

Rodan + Fields

2023 DSA Awards – Excellence in Business

March 2023

Rising Star[★]

BONUS

Rodan + Fields believes in a powerfully simple road to success for our Consultants; share and sell the products you love, invite others to join you as a business partner, and help them launch successfully and advance alongside you. Our Rising Star Bonus Program was launched in May 2022 to bring focus and rewards on these specific activities in product sales, sponsoring new Consultants and helping them succeed to create business growth for our Consultants from the bottom up.

The Rising Star Bonus Program rewards Star Bonuses to Consultants and Star Maker Bonuses to their Sponsors for first time advancing to Level I Executive Consultant and Level II Executive Consultant, two early leadership titles in the R+F Compensation plan.

The program is promoted to any Consultant who wishes to advance themselves as well as Consultants who have already reached a higher title and want to be a Star Maker through creating Stars. This was designed intentionally to have all Consultant focused and motivated for creating growth in a healthy and sustainable way, so as they achieve within this program, they are also positioned to grow and earn within our Compensation Plan.

Bonus Details

REQUIREMENT	STAR BONUS (Awarded to Consultant)	STAR MAKER BONUS* (Awarded to Sponsor)
1 st Time Advance to Level I Executive Consultant	\$100 USD	\$100 USD
Maintain Level I Consultant or above in the month following 1 st Time Advancement	\$100 USD	\$100 USD
1 st Time Advance to Level II Executive Consultant	\$150 USD	\$150 USD

Maintain Level II Consultant or above in the month following 1 st Time Advancement	\$150 USD	\$150 USD
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*There are no limits to the amount of Star Maker Bonuses that a Consultant can earn for helping their personally Sponsored team member first-time advance and maintain Level I or Level II Executive Consultant.

Program Objectives & Findings

The best way for Consultants to advance through the R+F titles (and to earn Rising Star Bonuses and maximize our Compensation Plan) is to share and sell the products they love, sponsor new Consultants, and help them launch successfully to advance together. We refer to this activity as duplication- Consultants helping other Consultants do the same as they have done to grow their product sales and teams. Our primary objective is to increase our active Consultant base and sales activity through:

1. Rewarding and recognizing Consultants for becoming early-stage leaders by creating business growth from the bottom up.
2. Make early title advancement of cultural significance.
3. Provide a stepping-stone to further achievements and celebration at higher titles.

Our data shows that Leaders who coach their direct downlines to achieve a Rising Star Bonus average 4x higher earnings when compared to other Leaders who do not. And of those who achieve a Rising Star Bonus, we see an average increase of:

METRIC	INCREASE
Sponsoring	5%
Sales Volume (SV)	10%
Personal Team Volume (PSQV)	38%
Level 1 & 2 Volume (L1+L2)	76%
New Title Maintenance for 2+ Months	3%

On-Going Success

The Rising Star Bonus Program allows R+F to recognize leadership and success of our Consultants in different and meaningful ways. We encourage our Consultants to not only be a Star Maker but to create a Galaxy of Stars. At our last Annual Convention, we recognized our Stars and Star Makers together on-stage where achievement is celebrated not only with the Consultant who achieved but also the Sponsor who worked hard to coach their Consultants to success. We continue to celebrate our Star and Star Makers through additional prizes, monthly

communications and through spotlighting Consultants who have excelled in the program. In addition to recognition, we have virtual training webinars periodically teaching Consultants how to develop Stars and be a Star Maker.



Through the success of the Rising Star Bonus Program, we've been able to integrate the program with other programs that drive growth and consistency. Our Lead the Way program awards consultants with branded merchandise and a trip through earning points by engaging in specific selling and coaching behaviors. When a Consultant becomes a Star or Star Maker they earn points in this program.

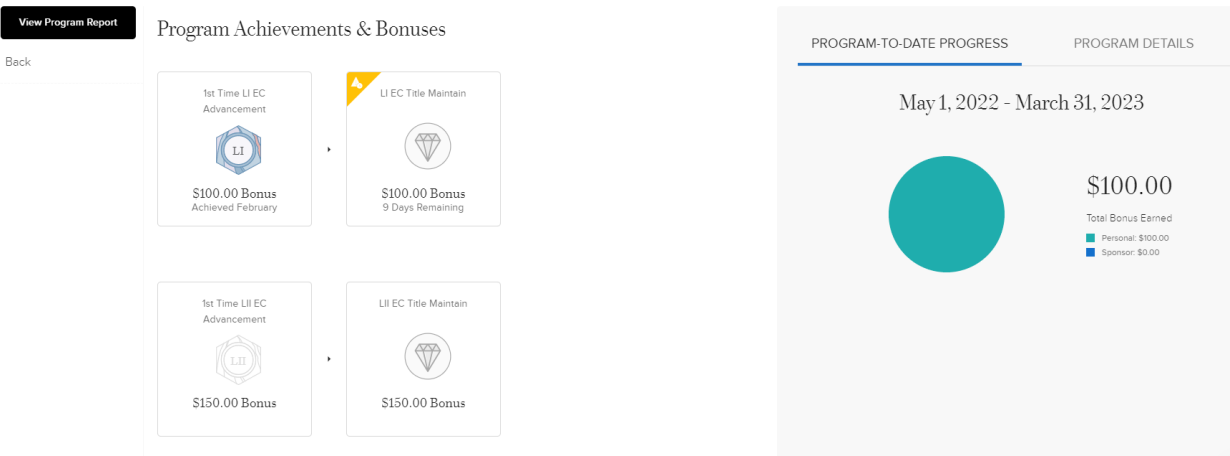


Another example is our Star Maker Summit program which rewards consistency at our Level V title, which is a key title for advancing and maintaining our top titles in the Compensation Plan. You earn an invite to this top leader Summit by maintaining consistency in team product sales goals and developing new Stars.

Finally, there is our Rising Star Celebration which is a virtual party and recognition event where any Star or Star Maker achievement during a specific earnings period, earns the Consultant an invite to participate in a fun, informative, celebratory virtual event.

Rising Star Bonus Coming Life

To help Consultants see how they are performing in the Rising Star Bonus program we have developed innovative program tracking in partnership with Penny AI. Through the Penny desktop or mobile app, Stars can access their Rising Star Bonus dashboard to see badges light up when they achieve and track the bonuses they've earned. The dashboard badges motivate Consultants to strive for maintaining title or advancing again. Star Makers can pull reports to identify Consultants on their team who are eligible to participate in the program giving them guidance on who to work with, as well as track the progress of those who have advanced. Bonuses earned in the program are easy for Star Makers to track as well for each Star they've coached to advance and maintain title.



The Rising Star Bonus program has focused Consultants to see and believe their business success and growth is heavily fueled by developing early-stage leaders and continuing to help those leaders go on to develop leaders of their own.