

Partnering with Crunchi provides a platform to educate others about the importance of making safer choices. For those able to dedicate just a few hours a week, or those seeking a full-time career, becoming a Crunchi Advocate will be a rewarding opportunity that will allow you to unleash your entrepreneurial spirit while making a difference.

2021 ANNUAL COMMISSION DATA

Below is a summary of the commissions earned by Advocates in 2021 under the Crunchi Compensation Plan. These figures do not include the value of trips, recognition, non-cash prizes, and complimentary products earned by Advocates. All figures are in United States Dollars. In 2021, Crunchi had 6,659 advocates in the United States, 76.92% of those Advocates received commission in 2021.

	# OF ADVOCATES	% OF ALL ADVOCATES	AVERAGE ANNUAL INCOME	MEDIAN ANNUAL INCOME
ALL ADVOCATES	6,659	100%	\$2,455.60	\$89.81
QUALIFIED ADVOCATES*	5,122	76.92%	\$3,192.48	\$194.11
TOP 50%	3,330	50%	\$4,888.06	\$480.44
TOP 10%	666	10%	\$22,239.20	\$5,889.80
TOP 1%	67	1%	\$151,959.76	\$71,411.39

*Qualified Advocates are defined as an Advocate that earned a commission in 2021

2021 MONTHLY ADVOCATE TITLE EARNINGS

ADVOCATE TITLE	HIGHEST MONTHLY COMMISSION EARNED	AVERAGE MONTHLY COMMISSION EARNED	LOWEST MONTHLY COMMISSION EARNED	AVERAGE % OF QUALIFIED ADVOCATES PER MONTH
ADVOCATE	\$69.80	\$33.20	\$2.00	28.48%
SENIOR ADVOCATE	\$149.60	\$62.82	\$1.01	27.69%
PIONEER	\$298.80	\$128.21	\$5.40	17.66%
EDUCATOR	\$778.92	\$263.98	\$18.26	12.11%
EXECUTIVE	\$1,864.85	\$574.12	\$98.22	6.63%
ACTIVIST	\$4,262.68	\$1,096.60	\$390.60	3.10%
AMBASSADOR	\$16,734.85	\$2,128.33	\$760.18	2.31%
INFLUENCER	\$12,403.45	\$3,639.62	\$1,456.63	0.87%
VISIONARY	\$8,981.95	\$5,887.11	\$3,184.75	0.43%
INNOVATOR	\$20,135.46	\$10,129.46	\$5,950.21	0.36%
LEGEND	\$112,389.96	\$24,768.73	\$8,150.85	0.36%

Note that these figures do not represent an Advocate's profit, as they do not consider expenses incurred by an Advocate in operation or promotion of his/her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses an Advocate incurs in the operation of his or her Crunchi business vary widely. Expenses for Advocates can be several hundred or thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and Internet costs, business equipment, and miscellaneous expenses. The earnings of the Advocates in this chart are not necessarily representative of the income, if any, that a Crunchi Advocate can or will earn through his or her participation in the Crunchi Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with Crunchi results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities.

ADVOCATE INVESTMENT

In 2021, Advocates joined Crunchi by purchasing a \$29.00 Business Portfolio that included the following:

- Replicated Crunchi website (crunchi.com/firstnamelastname)
- Access to your personal back office
- Access to Crunchi U: a virtual training platform with a Smart Start System designed specifically for new Advocates
- Printed Smart Planner and Smart Checklist
- 20% off on all personal product purchases
- Access to Crunchi training materials and classes
- Negotiated wholesale price for Crunchi business cards (cards not included)
- 5 Crunchi stationary, product wraps, stickers, forms, and handouts

Advocates also purchased one of our three collections that included Crunchi products.

- In 2021, 46% of enrolling Advocates purchased the Transform Collection.
- 24% purchased the Empower Collection.
- 30% purchased the Explore Collection.
- On average, new Advocates spent \$353.35 at the time of enrollment in 2021.

ADVOCATE COMMISSIONS

To be eligible to receive commissions, Advocates must be considered active and qualified, as well as abide by the Crunchi Advocate Policies and Procedures, Terms and Conditions, and Advocate Credo. To be considered active, Advocates must abide by our Active Advocate Policy, which requires Advocates to purchase or sell at least \$400 in Personal Volume within a six-month consecutive period and be current with the annual renewal fee of \$40.

To be qualified to receive commissions and be considered active for the month, Advocates must have \$150 or more in Personal Volume for that month. Personal Volume is a combination of client purchases and personal purchases. Qualified Advocates can earn up to 40% commission on their Personal Volume, and up to 10% commissions on their Team Volume.

ADVOCATE BENEFITS

- Join a movement and be a part of something bigger than yourself while earning 20% off your own Crunchi products.
- Become a part of our like-minded, supportive community.
- Earn complimentary products, cash bonuses, and exclusive incentives.
- Earn up to 40% commission when you share Crunchi, in addition to commissions on your team.