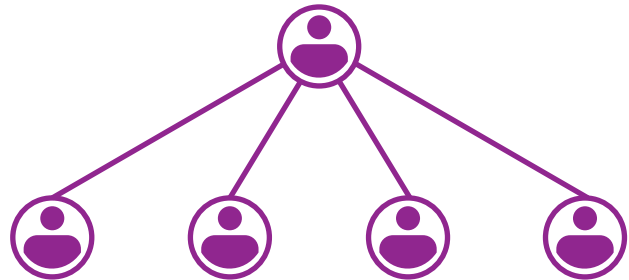
23%
AMETHYST
15.000 PT



SENIOR LEADER	SENIOR LEADER	SENIOR LEADER
12%	12%	12%
5.000 PT	5.000 PT	5.000 PT

EXAMPLE 2

23%
AMETHYST
15.000 PT



SENIOR LEADER	SENIOR LEADER	SENIOR LEADER	CUSTOMERS
12%	12%	12%	0%
5.000 PT	4.800 PT	4.500 PT	700 CP



CFOG/N

EXAMPLE

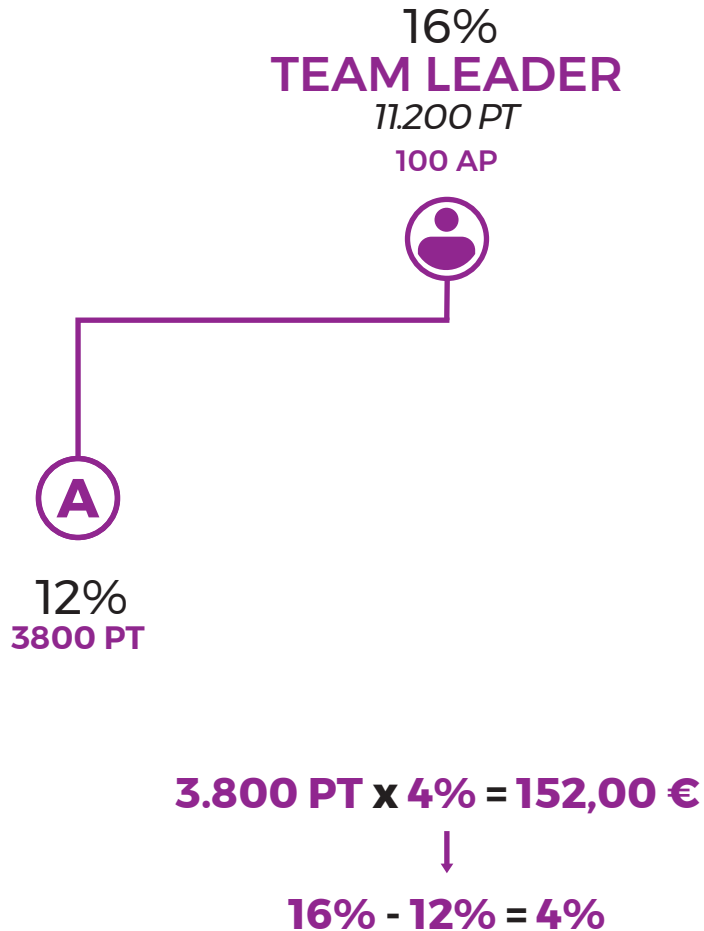
ENTREPRENEURIAL DIFFERENCE





EXAMPLES AND CASES

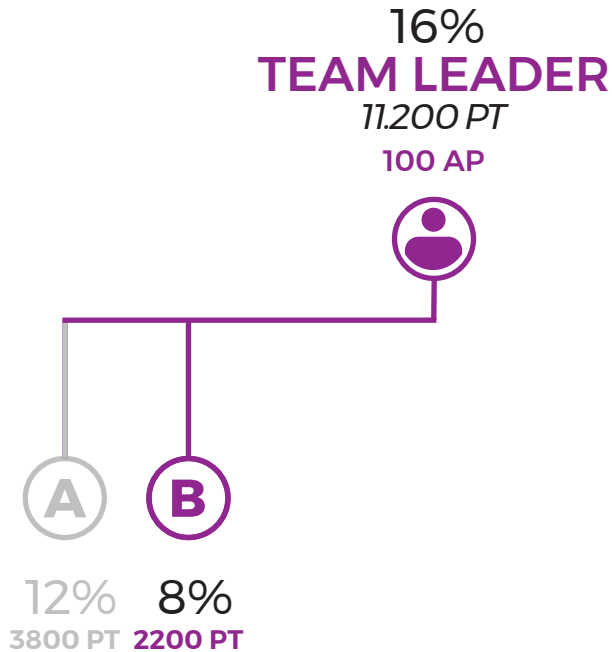
ENTREPRENEURIAL DIFFERENCE





EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE



$$2.200 \text{ PT} \times 8\% = 176,00 \text{ €}$$

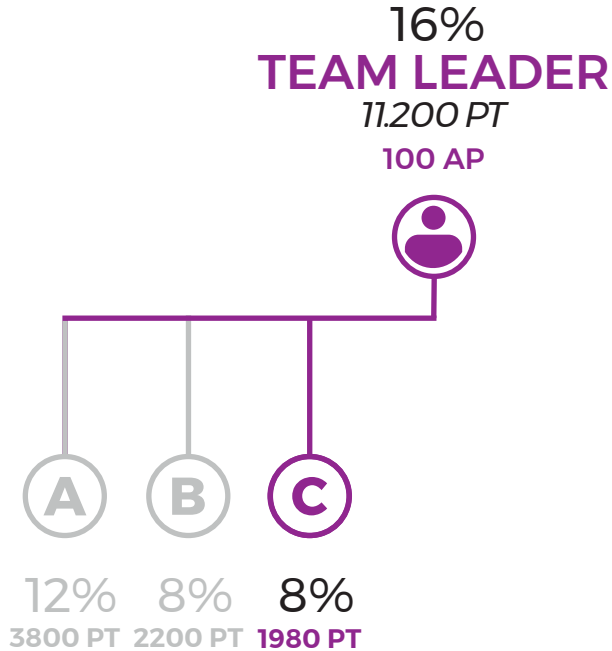


$$16\% - 8\% = 8\%$$



EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE



$$1.980 \text{ PT} \times 8\% = 158,40 \text{ €}$$

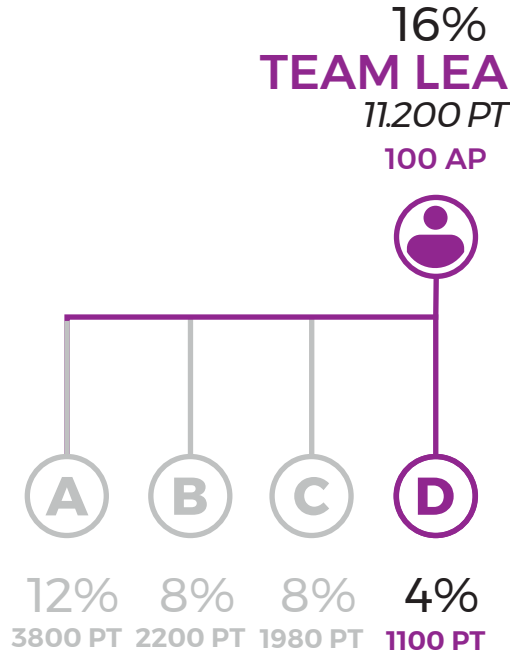


$$16\% - 8\% = 8\%$$



EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE



$$1.100 \text{ PT} \times 12\% = 132,00 \text{ €}$$

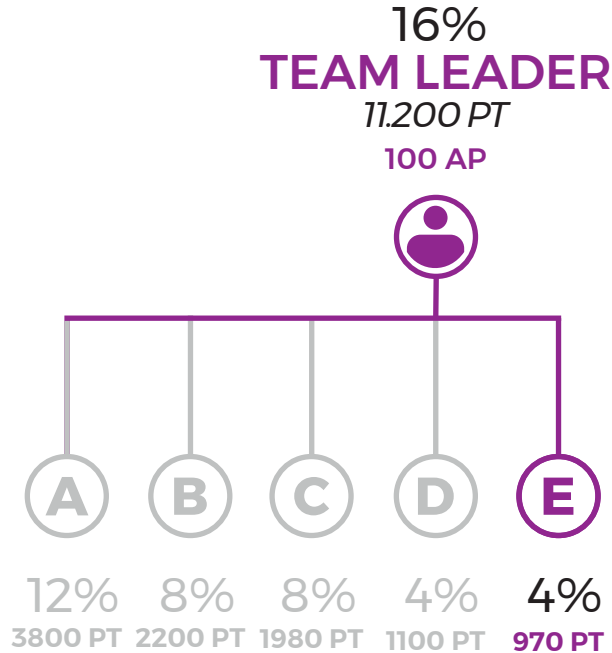


$$16\% - 4\% = 12\%$$



EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE



$$970 \text{ PT} \times 12\% = 116,40 \text{ €}$$

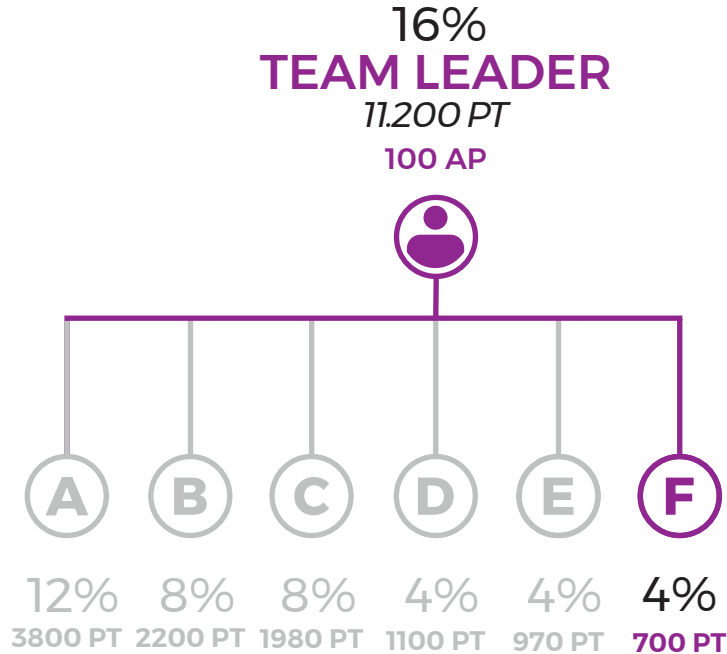


$$16\% - 4\% = 12\%$$



EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE



$$700 \text{ PT} \times 12\% = 84,00 \text{ €}$$

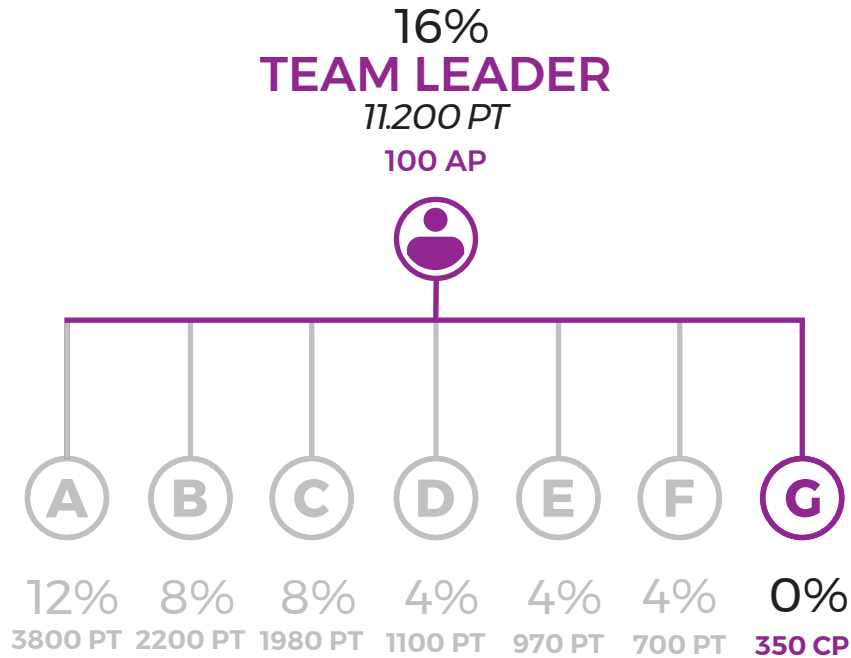


$$16\% - 4\% = 12\%$$



EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE



$$350 \text{ CP} \times 16\% = 56,00 \text{ €}$$

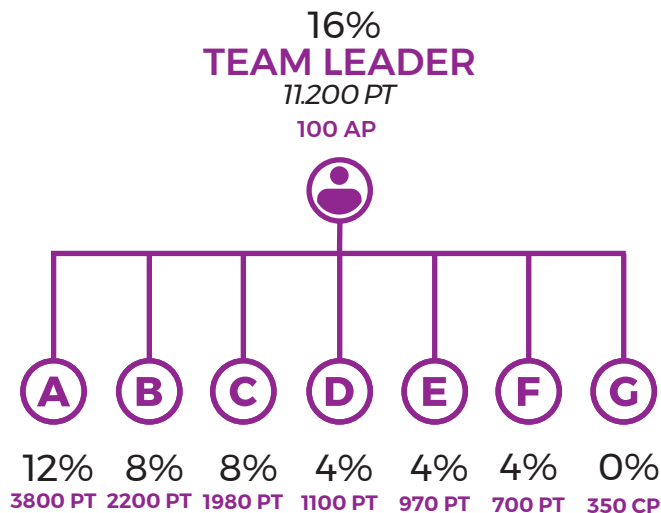


$$16\% - 0\% = 16\%$$



EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE



(A) 152,00 €

(D) 132,00 €

(G) 56,00 €

(B) 176,00 €

(E) 116,40 €

+
SENIOR DIRECTOR
100 PERSONAL POINTS (AP)
(100 AP x 16% = 16,00 €)

(C) 158,40 €

(F) 84,00 €

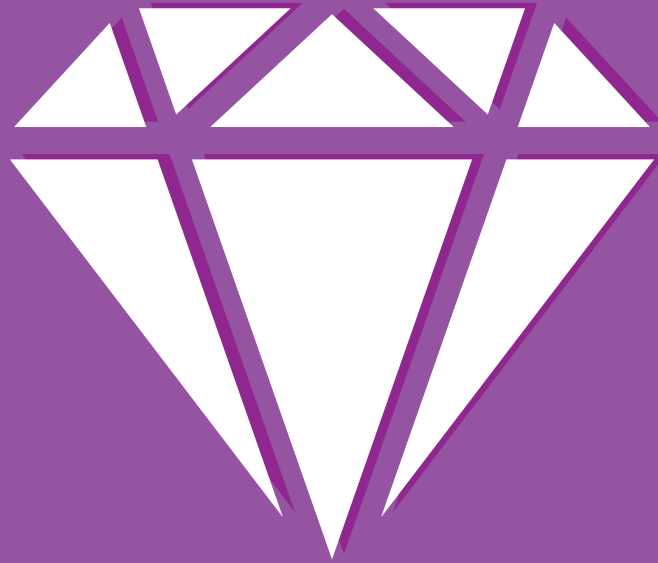
TOTAL EARNING

890,80 €



CFOG/N

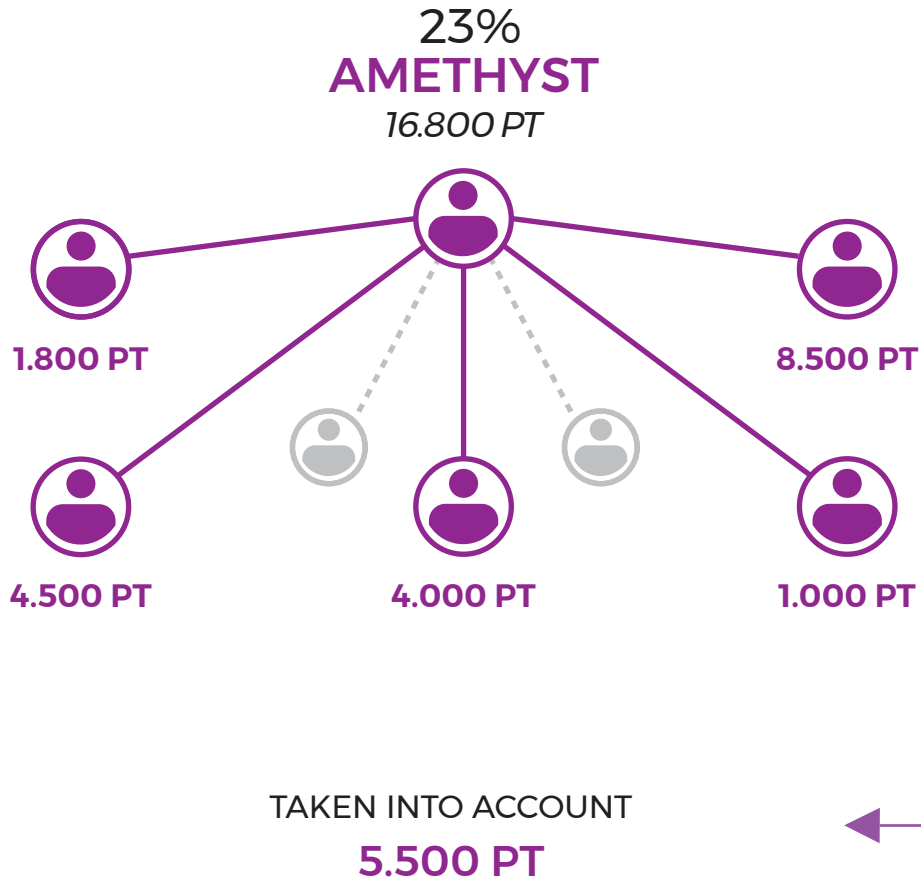
STONE CLUB



IN ORDER TO RECEIVE FEES ACCORDING TO THE MARKETING
PLAN **100 PERSONAL ACTIVE POINTS** ARE REQUIRED FOR
STONE CLUB QUALIFICATIONS



