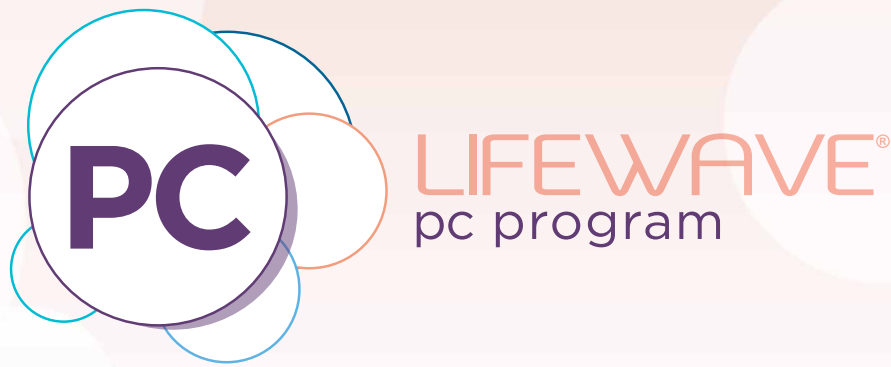




Living the LifeWave lifestyle makes EVERYTHING more rewarding!

Our Preferred Customer (PC) Program opens new doors of opportunity for you and the Preferred Customers you invite to share in our amazing LifeWave products! As you meet and share LifeWave with people in your community, becoming a Preferred Customer is a great way to experience the life-changing benefits of our incredible products in a rewarding way.

Becoming a Preferred Customer unlocks wholesale pricing and offers the convenience of a Monthly Subscription Order, which is automatically delivered to your doorstep every month. Plus, as your team of Preferred Customers grows, your LifeWave organization grows with increased retail sales and the opportunity to educate prospective brand partners on all that LifeWave offers.

HOW TO BECOME A PREFERRED CUSTOMER

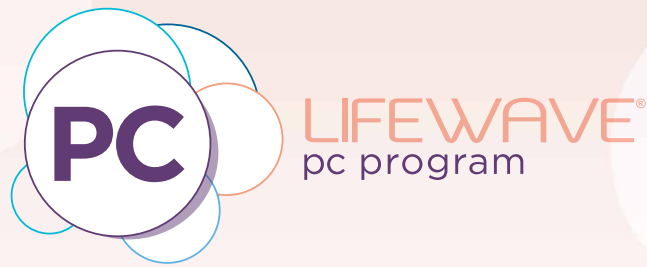
Anyone can become a Preferred Customer – with no sign-up fee – simply by placing a monthly subscription order. This immediately gives them access to wholesale pricing on all LifeWave products and access to additional loyalty rewards!

WHOLESALE PRICING & SUBSCRIPTION SAVINGS

When a customer places an MSO, they automatically become a Preferred Customer and receive wholesale pricing. This means a discount of more than 30%! Plus, with no enrollment fee, that's money back in their pocket, with the convenience of their favorite products automatically arriving on their doorstep at the same time every month.

LOYALTY REWARDS

The Preferred Customer Program rewards PCs who maintain their ongoing Monthly Subscription Order with FREE LifeWave SWAG and access to tools that will help them understand more about the LifeWave way of life. Here's how it works:



HERE'S HOW IT WORKS:

- After 3 months of receiving their Monthly Subscription Order, Preferred Customers will get a special LifeWave sustainable water bottle FREE with the following month's order.
- After 6 months of receiving their Monthly Subscription Order, Preferred Customers will get a LifeWave patch organizer FREE with the following month's order.
- After 9 months of receiving their Monthly Subscription Order, Preferred Customers will get a LifeWave notebook FREE with the following month's order.
- After 12 consecutive months of receiving their Monthly Subscription Order, Preferred Customers will get a full-size regular sleeve of LifeWave patches.

