

Icing On The Cake (IOC)

A) Introduction

1. It is an Icing on the existing cake, which is an additional compensation plan (uni-level) added to the existing Marketing Plan of DXN.
2. Members may purchase iPackage in order to participate in this IOC.
3. The iPackage is affordable.

B) Objective

1. To activate existing non-active members.
2. To increase new recruitment.
3. To compete well in the market.
4. To enable members to earn additional income.
5. To create seed stock to do DXN business.

C) Features and Advantages

1. Ownership can be inherited. (*iCertificate can be inherited.*)
2. IOC allows the member to purchase either the fixed product package (as determined by the Company) or the loose products / any mix of products at the member's preference.
3. Additional purchase of iPackage unit is allowed to create new lines and up to two levels.
4. Earn exponential income.
5. No loss of SV point. (*in the form of iSV*)
6. Help to increase recruitment and bonus under the existing marketing plan.
7. Help to be promoted faster under the existing marketing plan.
8. It is an international package.
9. No matching or pairing is required.
10. No maintenance is required.
11. Seed stock for sales.

12. PV recognition for SA status promotion.
13. Dynamic compression on a monthly basis.
14. Invest once and earn forever.
15. DXN is a very stable company.
16. The current marketing plan hierarchy remains.
17. Accelerate network expansion.

D) Definition of Terms

- Code : Existing Marketing Plan's membership code (9 digits).
- Upcode : Existing Marketing Plan's Sponsor code (9 digits).
- iPackage : Is a package member needs to purchase to join the IOC plan.
- iSV : SV associated to each iPackage value.
- iMember : Existing or new DXN member who purchased iPackage
- iCertificate : Certificate to members who purchased the iPackage.
- iCode : IOC member code (13 digits with 9-digit DXN member code + 2-digit package code + 2-digit running number).
- iUpcode : IOC member upcode (13 digits with 9-digit DXN Sponsor code + 2-digit package code + 2-digit running number)

E) How IOC works

1. The Icing On The Cake (IOC) plan is open to all DXN members by purchasing at least one unit of iPackage.
2. Each iPackage is available at Distributor Price (DP) **AU\$300 & NZ\$322**
3. iSV for IOC Bonus Processing
 - a. For redemption of **fixed product package** (**Standard Pack**, as determined by the Company), iSV is fixed as iSV150.
*(Example: AU iPackage DP is **AU\$300.90** iSV for IOC bonus processing is **AU150.00**
NZ iPackage DP is **NZ\$323.50** iSV for IOC bonus processing is **NZ150.00**)*
 - b. For redemption of **loose products / any mix of products at the member's preference**, iSV accorded shall be based on the **prevailing SV of the products** redeemed by the member.
4. Member would need to fill up the Letter of Intent to purchase the iPackage (*please refer to the form attached*)
5. Purchase under this plan is optional.
6. iPackage can be purchased in any country where the IOC plan is implemented. However, the product can only be redeemed in the same country where iPackage was purchased.
7. Purchase of any units is valid only upon full payment.
8. iCertificate would be given as proof of iPackage purchased.
9. iMember may redeem the products based on the value of iPackage. (*please refer to the iPackage Product Redemption as below*)
10. Any redemption of DXN products in this project, the respective product PV will be given for status promotion purpose (to become SA, but **NOT** considered for any monthly qualification, monthly bonus entitlement, Travel Incentive and Hand Phone Cash Incentive as per conditions under existing marketing plan).
11. However, there will be no SV point recognized for any bonus entitlement whatsoever under the existing Marketing Plan.
12. A member can purchase any number of units to create new lines (maximum up to 2nd level) under his/her own iCodes. From the 3rd level onwards, it should be a real **new** member.
13. Any real new member joins under any of the upline's iPackage will be considered as

direct line of the upline under existing Marketing Plan.

