



# MARKETING PLAN



**BEAUTY. HEALTH. INDEPENDENCE!**



**Fenix Global Group** is a fast-growing, international company operating in the social marketing system. We offer a wide range of products necessary for daily functioning. A wide range of dietary supplements have been developed with some of the best nutritionists and in professional laboratories with standards and requirements of quality systems in accordance with ISO 9001:2008 and HACCP. Perfume is a true journey through the world's most beautiful fragrances, and professional care meets our daily needs.

---

It has been known for a long time that the best form of advertising is referrals and good reviews. Loyalty programs are an important part of the commercial strategies of most companies, from one-person businesses to multinational corporations. MLM, a marketing strategy that allows you to build your own structure of Customers and Business Partners - Distributors, thus promoting the products and business concept of a particular brand, is also based on this approach.

With Fenix, you can work the way you like! Customers and potential Distributors surround you everywhere. Just by noticing them, you can free yourself from time pressure, low wages and lack of time for family, friends and acquaintances. You decide when, how and with whom you want to work. Fenix, for its part, will provide you with the support, tools and education you need to develop your sales and managerial skills. Remember, however, that it is up to you to decide how much you will earn, through your commitment and time spent building your future.

WE GIVE YOU  
THE OPPORTUNITY  
TO BOTH ENJOY  
EXCEPTIONAL PRODUCTS  
AND ACHIEVE  
MEASURABLE FINANCIAL  
BENEFITS BASED  
ON THE FENIX  
MARKETING PLAN.





# MISSION


Our mission is to create a thriving international company that is a way of life, not just a place to make money. We are confident that together with Distributors we will create a business where doing what you love won't feel like work. We believe in the fact that supplements, cosmetics, or fragrances can be affordable while maintaining the highest quality. We want to cause smiles on the faces of thousands of men and women who will be happy using our products.

# VISION

Fenix Global Group's vision is to become a stable international company based on integrity and committed structures. We want to become the natural choice for people looking for unique products that we use every day. We imagine our customers around the world using our supplements every day, smelling our perfumes and enjoying the benefits of our cosmetics, and happy Fenix Partners who have become financially independent thanks to the Marketing Plan.

# PURPOSE

Our main goal is to become a global company so that customers have access to our products in every country on Earth, and our Partners can become financially free no matter where they come from or where they live.





# At Fenix Global Group, we are guided by five values:



- 1. PARTNERSHIP:** We believe that a reliable Partner in business, is the foundation. We will help you train, develop And create your own business. We are confident that by working together we can achieve financial freedom and above-average results;
- 2. UINTEGRITY:** We know that good and hard work should be well and soundly rewarded. That's why our Marketing Plan is fully transparent and affordable. Your compensation is based on your commitment and your work;
- 3. BEAUTY:** We believe that each of us is beautiful-we just want to emphasize this beauty;
- 4. SUCCESS:** To be successful you need four things: a good partner, a good product, a marketing plan and commitment. We provide the first three; commitment is entirely up to you;
- 5. SATISFACTION:** Our greatest satisfaction comes from seeing dynamic people talk about our products and business model with pride and a smile on their face.

# As a Distributor, you can earn in three ways:

**YOU SAVE** - you buy products for your own needs at a 25% discount;

**YOU MAKE EXTRA MONEY** - you buy for yourself and offer our products to your friends - you earn a margin;

**YOU MAKE MONEY** - build a Distributor Team and achieve financial independence!



**The catalog,  
it's your essential work tool!**

With this solution, you can clearly set your income goals. You decide how much time and energy you want to devote to your work and how much you want to earn.

**REMEMBER!** By promoting our products you can save money, by promoting more you can also make more money.

## FIRST STEPS:

After registering in the Distributor Zone, add the products you are most interested in to your shopping cart.

Remember that when offering products to your friends, it is best to have them with you. Nothing convinces potential customers to buy more than the fact that the Distributor owns and uses these products.

When making your first catalog purchase, don't forget to add our catalogs to your order.

