



Preferred Customer

— PROGRAM —

*Living the LifeWave Lifestyle makes **EVERYTHING** more rewarding!*

Our Preferred Customer Program opens new doors of opportunity for LifeWave distributors and the Preferred Customers they invite to share in our amazing LifeWave products. The PC program enables new LifeWave Preferred Customers to experience an extensive medley of our most popular patches in a low-cost and low-risk way. And it allows LifeWave distributors to benefit by increasing their retail sales and their ability to educate prospective members on all that LifeWave offers.

The Preferred Customer Program is designed to **attract and retain** new customers and to **benefit and reward** distributors who are living the LifeWave lifestyle and want to share this wearable technology with others!

HOW TO BECOME A PREFERRED CUSTOMER

Preferred Customers can join the program for **just \$19.95** which immediately gives them access to wholesale pricing on all LifeWave Products and other multiple benefits when they maintain a Monthly Subscription Order.

There are four separate incentives designed to maximize the benefits of the Preferred Customer Program. Each incentive offers its own particular savings and rewards to build your business, invite in more new customers, and keep those customers coming back again and again. As a LifeWave distributor, take advantage of this multi-faceted program and let your Preferred Customers know these incentives are too good to pass up!



PC INTRODUCTORY ORDER KITS

The Preferred Customer (PC) Introductory Order Kits give PCs the opportunity to save big by bundling! Our Introductory Order Kits offer discounts of up to 20% off wholesale pricing. PCs can choose from three different Introductory Order Kits that include our top selling product - X39®, and some of our favorite complementary products -- Aeon, Glutathione and IceWave. LifeWave distributors can also earn preferred PIBs when their new PCs purchase a PC Introductory Order Kit, so everyone wins!

 BRONZE PC Introductory Order Kit	 SILVER PC Introductory Order Kit	 GOLD PC Introductory Order Kit
		
\$199.99 1 X39®, 1 Aeon, 1 Glutathione \$40 Preferred PIB 93 BV	\$299.99 2 X39®, 2 Aeon, 1 Glutathione \$70 Preferred PIB 123 BV	\$399.99 3 X39®, 2 Aeon, 1 Glutathione, 1 IceWave \$100 Preferred PIB 153 BV

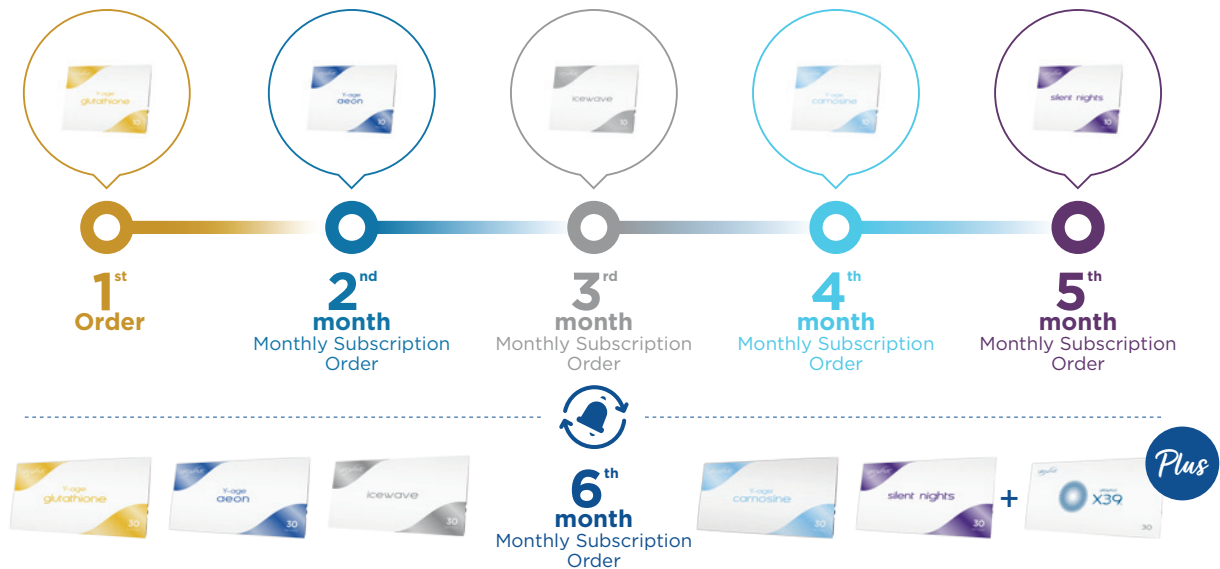
- Distributors can earn Preferred PIBs when their new customers purchase a PC Introductory Order Kit.
- Volume from PC Introductory Order Kits will count toward the PV of the enrolling distributor. At the end of the month, any PV over 110 will be added as BV to the weak leg of the enrolling distributor and can help the enrolling distributor to cycle.
- BV will flow up the tree as all PC purchases currently do.

