

The background of the image shows three people silhouetted against a bright sunset over a mountain range. One person is standing on the right, looking out over the horizon. Two other people are sitting on rocks in the foreground, also looking towards the sunset. The sky is a mix of orange, yellow, and light blue, and the mountains in the distance are layered and hazy.

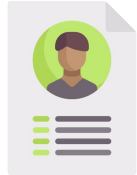
nuvalo™

Rewards Program



Game Play

NUALO is a confluence where peer-to-peer (P2P) and Influencer Marketing meet Brand Partners and are rewarded when sales are created on a Brand Partner's (BP) site. Sales create XP, XP is Scored, and bonuses are paid.



Set-up

- 1- Register. Create an account.
- 2- Confirm your email. You'll get a code emailed to you, enter it into the NUALO system.
- 3- Confirm your mobile. You'll get a code texted to you, enter it into the NUALO system.
- 4- Download the NUALO 365 app from Google Play or Apple App Store and login.
- 5- Optionally make a purchase from a Brand Partner and get 5% cash-back!



How to Play

Love a Brand's product? Invite a friend and score some rewards. When they sign up and make a purchase you both earn! You earn 15%, they earn 5% cash-back. You can keep inviting and keep earning, see Member Rewards and Influencer Commission.



You invite

Send an invite link to a friend who isn't a Member.



They join

Have them sign up and activate their account.



You both earn

When they buy a product from a Brand Partner you both earn \$!



Scoring

When your 3rd friend buys a product from a Brand Partner of least 40 XP it's clear at that point that you have influence, so you'll be invited to upgrade to be an Influencer! Upgrading your account to Influencer is simple, and cost nothing. As an Influencer you start generating a Score. The higher your Score the more you'll earn daily. (See Daily Bonus)



Customer Loyal & Member Rewards

Customer Loyalty: An instant **5%** Cashback/Rebate based on a members first purchase, and any subsequent purchase where a previous purchase was placed in the last 31 days will be added to their internal account.

Direct Referral Rewards: Free Members and Customers may optionally choose to invite others to shop or join NUALO. Should those invited make a purchase the inviting Member will receive a **15%** reward of the XP on a product. Members can spend these internally on product.



Influencer Commissions

Direct Commission: Influencers will earn **15%** of XP on purchases by Community Members directly invited. (Sphere of Influence 1)

Indirect Commission: Qualified Influencers will earn **5%** of XP on all purchases by indirect Community Members. (Sphere of Influence 2)

Becoming an Influencer: register as a NUALO Member, invite people, when 3 buy purchase product(s) with XP of 40 or more a Member may opt to upgrade to Influencer. There is **never a fee nor personal purchase requirement** to become an Influencer or earn a reward.



Scoring a Daily Bonus

The highest Score an Influencer reaches each day rewards a Daily Bonus.

The highest Score for the day, rewards a bonus. See Score chart.

How to Score: Your Score is the sum of all Scorable XP on product purchases within your 'Impact' (The structured social network of all Members as organized in your Spheres of Impact).



Help others score!

As those you invite start to Score and earn you're rewarded:

Direct Override: **25%** of all directly invited members Daily Bonus. (SOI 1)

Indirect Override: **10%** of all indirect members, SOI 2, Daily Bonus.



Score Chart

All Score thresholds reward a bonus daily of the same proportion as the chart to the right. Score is a fixed threshold at the progression sequence of: 1,2,3,4,6,8,10. Scoring starts with thresholds in the hundreds, then thousand, 10 thousands, hundred thousands, and then millions. Add a zero to Score and you add a zero to Daily Bonus. 100 = \$.35/day, 1000 = \$3.50/day, 10K = \$35, etc. So, a Score of 100K rewards \$350/day, while a Score of 2MM rewards \$7K each day.

SCORE DAILY	
10000	\$35
8000	\$25
6000	\$20
4000	\$15
3000	\$10
2000	\$7
1000	\$3.50
800	\$2.50
600	\$2.00
400	\$1.50
300	\$1.00
200	\$0.70
100	\$0.35

User Types

Community Member (CM): Any registered member of the NUALO community. Specifically, Free Members, Active Customers, Influencers, Qualified Influencers and Brand Partners. The term '*Community Member*' is often used synonymously with the term 'User' or simply 'Member'.

Free Member [M] and Active Customer [AC]: These are Community Members who have created a free account on the NUALO platform (via any Brand Partner's Boutique or NUALO Tool). Both Free Members and Active Customers enjoy the same benefits, access and privileges; and may earn rewards. The term *Active Customer* is merely a distinction indicating that a Free Member has opted to purchase a product from a Brand Partner in the last 31 days.

Influencer [I]: Any Member who invites other members where **3 or more of whom purchased product(s) with XP of 40 or more** will be Invited to upgrade to Influencer. No purchase or fee is required to upgrade or remain an active Influencer.

Qualified Influencer [QI]: Any *Influencer* where the majority of XP within their Spheres of Impact (**aka Impact**) is generated by Customers. No purchase or fee is required to become or remain Qualified.

Periods

Real-Time: XP and applicable Rewards & Commissions are allocated within a 5 minute window of a Scorable Purchase.

Daily: Daily Bonus' occur nightly (between roughly 4 am and 7 am Eastern Time). NUALO's system looks at the previous day's High Score (based on the SXP a User has accumulated) then calculates the Daily Bonus.

Monthly: On the 1st of each month (roughly between 4 am and 7 am Eastern Time), NUALO's system will look at a User's previous month's High Score, then calculate both the Direct and Indirect Overrides.

Score & XP

Xperience Points (XP): XP is assigned to Scorable products/services and is used to track a Member's Score. When a Scorable Purchase happens, the XP is allocated and tracked.

Impact XP (IXP): Impact XP is the total XP generated within a Member's Impact in the last 31 days.

Scorable XP (SXP): The IXP received by a Member's Directs within that Member's Impact. The total IXP any Direct can contribute to the total SXP is no more than 40% of a *Member's* next Paid-As Score. If a Member's next Score is 1000 the most IXP contributable to a Member's SXP will be 400 from any single Direct.

Score (aka 'Current Score'): When a Member's SXP crosses a Score threshold a Member is considered to be at that 'Score'. Current Score determines the Daily Bonus a Qualified Influencer will receive.

Reach

Reach: As a Peer-to-Peer Marketing platform, NUALO tracks the influence and impact that each member has. We call this "Reach". **Influence:** Influence is organic. Those you directly or indirectly influence in your organic social network. We call these your Spheres of Influence or just Influence. **Impact:** Impact is more structured and comprises the organized network that Community Members collaborate and work with each other to create. It's a structured social network.

Peer Team: These are the NUALO *Community Members* within your Spheres of Influence. Those Peers that you will support.

Peer Support: These are the NUALO *Community Members* whose Spheres of Influence you are in. Those Peers who support you.