---

Working with Fenix Global Group can be both a hobby, bringing small profits, and become a serious alternative to a full-time job. In the latter case, however, it requires more commitment. Still, why not give it a try and take advantage of the opportunities available?





# SAVE

**By joining our Team, you have access  
to all Fenix Global Group products.**

## **You gain access to:**

- ☒ A fixed **discount of 25%** on purchases in the Distributor Zone;
  - ☒ special offers exclusively for Distributors;
  - ☒ the lack of a requirement for the number and frequency of orders;
  - ☒ product samples, advertising gadgets and materials for Distributors;
  - ☒ Incentive and loyalty programs;
- 

## **REMEMBER!**

You order when you want, how much you want and how many times you want. Without queues, wasting time, stress and on top of that in a convenient online store with delivery of products to any place in Poland and abroad.

You will receive our products directly to your home via courier service.

You can pay for the products immediately via fast online payments provided by DotPay, PayPal or directly at the courier - just select the delivery option „cash on delivery“. At the courier you can pay by cash or card.



# EARN EXTRA MONEY

**Fenix Global Group distributors have the opportunity to earn money consistently for offering our products to their customers. Show the catalog to your friends, family, neighbors and collect orders from them. You earn the difference your customers pay and the price you pay Fenix for your purchases.**

It's up to you to decide whether this way of earning will be just a part time job or become your main source of income!

Resale by a Distributor of Fenix products, directly to their Customers, is the first pillar to support business.

Direct-to-Customer sales allow you to make money by buying Fenix products at the wholesale price (Distributor Price - CD) and reselling them at a certain retail price (Catalog Price - CK).

---

It is said that if you want to make money buy cheaper and sell more expensive. This is exactly the principle on which the Distributor works. Show the customer a catalog with prices that include a margin (list prices), the customer orders products, the Distributor fulfills the order, but pays not the list price (CK) but the Distributor's price (CD). In this way, the Distributor earns money on each order placed by the Customer, and can also purchase favorite products for himself at a lower price.

Working in this way, you can earn several hundred PLN zlotys PLN a month.

To begin, create your database, that is, a list with the names of a minimum of 30 people you can interest in Fenix products and Fenix business opportunities. These will be, the people to whom you will go with the new Catalog in the first place.

## REMEMBER!

---

You can find a ready list of names in your cell phone, appointment books and notebooks from previous years. The contact list does not require a large time commitment - completing the list of min. 30 contacts, is a matter of several minutes.

Creating a contact list gives you a better chance of success and increases your confidence. Start conversations with the first people on your list - treat this as training/learning before you start talking to people you don't know yet.

Always ask for referrals - ask your friends you talk to for recommendations, i.e. the names of more people who might be interested in the opportunities Fenix offers. This way, your contact list keeps growing!

Selling unique products from the Fenix Global Group Catalog is really easy. Just systematically show the Catalogs to all your friends and ask them what they want to order!



Fenix Global Group, is an ideal place for personal and business development. Each person on your Team can make purchases for personal use, sell products with margin, and sign up new people. Every purchase made by any people in your Team is counted towards your collective turnover.

# EARN

Create your own Distributor Team  
and achieve financial independence!

Building a Team is nothing more than encouraging  
new people to do the same things you are doing.

We are building the group so that everyone has a chance to develop a stable and profitable business. As you invite new people, your success will depend on both you and them.

Your performance discount is based on the joint turnover generated in PLN and the difference between yours and the people you invited to join the Team in the first line.

---

**The condition for awarding the resultant discount or remuneration is to obtain in a given catalog own sales at the level of PLN 225 in Distributor Prices.**

By reaching successive discount levels, you not only save by buying products at Distributor prices and earn from product sales, but you also receive a performance discount or remuneration resulting from the Fenix Global Group Marketing Plan calculated on the total turnover of your entire Team.