This offer is only available to new Preferred Customers on their first order.



NEW PC SAMPLING

What better way to learn about the powerful benefits of LifeWave products than by trying them yourself! New Preferred Customers have the chance to sample five of our most popular LifeWave products in sample sleeves for five months, with one sample sleeve per month through a consecutive Monthly Subscription Order. On a PC's sixth consecutive Monthly Subscription Order, they pick a full-size sleeve of one of those samples plus a full-size X39® as a thank-you for their loyalty. The first month's sample sleeve will be included in the first order of new Preferred Customers, and will continue as follows:



Free full-size sleeve of any of the above and 1 free X39®

New Preferred Customers will be prompted via email after their 5th consecutive Monthly Subscription Order to log in to their Back Office to select their preferred free sleeve of one of the previously sampled products (Glutathione, Aeon, IceWave, Carnosine or Silent Nights).

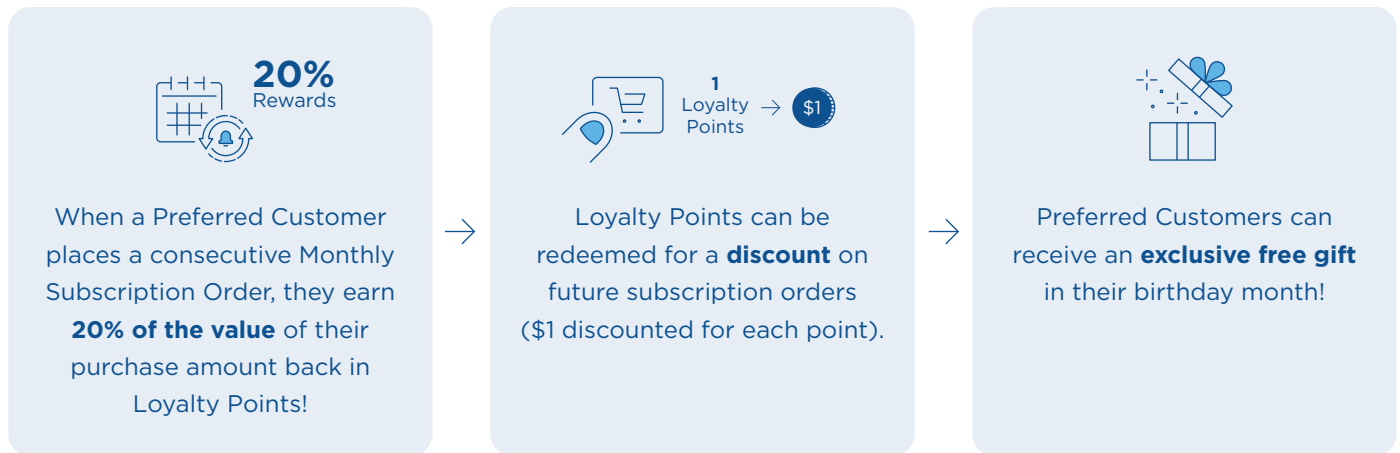
If new Preferred Customers do not select their free sleeve before their 6th Monthly Subscription Order processing, LifeWave will select it for them.

Note that Monthly Subscription Orders must occur monthly for six consecutive months. If a Preferred Customer skips a month, they fall out of the sampling program and cannot re-enter.