14. If a member opts to buy more than 1 unit of iPackage, all the units shall be purchased under the same hierarchy.
15. The iUcode must be defined if the member wishes to place his/her own extra iPackage units or new iMember downlines under any of his own specific iCodes other than his 1st iCode. Any downlines in IOC under 2nd iCode should be a new iMember in the particular month (before IOC bonus processing) who have joined as DXN member after the implementation of IOC. Existing member who joined before implementation of IOC can only be placed under 1st iCode.
16. No sponsor changes is allowed in IOC. However if there is any such change in existing marketing plan (with approval), the same will be effective in IOC.
17. Sponsorship is not allowed from cross line. The existing marketing plan hierarchy is used for this IOC hierarchy.
18. If a member did not join this plan, the IOC bonus based on the iSV shall be passed over to those uplines who already joined according to the compressed hierarchy. If at any later stage this member joins to this plan, he will get the bonus from his newly joined downlines in his group thereafter.
19. The bonus calculated is illustrated in the attached Remuneration Plan for IOC.
20. The Company reserves the absolute right, at its liberty and discretion to revise, vary, change, modify, amend, add or delete any and all of the Terms and Conditions at any time without any prior notice and without assigning any reason thereof.

F) iPackage – Product Redemption

1. For the purchase of **iPackage**, iMember will be entitled to redeem either the **fixed product package** (as determined by the Company), or the **loose products / any mix of products** at the member's preference.
2. For redemption of **fixed product package** (as determined by the Company), iSV accorded shall be based on **50%** of its **iPackage Distributor Price (DP)**.
3. For redemption of **loose products / any mix of products at the member's preference**, iSV accorded shall be based on the **prevailing SV of the products** redeemed by the member.

4. The product redemption is only allowed in the same country where the iPackage is purchased.
5. Products should be redeemed on the same day as iPackage payment. Partial product redemption is not allowed.
6. The redemption of DXN products carried an equivalent PV which will be used for Star Agent status promotion (refer to the conditions under the existing Marketing Plan). However the PV & SV for the product redemption will not be recognized and calculated for any monthly qualification, monthly bonus entitlement, Travel Incentive and Hand Phone Cash Incentive under the existing marketing plan.
7. A non-member may participate in this IOC. Upon purchase of the iPackage, he/she will become our DXN member. In such a case, purchase of starter kit is not required. Member may purchase starter kit separately as optional from any DXN Branches/Service Centres. DXN Starter Kit should NOT be part of IOC product redemption.
8. All membership kit/starter kit, non PV items, promotion packages or any other packages with discounted DP including but not limited to ODOC packages, will NOT be considered in the IOC product redemption.

G) FAQ

Q: What is Icing On The Cake?

Icing On The Cake (IOC) is an additional Compensation Plan (Uni – Level) added to the existing DXN Marketing Plan. IOC also enables the members to use, share and sell DXN products as seed of investment and earn exponential income from this plan.

Q: Who can purchase Icing On The Cake (iPackage)?

All existing members and also newly joined members. When non members purchase iPackage, they can at the same time become our DXN member.

Q: Where can I purchase iPackage?

iPackage can be purchased in any country where the IOC plan is implemented. However, the

product can only be redeemed in the same country where iPackage was purchased.

Q: Can I purchase more than one unit of iPackage?

Yes you may. However, the second unit onwards must be placed under your own name/iCodes and is only allowed for maximum up to 2nd level.

Q: Can I make the payment by installment?

All the payment for IOC must be paid in one-time only. Payments can be made through by Cash, Credit Card or Online Bank Transfer (depends on the availability of such payment mode in your country). For Online transfer the participants must fax a copy of the validated deposit slip to the DXN branch. An Official Receipt shall be issued for any payment made. No one is authorized to collect any amount of money representing DXN.

Q: If the total worth of product value is more than the iPackage value during product redemption, what shall we do?

If the iMember's total accumulated product redemption cost slightly more than the iPackage value, you shall pay the difference of the value as per payment mode available at the branch.

Example: iPackage value equals to AU\$300. During the product redemption Mr. A has redeemed total product value of AU\$307. Then Mr. A should pay AU\$7.

Q: This is my first purchase of iPackage, can I redeem the product as per my preference?

- 1. Yes, you can. For redemption of loose products / any mix of products at the member's preference, iSV accorded shall be based on the prevailing SV of the products redeemed by the member.*