**ONLINE MARKETER’S BASIC APPLICATION GUIDELINES**

First Vita Plus Marketing Corp.

Policy Statement - 03 November 2020

**DEFINITION OF TERMS:**

**ONLINE MARKETER’S PROGRAM**

A program designed to regulate online selling activities of FVP Dealers, governed by the company’s Official Online Rules & Regulations

**ONLINE MARKETER**

An FVP Dealer who engages in the sale and distribution of First Vita Plus products to non-dealers through, but not limited to, online selling platforms, social media accounts, and the like. Also known as OM.

**DEALER ACCOUNT**

A dealership account registered to a bonafide First Vita Plus Dealer.

**PRODUCT ACCOUNT**

A dealership account registered by an Online Marketer through the sale of Health Packs by authorized accumulation to multiple individuals. Also known as PA.

**FLAGSHIP PRODUCTS**

FVP products sold as Power Packs, initially, to prospective dealers. (Standard, Gold, Platinum, and Titanium Power Packs. PSolutions Power Packs and Health Packs are not included in this program.)

**APPLICATION GUIDELINES**

REGISTRATION

1. Online Marketers must register to be qualified for this program, and be eligible to register Product Accounts.
2. Online Marketers must be active Dealers in good standing.
3. ONE-TIME, FREE registration may be done, online, via MsVita or the FVP Official Facebook Page.
4. Fill up Online Marketer’s Registration Form, and send back with a signed agreement to the terms and conditions of the program.
5. Must sell at MRP only.
6. Online Marketer must declare all social media accounts, and/or participation on any eCommerce sites, intended for selling FVP products.

ONLINE MARKETING REGISTRATION BY **AUTHORIZED ACCUMULATION**

Registering an FVP Account via Accumulation of Health Packs:

Health Pack sales generated from Online Selling may be accumulated, converted and registered into Power Pack sales, provided the following conditions are met or satisfied:

1. Health Packs Sold To A Single Individual:

1.1. FVP Dealer must sell the required number of Health Packs to a single prospective dealer, in any of the following scenarios:

 Ten (10) Health Packs : Standard / Gold

 Eight (8) Fizz Tabs Canister : Titanium

 Ten (10) Rev Plus Forte Health Packs: Titanium

 Four (4) Health Packs : Platinum

Authorized accumulation should be within a prescribed period (ref #1.4. & 1.5), and sold at the Mandatory Retail Price prescribed by the company.

 1.2. Upon completion, or full payment of required Health Packs sales indicated in

#1.1, the FVP Online Marketer must release the following free Products to

the buyer:

Two (2) Health Packs : Standard / Gold

 Two (2) Fizz Tabs Canister : Titanium

 Two (2) RevPlusForte Health Packs : Titanium

Two (2) Health Packs : Platinum

1.3. The FVP Online Marketer shall then register the buyer as an FVP

Dealer, with full dealer benefits and eligibility to the complete

earning potential of the FVP Marketing Plan.

1.4. Registration of dealership via accumulation in this category must complete the sale of the ten (10) Health Packs within ten (10) days, otherwise the new dealer is no longer eligible to receive the two (2) free Health Packs. (No free Health Packs from day 11th to 15th.)

1.5. Completion of accumulation from the 16th day onwards, are no longer eligible for dealership registration.

 2. Health Packs Sold To Multiple Individuals Or Customers, In Various

Quantities:

2.1. When an FVP Dealer sells Health Packs to multiple individuals, an accumulated sale of required Health Packs may be registered as a PRODUCT ACCOUNT, under the group of the registered FVP Online Marketer. Not as a Dealer Account. No account name. The Direct Sponsor is the registered Online Marketer.

 2.2. All Health Packs sold must be sold at the Mandatory Retail Price

prescribed by the company.

2.3. The assigned category of the PRODUCT ACCOUNT is as follows:

 Account Category Authorized Accumulation Requirement

Standard Product Account 10 Standard Health Packs.

Gold Product Account 10 Gold Health Packs.

Platinum Product Account 4 Platinum Health Packs

Titanium Product Account 8 Titanium Canisters

Titanium Product Account 10 Rev Plus Forte Health Packs

2.4. The FVP Online Marketer shall then register the accumulated Power Pack as a PRODUCT ACCOUNT.

2.5. Completion of accumulation from the 15th day onwards, are no longer eligible for dealership registration.

**PRODUCT ACCOUNT GUIDELINES AND FEATURES:**

1. Only registered OMs are allowed and accepted to register Product Accounts (PAs).
2. Only registered OMs can be a sponsor for a PA, and can earn SC from its registration.
3. PAs shall bear no names, but will also be categorized according to the variant of Health Packs sold, i.e. Standard Product Account, Gold Product Account, etc. (please see item #2.3.)
4. Dealer/Dealers above the network organization of a Product Account can earn the SOC and GSOC from the registration of the Product Account, including SCMax
5. A PA is not entitled to the incentives/commissions of the FVP Marketing Plan. (will not earn GSOC)
6. A PA has BINARY POINTS. “Uplines” from the binary tree will earn binary points from this account, either as a waiting point or a trigger point for a Sales Match of P1,500.00 from the Standard, Gold, or Titanium Product Account. Or P1,700.00 from the Platinum Product Account.
7. A PA will not earn BINARY POINTS for future downlines from either Sales Force A or Sales Force B.

**INNOVATIVE ONLINE MARKETING GUIDELINES / PARAMETERS**

The following Innovative Online Marketing Guidelines and Parameters are acceptable for selling FVP products on online platforms, or social media platforms.

1. FREE Items: Giving away free items to attract prospective buyers or to elicit attention or engagement is allowed provided the following conditions are complied with:

1.1. Any flagship product, or part of a Power Pack cannot be given away as a Free

Item.

 1.2. Direct Sales products, or other FVP products may be used as Free Items,

provided the cost is not more than 10% of the value of the items purchased or paid for, inclusive of delivery charges.

Ex. Paid/purchased item is a Health Pack = P 880.00

 10% value of paid item = P 88.00

 Paid/purchased item - 5 Health Packs = P4,400.00

 10% value of paid items = P 440.00

1.3. Direct Sales products, or other FVP products may be used as Free Items for the sale of a Power Pack, provided the cost is not more than 5% of the value of the items purchased or paid for, inclusive of delivery charges.

Ex. Paid/purchased item - 1 Power Pack = P8,800.00

 5% value of paid items = P 440.00

1.4. Other non-FVP products may be offered as FREE items, provided the conditions in item #1.2. are met.

Ex. Tarpaulin banners, small appliances, etc.

 1.5. FREE delivery is allowed.

2. PROFIT: The recommended and acceptable bottom line of each OM’s transaction should not be less than a 5% profit.

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