## Discount plan resulting from the Team's turnover:

LEVEL OF % DISCOUNT FROM DISTRIBUTOR PRICES	RANGE OF THE AMOUNT IN DISTRIBUTOR PRICES (CD).	RESULTING TITLE
<b>0%</b>	PLN 0,00 – PLN 699,99	<b>Distributor</b>
<b>4%</b>	PLN 700 – PLN 1 139,99	<b>Partner</b>
<b>7%</b>	PLN 1 140 – PLN 1 899,99	<b>Coordinator</b>
<b>9%</b>	PLN 1 900 – PLN 3 799,99	<b>Senior Coordinator</b>
<b>14%</b>	PLN 3 800 – PLN 7 599,99	<b>Team Manager</b>
<b>17%</b>	PLN 7 600 – PLN 15 199,99	<b>Senior Team Manager</b>
<b>20%</b>	PLN 15 200 – PLN 22 999,99	<b>Regional Manager</b>
<b>24%</b>	PLN 23 000 and above	<b>Country Manager</b>

**Fenix Global Group's Marketing Plan** takes into account 7 discount levels based on your Team's turnover. Your share of the rebate depends on the turnover of your entire Team. The rebate/remuneration will be calculated on the basis of the difference between your levels and those of your Team members.



## Benefits of Team Building:

- ✓ An alternative to a full-time job;
- ✓ Constant motivation for development and further activities;
- ✓ Above-average pay when achieving higher discount levels;
- ✓ Independence - you decide for yourself when and how much you work;
- ✓ You are your own boss;
- ✓ No time limits;
- ✓ Easy combination of work and family life;
- ✓ New acquaintances and friendships.

# SPECIAL PROGRAMS FOR DISTRIBUTORS AND LEADERS



# TAKEOFF FOR A SURPRISE



As a new Distributor, you have the opportunity to take advantage of a special program in which you will receive gifts for the first three months of cooperation with Fenix Global Group.

Be sure to join this program and enjoy exclusive rewards for your orders!

To qualify for the program, you must place an order of min. PLN 199 at the Distributor Price\*

We will add the previous month's reward to the first order of any month next month.

Place orders for a minimum of PLN 199 CD in each of the next 3 months of cooperation and receive more rewards!

---

## THE FIRST MONTH OF COOPERATION:

Catalog value of the award up to PLN 50.

## SECOND MONTH OF COOPERATION:

Catalog value of the reward up to 100 PLN.

## THIRD MONTH OF COOPERATION:

Catalog value of the reward up to 150 PLN.

\* Distributor Accessories and shipping and delivery costs are not included in the order value.

### Remember,

Criteria for the program applies to the calendar month of registration, e.g., registration on May 15 >> qualification by May 31.

# FIRECRACKER OF SUCCESS

The rapid and dynamic development of the Structure, is the most important element in gaining the greatest rewards and qualifications from the Fenix Marketing Plan programs.

The „Firecracker of Success“ special program is open to any new Distributor who has fulfilled the following qualification conditions for individual bonus bonuses within the first months of cooperation.

## FULFILLMENT OF ASSUMPTION NO. 1 - ONE-TIME BONUS OF PLN 600

### QUALIFICATION CRITERIA:

No later than the third month of cooperation, you reach the Team Manager performance level with Structure sales of no less than PLN 7,000 CD and maintain your monthly order level of min. PLN 263 CD and you repeat this result in the following month.

## FULFILLMENT OF ASSUMPTION NO. 2 - ONE-TIME BONUS OF PLN 1,000

### QUALIFICATION CRITERIA:

No later than in the fourth month of cooperation, you reach the result level of a Region Manager with Structure sales of not less than PLN 18,000 CD, and maintain in the qualifying month the level of your monthly orders of min. PLN 263 CD and you repeat this result in the following month.

## FULFILLMENT OF ASSUMPTION NO. 3 - ONE-TIME BONUS OF PLN 2,400

### QUALIFICATION CRITERIA:

No later than in the fifth month of cooperation, you reach the result level of Country Manager with Structure sales of not less than 24,000 PLN CD and maintain in the qualifying month the level of your monthly orders of min. PLN 263 CD and you repeat this result in the following month.

