



DRIVING PERFORMANCE *through the* BEIJO SPIRIT

BEIJO'S MERCEDES-BENZ INCENTIVE PROGRAM GUIDELINES

The Beijo Driving Performance program is designed to reward Beijo's top team leaders for their continued efforts with a beautiful, luxury vehicle that also serves as an excellent tool for leaders to promote and build their Beijo businesses.





TO ACHIEVE *this award*

Independent Executive Fashion Consultants and above who qualify for this program, acquire a Qualifying Mercedes-Benz, and properly communicate the acquisition of their car to Beijo will qualify for monthly bonus payments according to eligibility criteria and adherence to the Beijo Driving Performance program.

Each month that you meet the Driving Performance Bonus Criteria* you will receive the car bonus, up to \$450/month for your Mercedes-Benz.

* Driving Performance Bonus Criteria is fully outlined in the official Driving Performance Letter of Intent



Follow this path to success:

☐ STEP 1 – ACHIEVE EXECUTIVE FASHION CONSULTANT LEVEL

You must have achieved the title of Beijo Independent Executive Fashion Consultant or higher.

☐ STEP 2 – THE LETTER OF INTENT:

When you qualify for the Beijo Driving Performance Program, you will receive an official Letter of Intent with an invitation to participate from Beijo, Inc.

- The Invitation is your official welcome to the Beijo Driving Performance program, and is necessary for you to qualify for bonus payments.

☐ STEP 3 - DEALER PROCESS INFORMATION:

Work with a Dealer of your choice to locate the car you want. Determine your financing options and agree to the purchase/lease terms directly with your Dealer.

- The car must be a new Mercedes-Benz with a **Black or White exterior.**
- Choose from **C-Class or GLK models.**
- You have the option to either purchase or lease.

Before you make a final decision regarding your Mercedes-Benz purchase or lease, you must carefully read and review the Program Guidelines before signing and returning the Letter of Intent to Beijo, Inc. This is a requirement to be eligible to participate in the program.

☐ STEP 4 – RECEIVING YOUR DRIVING PERFORMANCE BONUS:

In order to begin your car bonus you are responsible for:

1. Submitting your completed car purchase/lease paperwork to Beijo, Inc.
2. Meeting Monthly Driving Performance Bonus Criteria*
3. Completing Branding, Marketing and Testimonials*

* Driving Performance Bonus Criteria, Branding, Marketing and Testimonials are fully outlined in the official Letter of Intent



MAKE IT HAPPEN *in 2013*

Beijo Fashion Consultants have a unique opportunity in 2013 to achieve their Driving Performance Award at the lowest earning criteria.

The guidelines outlined in the Driving Performance Program are valid through December 31, 2013.

By qualifying and entering the Beijo Driving Performance Program prior to December 31, 2013, you will receive earned bonuses for up to 24 months as long as you meet the eligibility criteria set forth in your letter of intent.

A SPECIAL OFFER *during the first half of 2013*

During the first 6 months of this exciting program (January, 2013 through June, 2013), Beijo Independent Fashion Consultants who are 'paid at' the rank of Executive Fashion Consultant or above, can choose to be entered into a monthly drawing for a prize of a \$1000 Driving Performance credit.

One name will be drawn each month from January, 2013 through June, 2013 and the winner will receive \$1000 in 'Driving Performance Credits' to go toward the down

payment for their Driving Performance Mercedes-Benz. (There is a maximum cap of \$3000 in awards for any one winner) In order to be included in the monthly drawing, the consultant must sign an official Letter of Intent toward earning the Driving Performance program.

These special credits will be paid out only when the winning consultant completes a lease or purchase agreement of a Driving Performance Mercedes-Benz by December 31, 2013.