PC LOYALTY REWARDS

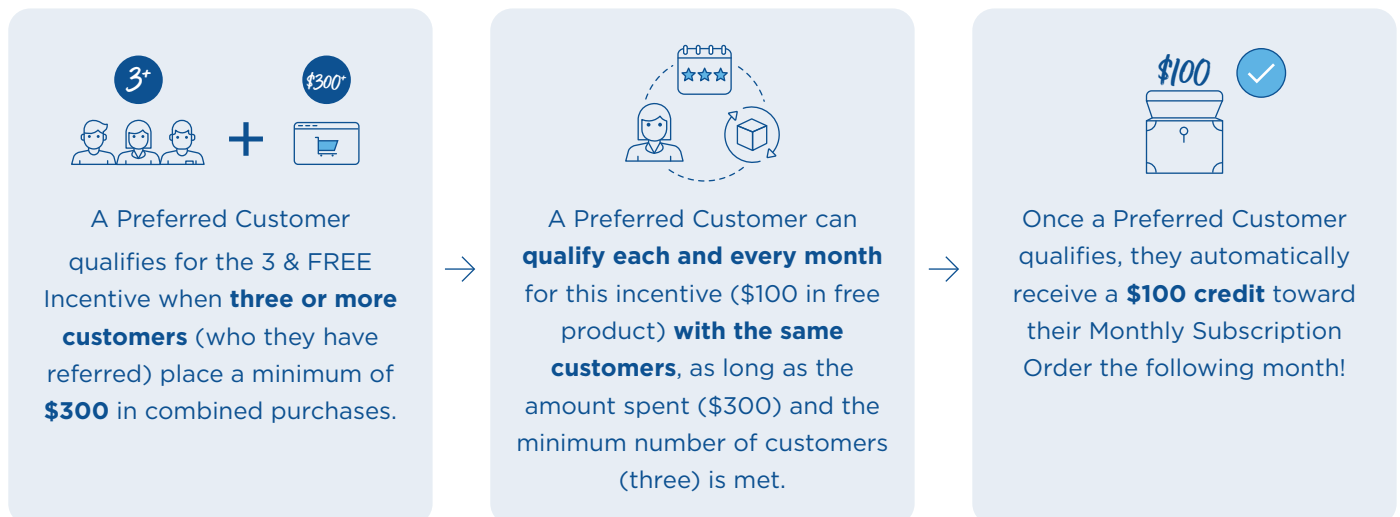
Once you attract Preferred Customers, you want to keep them coming back for more! Our PC Loyalty Rewards incentive is designed to reward PCs for purchasing the products they know and love month after month. Through consistent Monthly Subscription Orders, Preferred Customers can earn discounts on future purchases as they earn Loyalty Points on each qualifying order. Here's how it works:



There's no limit on points earned from a single subscription order, and Preferred Customers can use their Loyalty Points to cover the entire cost of the patch products in their Monthly Subscription Order (excluding tax and shipping) if they have enough points to do so. For PCs to keep their Loyalty Points, they have to maintain their consecutive Monthly Subscription Orders each month. PCs are allowed to skip one Monthly Subscription Order a year and still keep their unused reward points. However, if more than one month is skipped, all Loyalty Points will be lost. PCs can view their Loyalty Points balance in the Back Office at any time.

PC 3 & FREE

This incentive is all about paying it forward, and getting your new PCs to bring in even more customers! The 3 & FREE incentive rewards PCs who invite their friends, family and other prospective customers to share their experience with LifeWave products. When a PC refers three or more customers and those customers consistently purchase LifeWave products, the PC can earn \$100 in free product each month. Here's how it works:



There is no minimum spending requirement per customer. All a PC has to do is have a minimum of three referred customers (retail or Preferred Customers) who together purchase a minimum of \$300. So, for example, if a PC has six referred customers purchasing \$50 each or if a PC has three referred customers spending \$100 each, that PC will get the \$100 credit either way! It's as simple as 1 - 2 - 3. That is 3 & FREE.

Keep in mind that the \$100 credit covers only patch products, not shipping or tax.



These four incentives in our Preferred Customer Program are powerful tools for you to bring in more customers and supercharge your business. Be sure to make the most of these dynamic incentives by sharing LifeWave today. It's a fantastic way to be rewarded for using the LifeWave products everyone LOVES!