**Remember!** By completing all three stages, you will receive each cash prize. You can gain to start, as much as PLN 4,000 bonus! The 60/40 rule applies to the program. Your strongest Structure, which generates min. 60% of your total qualifying turnover.



# PROMOTION BONUS

---

Earn additional levels and titles resulting from the Marketing Plan and receive additional commissions!

The Bonus for Advancement program gives you the opportunity to receive additional funds if you reach successive % levels from month to month.

The Promotion Bonus is a supplementary program that will be held at least twice in a calendar year.

Qualification criteria and the amount of the bonus for gaining a new level will be determined before the new edition of the program is announced.

By fulfilling all the criteria for promotions, you will receive all the bonuses for each of the different stages.

Both new and existing Fenix Global Group Distributors can benefit from the program.

---



# DEVELOPMENT 20



We are glad that you are making every effort to keep your Team running and growing rapidly. Thanks to the fact that you have reached the level of 20%, you receive the reward of a bonus of 250 PLN!

We will credit you with the bonus the following month after the month you achieve the title of Region Manager.

Have an appetite for more? Maintain a level of 20% or more in the following month as well, and you'll receive an additional PLN200 bonus for maintaining your level.

You can receive the PLN 250 and PLN 200 bonus once during your cooperation with Fenix Global Group.

---

You will find the amount in your result account in the Distributor Zone. Spend the extra bonus on whatever you want!

The 70/30 rule applies to the program. Your strongest Structure, which generates min. 70% of your total qualifying turnover to the 20% level. The bonus applies only to those who have reached the Region Manager level for the first time during their entire cooperation with Fenix Global Group.

The program does not combine with other special programs, especially when using the Promotion Bonus. A Distributor may opt out of participating in another program for „Development 20“

# GLOBAL 24

A special program for those who have started the Director qualification. You have a full 3 months to achieve the title of Director in Fenix Global Group. During this period, if you have a 24% group in your Team, then according to the principle of the level difference between you and the person in your Structure, you do not receive any compensation (you 24% - your Distributor at 24% = 0%). Global 24 allows you to receive an additional global bonus from your Team 24% registered directly by you (your first line).

**PREMIUM** on Structure is 3.50% of the turnover of the 24% group. You receive the bonus on the turnover of the structure in the CD excluding the sales of the next 24% group in this Team.

## Example:

1. You achieve sales with the Team of PLN 30,000 zloty. You have a 24% structure in your first line that generated PLN 25,000 in sales. You then receive 3.50% on 25,000 PLN = 875 PLN.
2. You achieve sales with a Team of 60,000 PLN. You have in your first line a person (A) who reaches 24% with a turnover of 50,000 PLN; in the Structure of this person there is another group of 24% (B) who has generated a turnover of 35,000 PLN. You then receive 3.50% calculated on the following turnover:  
(A) PLN 50,000 - (B) PLN 35,000 x 3.50% = PLN 525.

**You will receive the bonus if your remaining turnover of the Team after deduction of 24% structures is not less than PLN 4,000 CD.**

You will receive the bonus only during the director qualification period (3 billing periods). Interruption of director qualification is equivalent to termination of participation in the bonus program.



# BABY +

## We support young parents!

The bonus is only available to a Distributor who is at 20% or higher at the time of the child's birth. The Distributor must have worked with Fenix Global Group for a minimum of 3 months prior to the birth of the child. The 20% level or higher must be maintained for 3 consecutive monthly periods after the birth of the child (but no later than 6 months after the birth).

**BABY+ IS AVAILABLE UPON THE BIRTH OR ADOPTION OF A CHILD. THE BONUS AMOUNT IS PLN 600.**

For the second and subsequent child, there is a bonus of PLN 850 and is paid according to the above settlement criteria.

Bonus payment is possible only when placing own orders of not less than PLN 225 (CD) for the qualifying period.

---

The bonus can be used as a discount on products, withdrawal against an invoice (for companies) or through withdrawal to a prepaid card.