LIFEWAVE IN-TOUCH APP ACCESS

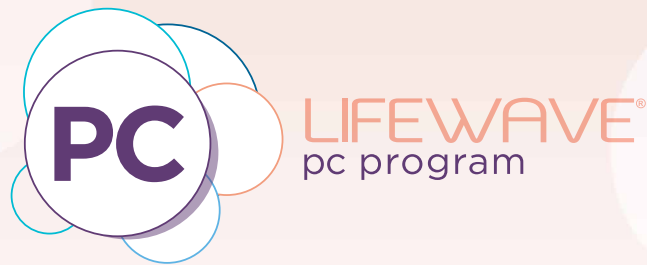
Preferred Customers also receive access to the LifeWave In-Touch App, which is an incredible resource for product education and a great way to share their favorite products with others. Plus, the app is full of information about all that LifeWave offers, including upgrading to the Preferred Customer Plus (PC+) Program and becoming a Brand Partner.

The power of LifeWave in the palm of their hand!

LIFEWAVE PRE-POPULATED SHOPPING CART

Preferred Customers can also easily share the LifeWave products they most enjoy with others by pre-populating a virtual LifeWave shopping cart with the products they recommend and sending the link to others. It's easy to set up and makes buying LifeWave products that much easier for potential LifeWave customers.

The Preferred Customer Program is a great way for people to begin their LifeWave journey. Start sharing the benefits of this incredibly rewarding program today!



Preferred Customer Program FAQs

Q1: In what countries is the Preferred Customer Program available?

A1: The Preferred Customer Program is available in all our markets, with the exception of Japan.

Q2: What is the difference between the PC Program and the PC+ Program?

A2: In addition to all the benefits available with the Preferred Customer Program, for \$19.95 USD annually PC+ Members receive additional benefits, including access to the Share Program and monthly product samples.

Q3: What if a PC paid \$19.95 USD to become a Preferred Customer under the old program? Will they be refunded their money?

A3: No. They will instead be automatically upgraded to PC+ status until the 1-year anniversary date of when they originally paid the \$19.95 USD.

Q4: What if I have Preferred Customers who have loyalty points from the old PC program? Will they carry over to the new program?

A4: Loyalty points from old PC Program are automatically applied to their monthly subscription order. Unused loyalty points are currently automatically removed 365 days after they were added.

Q5: What if I have Preferred Customers who have free product program points from the old Free Product Program?

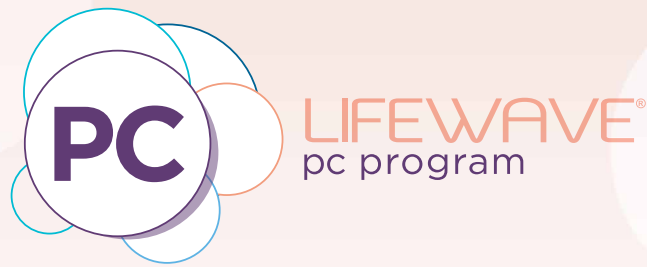
A5: Those with remaining Free Product Program points can apply them to eligible orders. Unused Free Product Program points will be automatically removed six months after they were added, so the sooner they apply those points to an order, the better.

Q6: What if one of my Preferred Customers wants to upgrade to the Preferred Customer Plus Program?

A6: Once a Preferred Customer completes a Monthly Subscription order, they will be given the opportunity to upgrade to the Preferred Customer Plus Program for \$19.95 USD. Once they choose that option, they will be upgraded to the Preferred Customer Plus Program.

Q7: What if one of my Preferred Customers cancels their Monthly Subscription Order?

A7: They will be assigned to Retail Customer status and will no longer be able to receive Preferred Customer benefits.



Preferred Customer Program FAQs Continued

LOYALTY REWARDS

Q8: What Monthly Subscription Order schedule is needed to stay qualified for the full benefit of the loyalty rewards?

A8: A customer's first Monthly Subscription Order will count as their first order, but it is the successive Monthly Subscription Orders received that will count towards their loyalty rewards. For example, if a customer places an initial Monthly Subscription Order, and then has two successful Monthly Subscription Orders processed after that without missing or skipping a month, their LifeWave swag is unlocked and will be added to their next Monthly Subscription Order. (i.e., 4th).