



Living the LifeWave lifestyle makes EVERYTHING more rewarding!

Our Preferred Customer 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 their 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

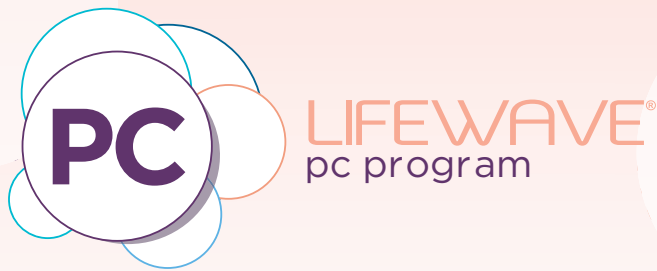
Anyone can become a Preferred Customer -- with no sign-up fee -- simply by placing a monthly subscription order. This immediately gives them access to wholesale pricing on all LifeWave Products and access to additional loyalty rewards!

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:



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- 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 12 consecutive months of receiving their Monthly Subscription Order, Preferred Customers will get a renewal of their Preferred Customer status and a full-size sleeve of LifeWave patches — a value of up to \$279.95! 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 renewal of their Preferred Customer status and a full-size sleeve of LifeWave patches — a value of up to \$279.95!

LIFEWAVE IN-TOUCH APP ACCESS

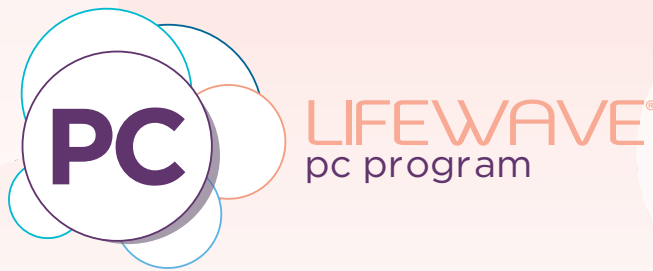
Preferred Customers also receive access to the LifeWave In-Touch App, which is an incredible resource for product education and a great way to share their favorite products with others. Plus, the app is full of information about all that LifeWave offers, including upgrading to the PC+ Program and becoming 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: U.S. and E.U. only from April 1, 2023. Other market announcements to follow. Japan and Canada are exempt.

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 annually PC+ Members receive additional benefits, including access to the Share Program and monthly product samples. Learn more about the PC+ Program [here](#).

Q3: What if I have PCs who paid \$19.95 to become Preferred Customers? Will they be refunded their money?

A3: No. If they are in the U.S., they will be automatically upgraded into the Preferred Customer Plus program and will not be required to pay a renewal fee until 12 months after the program is launched. All other preferred customers outside of the U.S. and will remain as Preferred Customers.

Q4: What orders count as Monthly Subscription Orders?

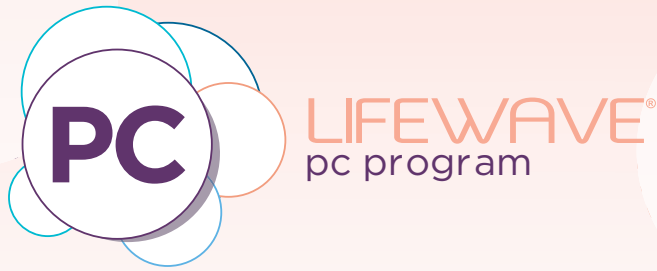
A4: Preferred Customer status only pertains to recurring Monthly Subscription Orders.

Q5: What if I have Preferred Customers who have loyalty points from the old PC program? Will they carry over to the new program?

A5: Loyalty points will be converted to a set coupon amount, which can then be applied to their monthly subscription order. Unused loyalty points are currently automatically removed 365 days after they were added. Beginning April 1, 2024, loyalty rewards will launch at zero (0).

Q6: What if I have Preferred Customers who have free product program points from the old Free Product Program?

A6: Their points will be converted to a set coupon amount, which can then be applied to their Monthly subscription Order. Unused free product program points are currently automatically removed six months after they were added. As of October 2023, no customer should have free product program points.



Preferred Customer Program FAQs Continued

Q7: What if one of my Preferred Customers wants to upgrade to the Preferred Customer Plus Program?

A7: 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. Once they choose that option, they will be upgraded to the Preferred Customer Plus Program.

