

LifeWave Preferred Customer Program FAQs

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Q1. IN WHAT COUNTRIES IS THE PREFERRED CUSTOMER PROGRAM AVAILABLE?

A1. The Preferred Customer Program is available in all our markets, except Japan and Korea.

Q2. WHAT IS THE DIFFERENCE BETWEEN THE PC AND THE PC+ PROGRAM?

A2. In addition to all the benefits available with the PC Program, for \$25/€25 USD annually PC+ Members receive additional benefits, including access to free product credits through the Share Program and free monthly product samples.

Q3. WHAT IF A PC MEMBER WANTS TO UPGRADE TO THE PC+ PROGRAM?

A3. Once a Preferred Customer completes a Monthly Subscription Order, they will be given the opportunity to upgrade to Preferred Customer Plus for \$25/€25 annually. They simply need to add a new product to their cart and they will be asked upon checkout if they want to upgrade. Once they choose that option, they will be upgraded to the Preferred Customer Plus program.

Q4. WHAT IF A PREFERRED CUSTOMER CANCELS THEIR MONTHLY SUBSCRIPTION ORDER?

A4. They will no longer be able to receive PC benefits but can still purchase LifeWave products at retail pricing.

Q5. WHAT MONTHLY SUBSCRIPTION ORDER (MSO) SCHEDULE IS NEEDED TO STAY QUALIFIED FOR THE FULL BENEFIT OF THE LOYALTY REWARDS?

A5. A customer's first MSO will count as their first order, but it is the successive MSOs received that will count towards their Loyalty Samples. For example, if a customer places an initial MSO, and then has two successful MSOs processed after that without missing or skipping a month, their LifeWave free product is unlocked and will be added to their next (i.e., 4th) MSO shipment.

Q6. CAN A PREFERRED CUSTOMER MISS OR SKIP ANY MONTHS IN A YEAR AND RETAIN THEIR LOYALTY REWARDS?

A6. Customers can cancel or skip two months of their MSO in a rolling 12-month period and still retain their Loyalty Reward benefits. The 12-month period begins when the first qualifying order is created. If a customer skips three months or more in a 12-month period, the order count will reset to zero and the customer must restart the process. Each reward sample is received only once during the year, so previously received samples will not be resent.

Q7. WHAT MAKES A QUALIFYING ORDER FOR PURPOSES OF THE LOYALTY SAMPLES?

A7. For an MSO order to count towards the earning of loyalty samples, it must contain products that carry some Business Volume (BV).