FAQs

PC Program

Q 1: In what countries is the Preferred Customer Program available?

A 1: As of September 28, 2020, the Preferred Customer Program is available in the United States and Canada, and January 2021 globally.

Q 2: Can I participate in these new initiatives if I became a Preferred Customer or reclassified from distributor to Preferred Customer prior to the program's launch?

A 2: Some initiatives will be available to all Preferred Customers. Others will only be available to new Preferred Customers. Please refer to individual initiative FAQs and documentation for specifics.

Q 3: Can these initiatives that provide credits be used to reduce the cost of shipping and tax?

A 3: No. Any credits or discounts presented by these Preferred Customer initiatives cannot reduce the cost of shipping and tax.

Q 4: What orders can I apply these initiatives to?

A 4: Preferred Customer initiatives are meant to, and can only, be used in relation to Monthly Subscription Orders. The two exceptions include Introductory Order Kits and the 1st sample provided by the Sampling initiative.

Introductory Order Kits

Q 1: Can I order these bundles after my first order?

A 1: No. You can only order PC Introductory Order Kits as an initial order and as a new Preferred Customer.

Q 2: Can I customize or alter the PC Introductory Order Kits?

A 2: No. Currently the PC Introductory Order Kits are non-customizable and unalterable.

Q 3: Will these PC Introductory Order Kits have different commission and volume values assigned?

A 3: Yes. Due to the great discounts and construction of these kits, we have set commissions and volume values assigned. Please reference the bulleted information in this PDF for specific Preferred PIBs and BV. Please note that PIBs are not discounted and provide great incentives for enrolling a new Preferred Customer.

Q 4: Can other products be on the same order as a PC Introductory Order Kit?

A 4: Yes. You can order other products in the same order as a PC Introductory Order Kit without affecting the PC Introductory Order Kit pricing. Additional products will be subject to standard PC pricing. Please see price sheets for specifics.

Sampling

Q 1: What Monthly Subscription Order schedule is needed to stay qualified for the full benefit of the Sampling Program?

A 1: You must process one Monthly Subscription Order monthly.

Q 2: Can I change which patches I get for my sample sleeves?

A 2: No. You cannot change the free samples received for the first 5 months of the Sampling Program or the X39® on the 6th month. You can select the full sleeve that accompanies the X39® on the 6th month. Options include Y-Age Glutathione, Y-Age Aeon, IceWave, Y-Age Carnosine or Silent Nights.

Q 3: What if I forget to specify my free full sleeve for my 6th month sample?

A 3: If you forget or otherwise don't specify your product choice for your free full sleeve in your 6th month sample, LifeWave will choose a free product for you and include it in the appropriate Monthly Subscription Order.

Q 4: Is there any volume associated with the free sample products?

A 4: No volume will be generated by the sample products from the Sampling Program. All other products on the associated Monthly Subscription Order will generate volume normally, as per the compensation plan.

Loyalty Rewards

Q 1: What Monthly Subscription Order schedule is needed to stay qualified for the full benefit of the Loyalty Program?

A 1: All subscription orders will earn Preferred Customer Loyalty Points. Your subscription order must process consecutively every month to maintain your Loyalty Point balance. There is a grace period of 1 skipped subscription order annually. If you skip more than 1 Monthly Subscription Order, your Loyalty Point balance will be lost.

Q 2: Can I use my Loyalty Points on standard, non-recurring orders?

A 2: No, you can only use Loyalty Points on Monthly Subscription Orders, up to the total cost of the order (excluding tax and shipping).

FAQs

Q 3: How do I earn Loyalty Points?

A 3: Any time a Monthly Subscription Order is processed and cleared from your account, you will automatically accrue 20% of the subtotaled, dollar value of that Monthly Subscription Order as Loyalty Points. You can only earn Loyalty Points from a Monthly Subscription Order.

Q 4: Do my Loyalty Points ever expire?

A 4: Yes, your unused Loyalty Points will expire 1 year (365 days) after they are earned.

3 & FREE

Q 1: Do I need three or more different referred customers every month?