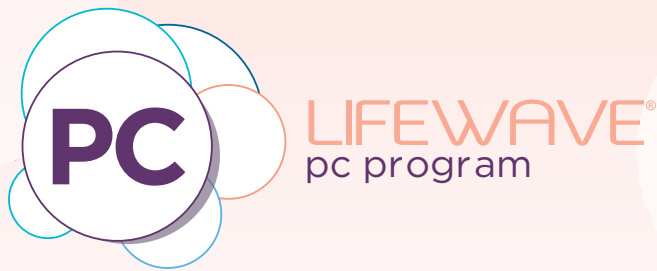
Q8: What if one of my Preferred Customers cancels their Monthly Subscription Order?

A8: They will be assigned to Retail Customer status and will no longer be able to receive Preferred Customer benefits.

Loyalty Rewards

Q9: What Monthly Subscription Order schedule is needed to stay qualified for the full benefit of the loyalty rewards?

A9: 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 notebook is unlocked and will be added to their next Monthly Subscription Order. (i.e., 4th).



LifeWave Preferred Customer Program -- Terms and Conditions

LifeWave's Preferred Customer Program is specifically designed to help participants experience a variety of LifeWave products in a free and low-risk way, and offer incentive for participants to share LifeWave products and programs with others.

Preferred Customers may only have one (1) LifeWave account in which they actively engage with or have beneficial interest in. Multiple or duplicate Preferred Customers accounts for any individual is prohibited.

LifeWave brand partners are prohibited from having additional accounts or participating in the Preferred Customer program beyond enrolling valid Preferred Customer accounts.

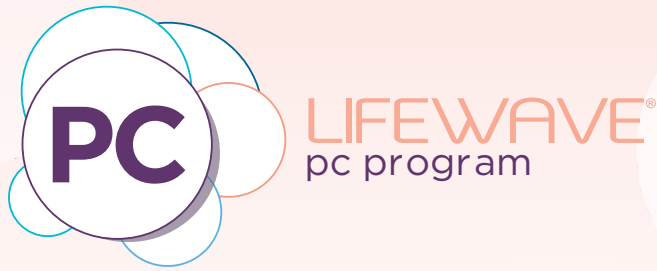
Preferred Customers agree to adhere to all terms and qualifications outlined in this document and any associated documentation.

PREFERRED CUSTOMER LOYALTY REWARDS

LifeWave's Preferred Customer Loyalty Rewards are designed to reward Preferred Customers for continued monthly purchasing and use of LifeWave's products. Eligibility for Preferred Customer Loyalty Rewards is designated through the existence and completion of Monthly Subscription Orders. Any Monthly Subscription Order of the Preferred Customer's choosing is eligible for participation. (Non-monthly subscription or 'à la carte' orders are not eligible for application toward loyalty rewards.)

Loyalty rewards are earned by Preferred Customers when they place qualifying Monthly Subscription Orders (MSO). Each successive month they maintain their MSO, without skipping or cancelling an order, they make progress towards receiving loyalty rewards at 3-month, 6-month, 9-month, and 12-month benchmarks.

Participants are allowed two (2) "grace months" within a 12-month period (months where in a subscription order is not maintained). The use of more than 2 grace months in a 12-month period will result in the resetting of their order count and the customer will need to restart the process.



PREFERRED CUSTOMER PROGRAMS -- GENERAL TERMS

Continued participation in LifeWave's Preferred Customer Program requires an active Monthly Subscription Order. Any Preferred Customer who cancels their auto-ship order will lose Preferred Customer status, forfeit all associated benefits, and be reclassified as a Retail Customer. If a reclassified customer wishes to rejoin and participate in the Preferred Customer Program again, they will be required to place another Monthly Subscription Order.

All Preferred Customer accounts must be valid with a legitimate, individual owner. Anyone found creating (directly or indirectly) or otherwise benefiting from multiple accounts may be subject to termination. Improper, dishonest, unethical, or manipulative practices regarding the Preferred Customer programs will not be tolerated. Anyone found engaging in such activities may forfeit all benefits of LifeWave's programs and will be terminated.

By participating in LifeWave's Preferred Customer programs, all individuals agree to comply with terms herein set forth, including all eligibility requirements. LifeWave reserves the right to disqualify anyone who violates these rules or inappropriately interferes with its programs, or attempts to do so, in any manner. All participants agree to hold harmless and indemnify Lifewave and its employees from any and all claims, actions, suits, charges and judgments whatsoever that arise out of their engagement with LifeWave's Preferred Customer programs.

LifeWave maintains the right to, at its sole discretion, alter or change qualifications, timelines, benefits, or any other aspects of the Preferred Customer program as it deems necessary or as dictated by laws or regulations. The company also maintains the right, at its sole discretion, to deny participation in its programs to anyone for any reason.