



Memorandum

Friday, October 10, 2018

Reference No.: 20181005-005

TO : All Office Staff, Members, Mobile Stores and Mega Centers
FROM : The House of Herbs Board of Directors
SUBJECT : NEW MARKETING PLAN

In preparation to the upcoming House of Herbs System called the House of Herbs Web Version 2.0, several memos will be implemented and set in place so that every needful thing required for this transition to be in order.

PURPOSE:

1. A new marketing plan has been created in order to replace the existing marketing plan of the company
2. To help members create more passive sources of income and create a brighter future for their families and the company

INTRODUCTION:

The "New Marketing Plan" memo, tentatively in effect on **November 8, 2018**, after DTI approval, refers to the implementation of new and better ways for members to earn income in the form of compensations for the marketing activities that they perform with the following conditions:

1. The old marketing plan will not anymore be used starting October 13, 2018. Please refer to the "System Cut-off" memo with Reference No.: 20181005-002.
2. All information will be transferred to the new system and be used by the members once the new system is already in effect
3. The new marketing plan will only provide incomes for **NEW** accounts and purchases
4. The House of Herbs will be providing a new 8 ways to earn incomes with the following details:
 - a. Direct Referral Bonus (DRB)
 - b. Pairing Bonus (PB)
 - c. Infinity Bonus (IB)
 - d. Outright Discount (OD)
 - e. Unilevel Rewards (UR)
 - f. Pairing Points Rewards (PPR)
 - g. Elite Special Bonus (ES)
 - h. MC and Mobile Development Bonus (MMD)

For your reference and guide.

Thank you,

The House of Herbs

*This memo has been duly approved in agreement with the House of Herbs Board of Directors last **October 9, 2018** and will be in effect on **November 8, 2018**.*