ACHIEVING QUALIFICATION EXAMPLE **AMETHYST**





ACHIEVING QUALIFICATION

EXAMPLE **AMETHYST**

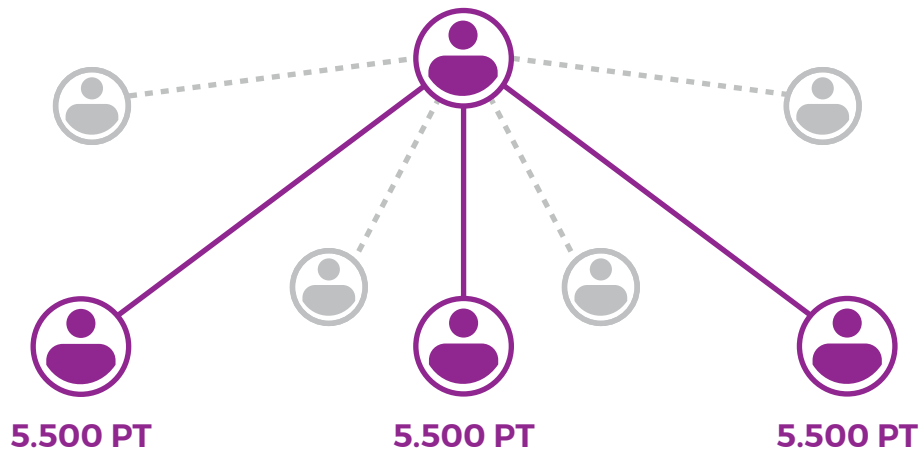
MINIMUM NUMBER
OF FIRST LINES

3 LINES

MAXIMUM POINTS
COUNTED PER LINE

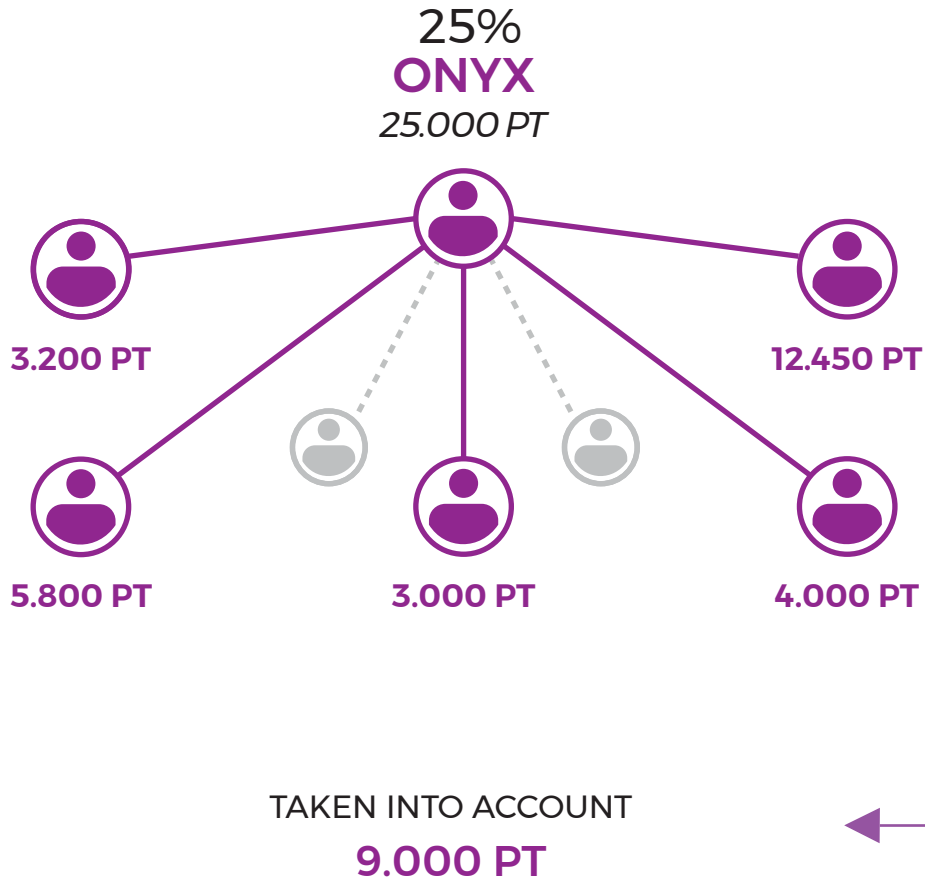
5.500 PT

23%
AMETHYST
16.500 PT





ACHIEVING QUALIFICATION EXAMPLE **ONYX**





ACHIEVING QUALIFICATION

EXAMPLE **ONYX**

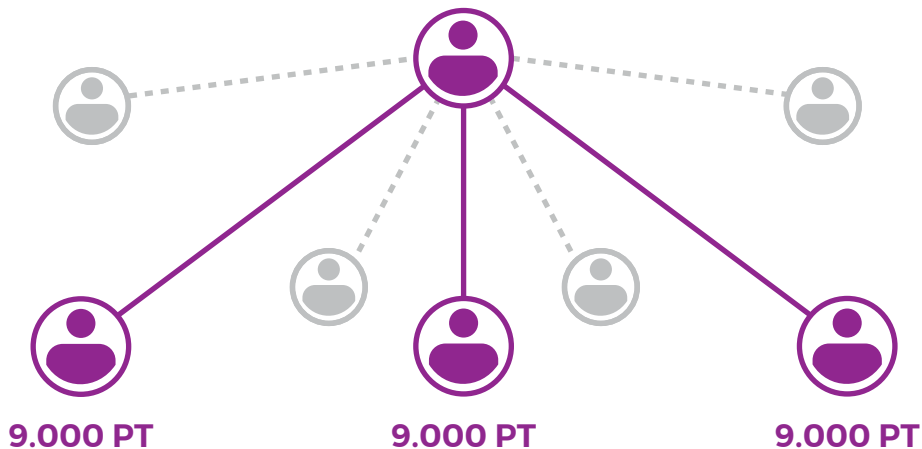
MINIMUM NUMBER
OF FIRST LINES

3 LINES

MAXIMUM POINTS
COUNTED PER LINE

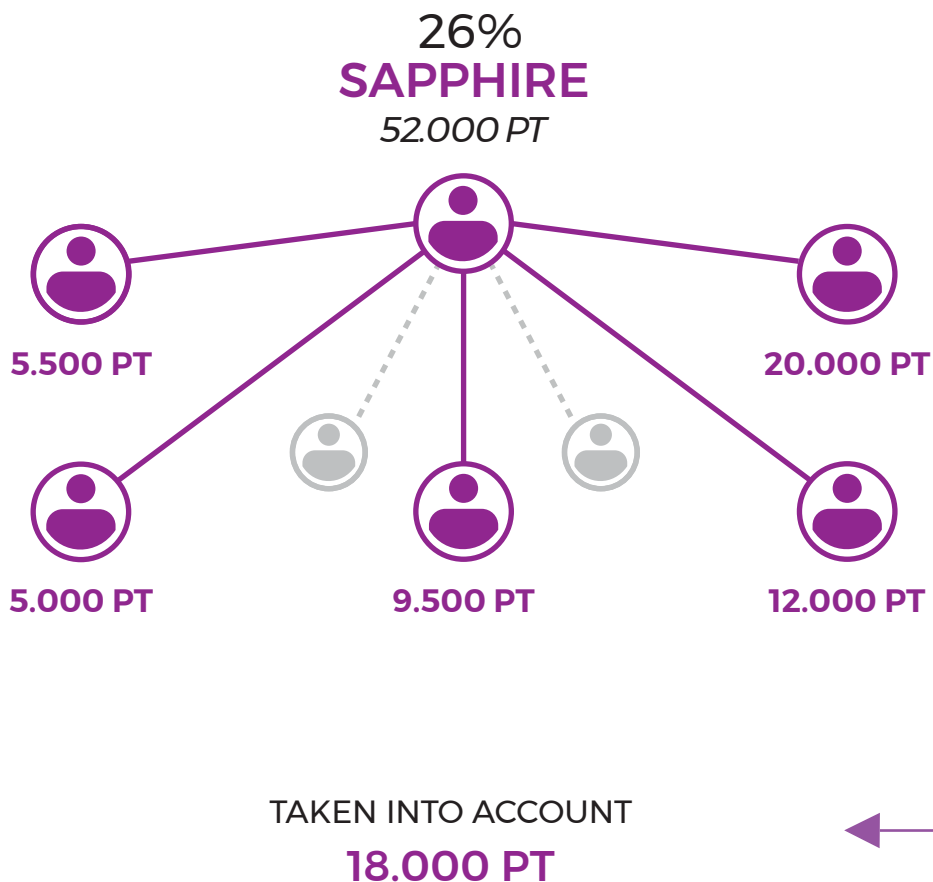