A 1: No. You can qualify for 3 & FREE with the same referred customers in any month provided you meet both a minimum of three referred customers and a grand total spent by all referred customers of at least \$300.

Q 2: Can I use my 3 & FREE credit on standard, non-recurring orders?

A 2: No. You cannot use your 3 & FREE credit on any orders that are not Monthly Subscription Orders. Your 3 & FREE credit will be automatically applied to the next month's Monthly Subscription Order after fulfilling the 3 & FREE incentive requirements.

Q 3: Are there any products the 3 & FREE credit won't cover in my Monthly Subscription Order?

A 3: Your 3 & FREE credit will cover any patch product in a Monthly Subscription Order but does not cover any other non-patch product.

Q 4: Do I have to use my 3 & FREE credit on every Monthly Subscription Order?

A 4: Yes. Your 3 & FREE credit will be automatically applied to the Monthly Subscription Order in the month immediately following the earning of said credit. If a Monthly Subscription Order is not placed in the relevant month, the credit is forfeited.

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 low-cost 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 Distributors 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 INTRODUCTORY ORDER KITS

The Preferred Customer Introductory Order Kits provide new Preferred Customers with discounts of up to 20% off wholesale pricing for initial orders. A "new" Preferred Customer is defined as someone who has not previously had ownership of or a beneficial interest in any type of LifeWave account, and is ordering LifeWave products for the first time.

LifeWave Distributors or customers (current, former, or reclassified), are not eligible to participate in the purchase of Preferred Customer Introductory Order Kits or any associated benefits.

Preferred Customer Introductory Order Kits are only eligible for initial orders and cannot be added to any subsequent orders for new Preferred Customers.

The Preferred Customer Introductory Order Kits will become available in the United States and Canada as of September 28, 2020. The tentative timeline for Global availability of the Preferred Customer Introductory Order Kits is set for January 2021.

Preferred Customers may also be eligible to receive additional discounted pricing on certain LifeWave products by purchasing qualified multi-sleeve packages.

Three (3) Introductory Order Kit options are available to Preferred Customers Introductory Order Kits that include the following LifeWave products: X39®, Aeon, Glutathione, and IceWave. Respective pricing and product content for each Preferred Customer Introductory Order Kits option is outlined below.

Bronze PC Introductory Order Kit	\$199.99	1 X39®, 1 Aeon, 1 Glutathione	\$40 Preferred PIB	93 BV
Silver PC Introductory Order Kit	\$299.99	2 X39®, 2 Aeon, 1 Glutathione	\$70 Preferred PIB	123 BV
Gold PC Introductory Order Kit	\$399.99	3 X39®, 2 Aeon, 1 Glutathione, 1 IceWave	\$100 Preferred PIB	153 BV

Preferred Customer Introductory Order Kits are non-customizable and may not be altered or substituted with other products or offers. Preferred Customers may order other products in the same order as their Preferred Customer Introductory Order Kit without affecting the kit pricing. Additional products may be subject to standard Preferred Customer pricing. Pricing details for LifeWave can be found on the current price sheets produced by the company.

Additionally, Preferred Customer Introductory Order Kits are solely designed specifically for personal consumption and product introduction for the purchasing Preferred Customer and may not be purchased on behalf of others or resold.

LifeWave Distributors can earn preferred PIBs when new, personally enrolled Preferred Customers purchase a Preferred Customer Introductory Order Kit. PIBs earned through the purchase of Preferred Customer Introductory Order Kits are not discounted and are full retail commissions. While the cost of the kits are discounted, the Preferred PIBs are not discounted to provide great incentive and value. Volume from Preferred Customer Introductory Order Kits will count toward the PV of the enrolling distributor.

At the conclusion of the calendar month wherein a Preferred Customer Introductory Order Kit is purchased by a qualifying Preferred Customer, any associated PV over 110 will be automatically added as BV to the weak leg of the enrolling distributor and can help the enrolling distributor to cycle. At the time of purchase all BV will flow up the

associated tree, in accordance with LifeWave's current compensation plan.

Due to the unique discounts and construction of Preferred Customer Introductory Order Kits, assigned commissions and volume values are set as outlined above. Further details may be associated documentation specific to this program. Please note that preferred PIBs are not discounted.