IMPORTANT PROGRAM ADVISORY:

• Please be aware of the following important points regarding your participation in this program:

- The contract you execute will be between you and the Mercedes-Benz Dealership.
- Beijo, Inc.'s obligation is to award monthly bonuses to you, and is based on program rules. If and when you take delivery of your car, sign and return the Letter of Intent, fully executed. Beijo will not make any payments to your dealership and/or financial institution.
- Beijo, Inc. will not offer advice to you regarding your ability to honor a lease contract or with respect to the terms of any lease. The sale/lease agreement is strictly between you and the seller/leaser.
- Beijo, Inc. is not obligated to pay any monthly Driving Performance bonus to a Consultant who:
 1. Does not meet all of the eligibility requirements (including but not limited to group volume qualifications).
 2. Is not in good standing with Beijo (i.e., violations of Independent Consultant Agreement and/or policies and procedures).
 3. Has been terminated for any reason.
 4. Fails to provide proof of ownership of a qualified Mercedes-Benz annually on the anniversary date of the initial Driving Performance Program contract.
 5. Fails to brand the car with the Beijo, Inc. branding materials.
 6. Fails to provide digital picture of themselves with their Mercedes-Benz along with a short testimony about how it feels to get your new Mercedes-Benz.

Beijo urges you not to enter a lease or purchase agreement with which you are not fully comfortable and financially capable. We want you and your family to be completely prepared for the responsibility of the car and payments required before entering any agreement.

ADDITIONAL CONSIDERATIONS:

Mercedes-Benz Loan Payments:

The decision to acquire a new Mercedes-Benz vehicle is solely the responsibility of the Independent Fashion Consultant in consultation with a Mercedes-Benz dealer. Any contract signed by the Consultant is exclusively between said Consultant and Mercedes-Benz dealer. Beijo, Inc. will not guarantee any purchase or lease payments and cannot offer any advice as to the Consultant's ability to finance said vehicle.

Transferring:

Beijo Driving Performance bonus payments **may not be transferred**. Each qualified Beijo Fashion Consultant must acquire his or her own Mercedes-Benz to receive the bonus.

Termination of Beijo Driving Performance Bonus:

You will no longer be eligible to receive the Driving Performance Bonus in the event of any of the following circumstances:

- 24 months since the origination date of the original loan has expired.
- You no longer own or lease the car which was acquired in accordance with the program.
- You no longer have a loan/lease payment on the vehicle which was acquired in accordance with the program.
- You no longer use the car acquired by a qualified member of your household in accordance with the program.
- You are no longer an active Beijo Fashion Consultant with Beijo, Inc.

Force Majeure:

Beijo, Inc. is not liable for failure to fulfill the above obligations if such failure is a result of Acts of God (including fire, flood, earthquake, storm, hurricane or other natural disaster), war, invasion, act of foreign enemies, hostilities (regardless of whether war is declared), civil war, rebellion, revolution, insurrection, terrorist activities, blockage, embargo, labor dispute, strike, lockout or interruption or failure of electricity or telephone service.

FREQUENTLY ASKED QUESTIONS:

If I do not want to lease/purchase a Mercedes-Benz, but meet the criteria, will I still receive the \$450/month bonus? No, the Driving Performance Award is only paid to those achieving consultants who follow all guidelines above and actually purchase or lease an eligible Mercedes-Benz.

If I don't meet my criteria each month what happens? You will receive the bonus described above only in the months in which ALL eligibility criteria are met.

What is the maximum term for my loan? You can choose the length of your loan, however, Beijo will only pay Driving Performance bonuses for a maximum of 24 months on your vehicle, according to the guidelines.

I haven't yet built my team to \$10,000 GQV/month, but I'm an EFC. Can I get the car? Yes, anyone who has earned the title of Executive Fashion Consultant can lease/purchase their Driving Performance Mercedes-Benz. However, monthly bonuses by Beijo will only be paid when all monthly eligibility criteria are satisfied. Again, Beijo urges you not to enter a lease or purchase agreement for which you are not fully comfortable and financially capable.

Does Beijo pay the loan directly to my financial institution? No, Beijo, Inc.'s obligation is to award monthly bonuses to you, and is based on program rules. Monthly payments will be made to you by check or direct deposit following the month eligibility criteria are achieved.

What if I really want a red car? You may choose from any new Mercedes-Benz, C-Class or GLK-Class model with exterior colors of Black or White, in order to receive monthly bonuses.