9.000 PT

25%
ONYX
27.000 PT





ACHIEVING QUALIFICATION EXAMPLE **SAPPHIRE**





ACHIEVING QUALIFICATION

EXAMPLE **SAPPHIRE**

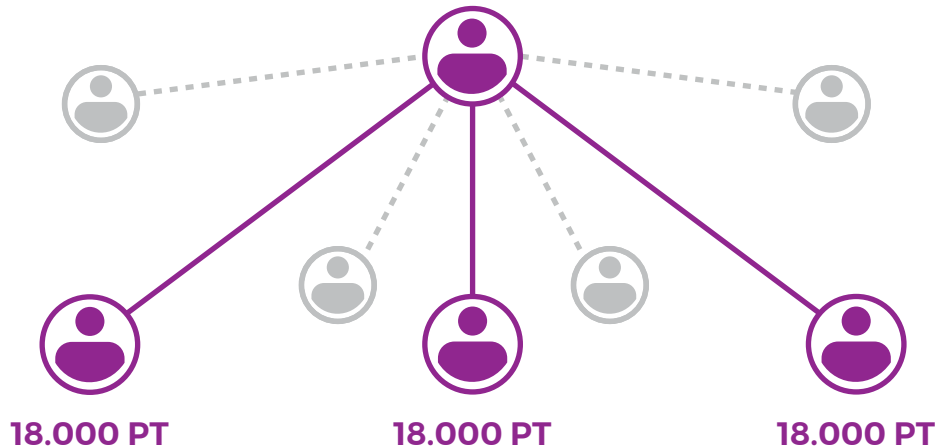
MINIMUM NUMBER
OF FIRST LINES

3 LINES

MAXIMUM POINTS
COUNTED PER LINE

18.000 PT

26%
SAPPHIRE
54.000 PT





ACHIEVING QUALIFICATION

EXAMPLE EMERALD

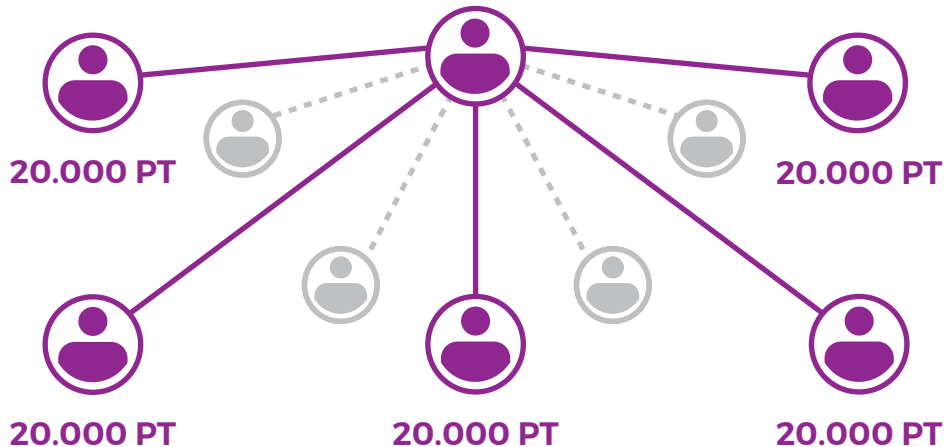
MINIMUM NUMBER
OF FIRST LINES

5 LINES

MAXIMUM POINTS
COUNTED PER LINE

20.000 PT

28%
EMERALD
100.000 PT





ACHIEVING QUALIFICATION

EXAMPLE **RUBY**