# TAKE IT A STEP FURTHER AND BECOME A DIRECTOR!

Your continued commitment to promoting the Fenix Global Group Brand can be rewarded by being nominated to the prestigious group of the best of the best, namely Fenix Global Group Directors.

With our Marketing Plan, you have the opportunity to further develop your business, receive further financial benefits and participate in projects, loyalty and bonus programs prepared for a group of Directors.

Director levels are achieved by promoting Team members to the highest performance level.

## Titles and criteria for achieving director level for first-line promotions:

<b>Your 24%</b> x 3 full months in a row	<b>= Director</b>
<b>2 Groups 24%</b> + PLN 5,000 personal group sales CD	<b>= Bronze Sales Director</b>
<b>4 Groups 24%</b> + PLN 5,000 personal group sales CD	<b>= Silver Sales Director</b>
<b>5 Groups 24%</b> + PLN 5,000 personal group sales CD	<b>= Gold Sales Director</b>
<b>7 Groups 24%</b> + PLN 5,000 personal group sales CD	<b>= Platinum Sales Director</b>
<b>9 Groups 24%</b> + PLN 5,000 personal group sales CD	<b>= Ruby Sales Director</b>
<b>11 Groups 24%</b> + PLN 5,000 personal group sales CD	<b>= Bronze CEO</b>
<b>14 Groups 24%</b> + PLN 5,000 personal group sales CD	<b>= Silver General Manager</b>
<b>17 Groups 24%</b> + PLN 5,000 personal group sales CD	<b>= Golden CEO</b>

**As you can see, you can achieve your first Director title on your own by maintaining your performance level at 24% for 3 months in a row.**

[Example You reach 24% in January, so for the period from January to March inclusive, you must maintain your performance discount level at a consistent 24%. We will reward your commitment to growth and achieving the title of Director with a one-time financial bonus of PLN 3,000!]

## Joining as a **Director of Fenix Global Group**

enables you to receive one-time financial bonuses for achieving first-time director ranks:

- Director - bonus of **PLN 3,000**
- Bronze Sales Director **PLN 5,000**
- Silver Sales Director **PLN 7,000**
- Gold Sales Director **PLN 10,000**
- Platinum Sales Director **PLN 15,000**
- Ruby Sales Director **PLN 20,000**
- Bronze General Manager **PLN 25,000**
- Silver General Manager **PLN 45,000**
- Gold CEO **PLN 55,000**



Remember to generate your own personal sales of at least PLN 225 CD each month and maintain a turnover of at least PLN 5,000 CD in your Team (excluding 24% groups) directly built by you, that is, in your personal group. Failure to meet the condition of turnover outside the 24% structures prevents you from accruing a one-time bonus, but allows you to receive a director title.

### **Example:**

You have a level of 24% and a turnover in your group of 5,000 PLN CD, in addition, you have promoted and helped two people from your Team to reach the level of 24%, who have achieved the title of Director. This gives you the title of District Sales Director and a one-time performance bonus of as much as **PLN 5,000!**



Being in the group of Fenix Directors, also means a steady income from the Teams that will be formed in the „depth” of your structure. The greater the title you achieve, the greater the bonus you will receive!

**As part of director bonuses, you will receive a % share up to the sixth line of 24%.**

	Director	Bronze Director	Silver Director	Gold Director	Platinum Director
1 line	3.00%	3.25%	3.50%	3.75%	4.00%
2 line	2.50%	2.75%	3.00%	3.25%	3.50%
3 line	2.00%	2.25%	2.50%	2.75%	3.00%
4 line	1.50%	1.75%	2.00%	2.25%	2.50%
5 line	1.00%	1.25%	1.50%	1.75%	2.00%
6 line	0.50%	0.75%	1.00%	1.25%	1.50%

**Example of calculating the premium on structures:**

YOU: **PLN 150,000 CD**

Your Team:

A >> PLN 140,000 B >> PLN 100,000 C >> PLN 70,000  
D >> PLN 60,000 E >> PLN 30,000 F >> PLN 25,000

A-B (140,000 - 100,000) = PLN 40,000 x 3% = PLN 1,200.  
B-C (100,000 - 70,000) = PLN 30,000 x 2.50% = PLN 750  
C-D (70,000 - 60,000) = PLN 10,000 x 2% = PLN 200  
D-E (60,000 - 30,000) = PLN 30,000 x 1.50% = PLN 450  
E-F (30,000 - 25,000) = PLN 5,000 x 1% = PLN 50.  
F 25,000 x 0.50% = PLN 125.