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 use of Loyalty Points.)

The Preferred Customer Loyalty Points Program will become available in the United States and Canada as of September 28, 2020. The tentative timeline for Global availability of the Preferred Customer Loyalty Points Program is set for January 2021.

Loyalty Rewards are earned by Preferred Customers in the form of Loyalty Points. Loyalty Points can be obtained through qualifying Preferred Customer order and utilized for discounts on future Monthly Subscription Orders.

Preferred Customers who place consecutive Monthly Subscription Orders will accrue/earn 20% of the value of their purchase amount, excluding tax and shipping costs, in Loyalty Points.

Following the calendar month in which Loyalty Points are earned, they can be redeemed on subsequent monthly orders for a discount at a 1-to-1 ratio -- 1 point redeemed being equivalent to \$1.00 discounted from the price of the product. The option to redeem points can be found as part of the check-out/cart section in the Preferred Customer's account. Loyalty Points balances can also be found in the Preferred Customer's online account.

Loyalty Points have no limit as to how many can be earned from an eligible order. Preferred Customers can use existing Loyalty Points to cover up to the full cost of patch products contained in a Monthly Subscription Orders; excluding tax and shipping.

Preferred Customers must maintain a continuous and consecutive Monthly Subscription Order in order to retain Loyalty Points. Participants are allowed one (1) "grace month" (a month wherein a subscription order is not maintained) annually. Preferred Customers must contact LifeWave's Customer Service to utilize their grace month. Failure to maintain a Monthly Subscription Order, including the use of more than 1 grace month in a 12-month period, may result in permanent loss of any existing Loyalty Points.

When Loyalty Points are applied to a Monthly Subscription Order, the amount BV generated in that order will be discounted at the dollar value equivalent of points used. Volume generated by the order will adhere to all terms outlined in the LifeWave compensation plan and LifeWave's policies and procedures.

Loyalty Points may only be redeemed to reduce the cost of patch products contained in a qualified Monthly Subscription Order, excluding tax and shipping costs. Loyalty Points are non-transferable, which means they cannot be converted or exchanged, and hold no cash value. Preferred Customers will have the option to automatically apply the existing Loyalty Point balance to every Monthly Subscription Order, or to manually apply Loyalty Points at their own discretion. Any unused Loyalty Points will be stored and visible in the account profile in the Monthly Subscription Order template section.

Loyalty Points will expire 1 year (365 days) after they are initially accrued/earned. Once used on an order, Loyalty Points cannot be refunded or re-added to a Preferred Customer's account, including in cases of products returns. Preferred Customers are solely responsible for the application of Loyalty Points to their orders and waive any claims against the Company or its employees for any lost, expired, or un-refunded points.

In addition to Loyalty Points, Preferred Customers can earn an exclusive free product on their birthday, provided they have an active subscription order in their birthday month and have provided their birthday details in their profile prior to the beginning of their birth month. The free product will be predetermined by the company and no additional cost or volume will be assigned to the order.

NEW PREFERRED CUSTOMER SAMPLING

As part of the LifeWave Preferred Customer Program, New Preferred Customers will have the chance to sample five (5) of LifeWave's most popular products in sample sleeves during their initial six (6) months following enrollment and placement of an eligible LifeWave order. Eligibility to receive one (1) sample sleeve per month will be based on the

existence and completion of a consecutive Monthly Subscription Order.

Failure to have an active Monthly Subscription Order at any time during the initial 6-month period will effectively end the sampling benefit and the new Preferred Customer will forfeit any remaining sample sleeves. Once used or forfeited, a Preferred Customer will be unable to re-enter or participate in the Sampling Program again.

A “new” Preferred Customer is defined as someone who has not previously had ownership of or a beneficial interest in any type of LifeWave account, and is ordering LifeWave products for the first time.

Lifewave Distributors or Customers (current, former, or reclassified), are not eligible to participate in the new Preferred Customer Sampling Program or any associated benefits.

The first month's sample sleeve will be included in the first order of new Preferred Customers, and will subsequently continue as outlined below. The samplings cannot be modified or altered outside of the established schedule.