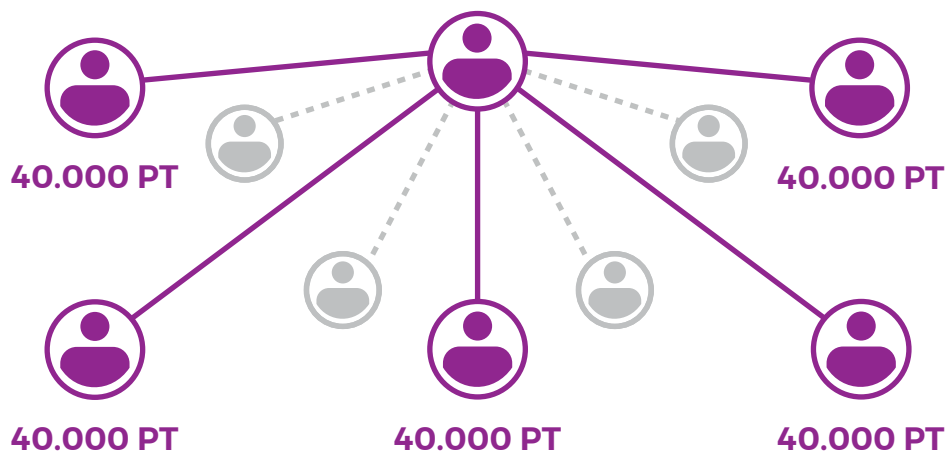
MINIMUM NUMBER
OF FIRST LINES

5 LINES

MAXIMUM POINTS
COUNTED PER LINE

40.000 PT

29,5%
RUBY
200.000 PT





ACHIEVING QUALIFICATION

EXAMPLE **DIAMOND**

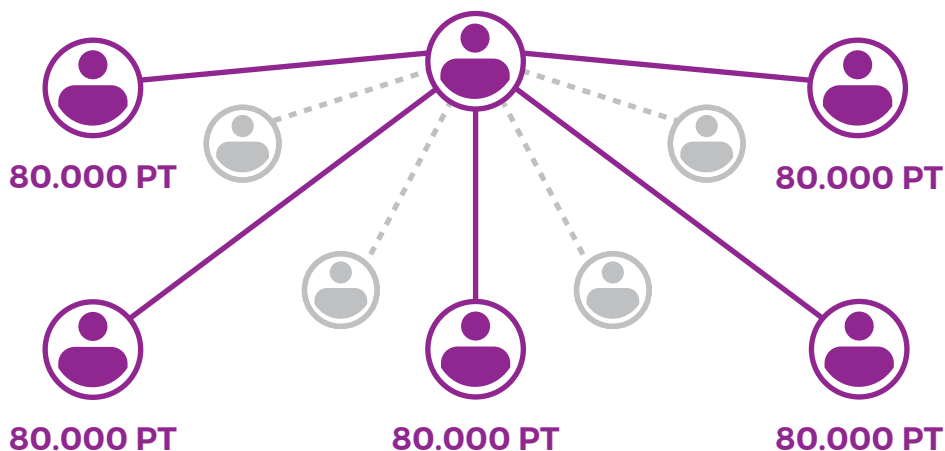
MINIMUM NUMBER
OF FIRST LINES

5 LINES

MAXIMUM POINTS
COUNTED PER LINE

80.000 PT

30,5%
DIAMOND
400.000 PT





CFOG/N

PRESIDENT CLUB



IN ORDER TO RECEIVE FEES ACCORDING TO THE MARKETING PLAN **100 PERSONAL ACTIVE POINTS** ARE REQUIRED FOR PRESIDENT CLUB QUALIFICATIONS