Your premium from structures in the above situation will be:  
1200 PLN + 750 PLN + 200 PLN + 450 PLN + 50 PLN + 125 PLN = **2775 PLN.**

---

**Remember!** In order to receive director’s bonuses from the structure, you must generate first-line sales of no less than **PLN 4,000 CD excluding 24% groups**, and realize own sales of no less than PLN 225 CD.






# COACH CLUB

## „ACADEMIC BONUS”

Every Director at Fenix Global Group spends a considerable amount of time creating and training new Leaders and Directors. Continuous learning and development of structures is the basis for success in business. Fenix supports Directors who are committed to creating new TOP Leaders. Your work is further supported by a fixed monthly bonus in the form of an academic bonus.

Number of groups 24% in your first line	The amount of the academic bonus (gross)
1	PLN 300
2	PLN 450
3	PLN 800
4	PLN 1,300
5	PLN 2,000
6	PLN 2,500
7	PLN 3,000



The academic bonus is paid according to the number of structures 24% in your first line.

For the first bonus (300 PLN), a minimum of 3,000 PLN CD of residual turnover excluding 24% groups is required. The bonus will be paid for each month of meeting the required criteria. To qualify for the Trainer's Club, you must be a Director of Fenix Global Group.

# PRESTIGE GLOBAL BONUS



With the continued growth of your Structure, you have the opportunity to receive an additional bonus for the turnover you generate during the calendar year.

We reward the effort and dedication you put into building the Fenix Global Group Brand!

If you have achieved a total turnover of at least PLN 1,800,000 CD during the calendar year, and your strongest structure did not generate more than 60% of this turnover, we will reward your work for the previous calendar year.

In this case, the bonus you will receive represents up to 1.75% of the generated annual turnover.

---

## Example:

PLN 155,000 CD turnover per month x 12 months  
of the calendar year = PLN 1,860,000 CD annual turnover.

Bonus calculation:

PLN 1,860,000 x 1.75% = PLN 32,550 additional annual bonus!

**Remember:** The annual bonus will be calculated and confirmed by the end of March of the year following the qualifying year. The annual bonus will be reduced by any bonus already paid in subsequent lines of your Structure. The amount will be at your disposal until the end of the 5th month of the accounting year at the most.



# DREAM VACATION

Dream Vacation, is an exclusive program for lovers of travel and discovering new places in the World. By meeting the relevant development criteria, you have the opportunity to participate in an elite international travel conference.

## CAR MOTIVATION TOP

The CAR Motivation TOP program was created to recognize the consistent work and commitment of Fenix Directors. It is an additional tool to motivate and support daily work.

Fulfill the qualification and enjoy the unique opportunity to own a car with the Fenix Global Group logo and a monthly financial bonus.

Authenticate your image as a Fenix Partner and travel by car with our logo.

## CAR MOTIVATION VIP

VIP program is dedicated to any Director from the level of min. Gold Sales Director.

Participation in CAR Motivation VIP is voluntary. When you decide to participate in the program, together we will set your sales goals for the next three years. You will then sign a contract with a lessor and order a car from a BMW dealer. If your sales goals are met, Fenix Global Group will pay all or part of the lease payment for the car. After three years, you will be given the opportunity to pick up another car model.

[Read more about the programs in the Distributor Zone.]

[www.fenix-global.com](http://www.fenix-global.com)

[kontakt@fenix-global.com](mailto:kontakt@fenix-global.com)



**YOU DESERVE TO BE APPRECIATED!**