1st Order – 10 ct. sleeve of Y-Age Glutathione

2nd month Monthly Subscription Order – 10 ct. sleeve of Y-Age Aeon

3rd month Monthly Subscription Order – 10 ct. sleeve of IceWave

4th month Monthly Subscription Order – 10 ct. sleeve of Y-Age Carnosine

5th month Monthly Subscription Order – 10 ct. sleeve of Silent Nights

6th month Monthly Subscription Order – Free full-size sleeve of any of the above and 1 free X39®

Global availability for the Preferred Customer will become available in the United States and Canada as of September 28, 2020. The tentative timeline for global availability of Preferred Customer Loyalty Points Program is set for January 2021.

Sample sleeves are exclusive to New Preferred Customer Sampling program and are not available through any other program or channel.

New Preferred Customers will be prompted via email after their 5th consecutive Monthly Subscription Order to log in to their Back Office to select their preferred free sleeve, with one of the previously sampled products (Glutathione, Aeon, IceWave, Carnosine or Silent Nights). If new Preferred Customers do not select their free sleeve before their 6th Monthly Subscription Order processes, LifeWave will select it for them.

No volume will be generated by products included in the Preferred Customer Sampling benefit. All other products on the Monthly Subscription Order will generate normal volume, in accordance with LifeWave's Compensation Plan.

The inclusion of sample sleeves will not add to the shipping costs of US/Canada subscription orders.

In the event a Preferred Customer returns a Monthly Subscription Order, LifeWave's official refund and return policies will apply. Additionally, the sample product must be returned in unopened, resalable condition or the cost associated with the sample product will be deducted from any refund generated by the returned order.

PREFERRED CUSTOMER 3 & FREE

The Preferred Customer 3 & FREE program is designed to reward Preferred Customers for sharing their experience with LifeWave products with others through acquiring free products.

When any Preferred Customer refers three (3) or more legitimate customers who purchase a minimum combined value of LifeWave products in a given month, the referring Preferred Customer is eligible to earn free product on a monthly basis in the amount of up to \$100 value.

A Preferred Customer can qualify for the 3 & FREE \$100 Incentive when three (3) or more personally referred customers place a minimum of \$300 in total combined LifeWave products purchases during a given month. Both the minimum of three (3) individual (personally referred) customers and the \$300 combined purchase value from those customers must be met to qualify.

The Preferred Customer 3 & FREE program will become available in the United States and Canada as of September 28, 2020. Global availability for the Preferred Customer 3 & FREE Program is set for January 2021.

Referred Customers do not need to be new customers each month to count toward the monthly \$300 total. There is no minimum spending requirement per referred customer.

Qualified Preferred Customers will automatically receive a \$100 credit toward the cost of patch products contained

in their Monthly Subscription Order for the following month. Credit does not apply to tax and shipping costs. Credit cannot be used in the same month it is generated and cannot be stored or saved for later use beyond the following month. The \$100 credit can ONLY be applied to Monthly Subscription Orders. One-time or general orders are not eligible for the \$100 credit.

If a Preferred Customer does not have an active monthly subscription in the month the credit is to be applied, the credit will be forfeited.

The \$300 minimum purchase total and the \$100 product value exclude tax and shipping costs. The \$100 credit is non-transferable, cannot be converted or exchanged, and holds no cash value.

A 3 & FREE credit applied to reduce the cost of patch products contained in a Monthly Subscription Order will NOT affect the product volume of the order. Volume generated by the order will be applied in accordance with the LifeWave compensation plan and LifeWave's policies and procedures.

In the event the Preferred Customer or one of their referred, qualifying customers returns a Monthly Subscription Order, LifeWave's official refund and return policies will apply. Any credit earned from the returned order will be forfeited, also it will generate a negative amount and reclaimed toward the next time Preferred Customer earns \$100. Once used on an order, credits cannot be refunded or re-added to a Preferred Customer's account.

PREFERRED CUSTOMER PROGRAMS -- GENERAL TERMS

An initial fee of \$19.95 is required for any customer to obtain Preferred Customer status and participate in the Preferred Customer Program. This fee must be paid each time a customer joins the Preferred Customer Program and is non-refundable. 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 pay the initial \$19.95 Preferred Customer Program fee to do so.

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.