ACHIEVING QUALIFICATION

EXAMPLE **MANAGER**

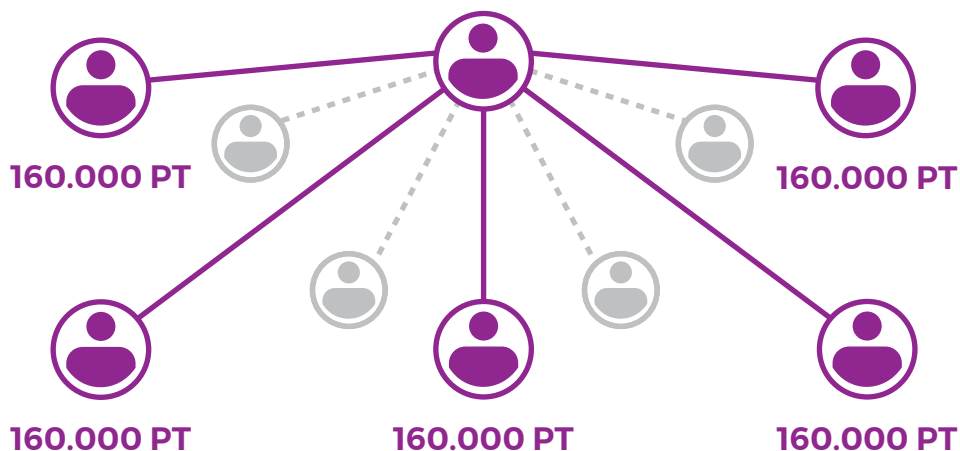
MINIMUM NUMBER
OF FIRST LINES

5 LINES

MAXIMUM POINTS
COUNTED PER LINE

160.000 PT

32,5%
MANAGER
800.000 PT





ACHIEVING QUALIFICATION

EXAMPLE SENIOR MANAGER

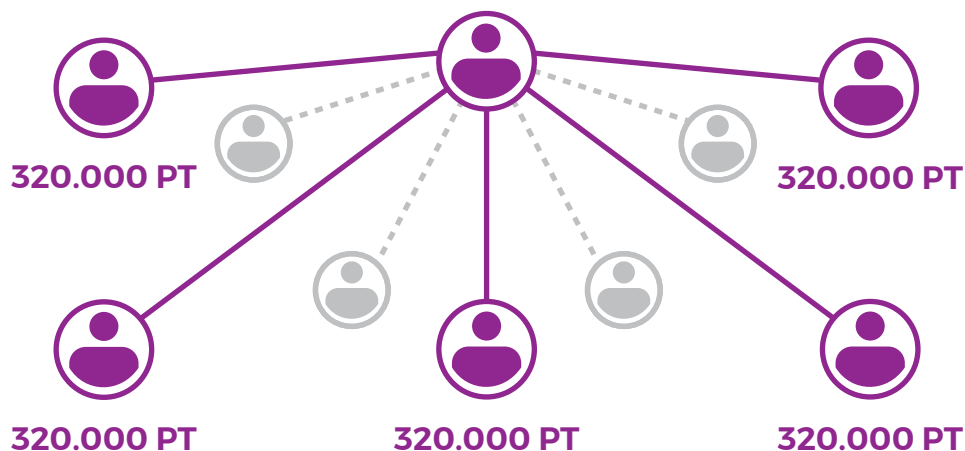
MINIMUM NUMBER
OF FIRST LINES

5 LINES

MAXIMUM POINTS
COUNTED PER LINE

320.000 PT

33,5%
SENIOR MANAGER
1.600.000 PT





ACHIEVING QUALIFICATION EXAMPLE **WORLD MANAGER**

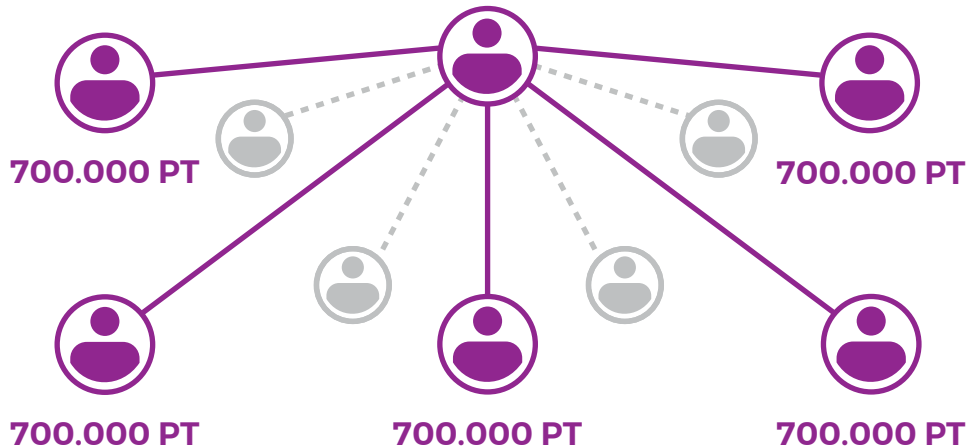
MINIMUM NUMBER
OF FIRST LINES

5 LINES

MAXIMUM POINTS
COUNTED PER LINE

700.000 PT

34%
WORLD MANAGER
3.500.000 PT





ACHIEVING QUALIFICATION

EXAMPLE **TOP MANAGER**

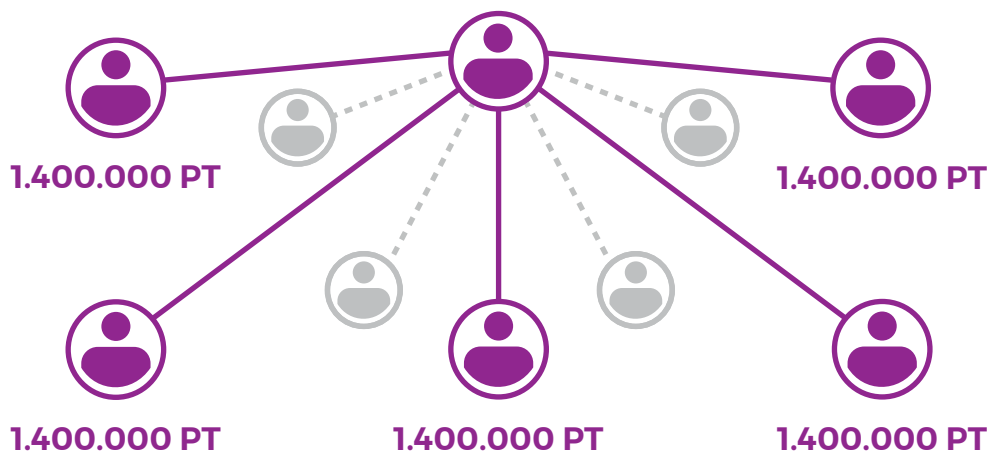
MINIMUM NUMBER
OF FIRST LINES

5 LINES

MAXIMUM POINTS
COUNTED PER LINE

1.400.000 PT

34,5%
TOP MANAGER
7.000.000 PT





ACHIEVING QUALIFICATION

EXAMPLE **PRESIDENT**

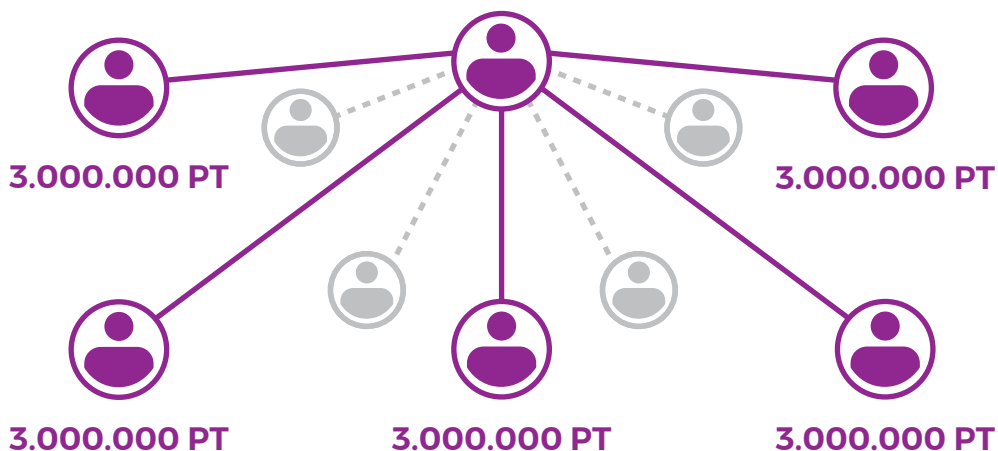
MINIMUM NUMBER
OF FIRST LINES

5 LINES

MAXIMUM POINTS
COUNTED PER LINE

3.000.000 PT

35%
PRESIDENT
15.000.000 PT





YOUR EARNINGS

Through your work, the growth of your structure and the achievement of new qualifications you will generate your own earnings.

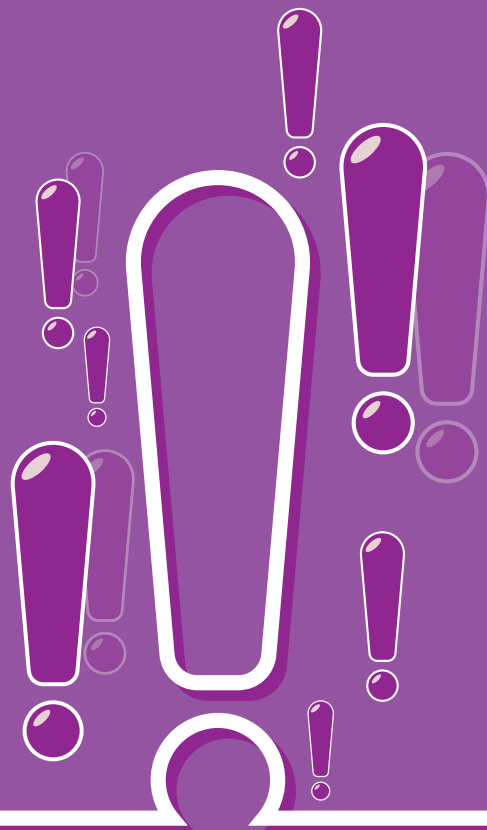
<i>Qualification</i>	<i>Earnings*</i>
AMETHYST	2.500 €
ONYX	4.000 €
SAPPHIRE	7.000 €
EMERALD	13.000 €
RUBY	22.000 €
DIAMOND	40.000 €
MANAGER	105.000 €

*Earnings are based on the performance of qualifiers in May, June and July 2022



CLOG/N

EXCEPTIONS





EXAMPLES AND CASES

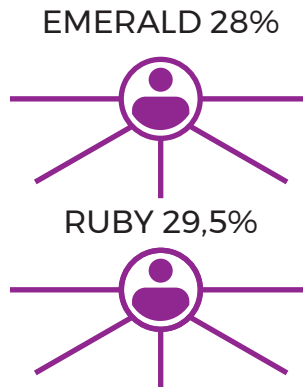
ENTREPRENEURIAL DIFFERENCE

EXCEPTION

The entrepreneurial difference method encourages the development of the network in width rather than in depth: for the same qualification and points, a wider structure generates higher earnings.

It is advised to work steadily and to bring each line up in qualification uniformly.

The following exception is possible if your lines are not balanced:



It is examined An **EMERALD** qualification with a **RUBY** qualification in the first line

The **EMERALD** qualification earns no entrepreneurial difference from the **RUBY** qualification, as the latter is a higher qualification than the one being examined.



EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE

SPECIFIC EXCEPTION

It is examined An **EMERALD** qualification with
a **RUBY** qualification in second depht

EMERALD 28%



ONYX 25%



RUBY 29,5%



The **EMERALD** qualification earns with the entrepreneurial difference with the **ONYX** qualification, excluding the points of the **RUBY** qualification. Furthermore, the **EMERALD** qualification does not earn with the entrepreneurial difference with the **RUBY** qualification, as the latter is a higher qualification than the one being examined.



EXAMPLES AND CASES

ENTREPRENEURIAL DIFFERENCE

EXAMPLE SPECIFIC EXCEPTION

It is examined An **EMERALD** qualification which has a **RUBY** qualification in second dept

EMERALD 28%



ONYX 25%

Earnings from the entrepreneurial difference with **ONYX** qualification (25%)

$$(28\% - 25\%) \times (270.000 \text{ pt} - 225.000 \text{ pt}) = \\ 3\% \times 45.000 \text{ pt} = \\ 2.700 \text{ €}$$



RUBY 29,5%

Earnings from the entrepreneurial difference with **RUBY** qualification (29,5%)

It does not gain the entrepreneurial difference with the qualification **RUBY**, as the latter is a higher qualification than the one being examined.





ADVANTAGES AND CONDITIONS

STARTER CLUB

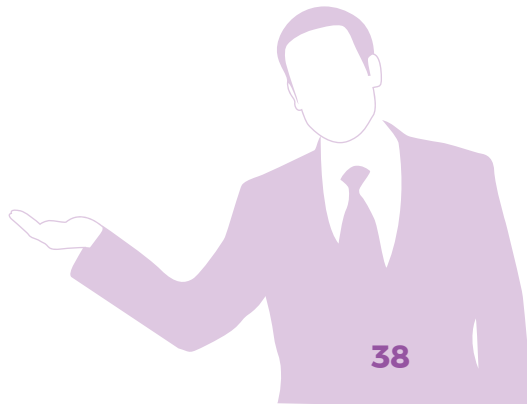
In order to receive fees according to the marketing plan **80 PERSONAL ACTIVE POINTS*** are required for **STARTER CLUB** qualifications

STONE CLUB

In order to receive fees according to the marketing plan **100 PERSONAL ACTIVE POINTS*** are required for **STONE CLUB** qualifications

PRESIDENT CLUB

In order to receive fees according to the marketing plan **100 PERSONAL ACTIVE POINTS*** are required for **PRESIDENT CLUB** qualifications



***points are calculated monthly**



EMERALD EXPERIENCE

The **EMERALD EXPERIENCE** is an incredible travel that will take place once a year in a fantastic European city. All those who have achieved **EMERALD** qualification will be invited to participate and specifically:

- all those who have achieved the EMERALD qualification for the first time, confirming it for at least three months, prior to the travel itself;
- all those who have already achieved the qualification of EMERALD, confirming it for at least six months between two travels.

This travel is an award the company wants to offer to thank those who manage to distinguish themselves through outstanding achievements. With the EMERALD EXPERIENCE we will have the opportunity to build strong leadership within CHOGAN and a bridge to leaders in other markets. The aim is to join forces and provide new skills to become even stronger.



CHOGAN GROUP S.p.A

Registered Office

Via A. Olivetti, 24 - Roma - Italy

Headquarters

Via A. Riccheo, 7 - Barletta - Italy

(+39) 0883 1970001 Call Center
www.chogangroupspa.com

