

# TAKE THE LEAD REWARDS CHALLENGE

PROMOTION PERIOD: January 1, 2018 to MARCH 31, 2018

*Looking for an extra incentive to grow your business? Keep sharing your Young Living lifestyle and win fantastic prizes in our Take the Lead Rewards Challenge!*

Summary...	Page 1
Rules...	Page 4
Prizes...	Page 7
Terms &	Page 8
Conditions...	
FAQ...	Page 11

## SUMMARY

### AMAZING PRIZES

Each qualifying Australian member has the opportunity to earn points based on every new personal enrollment, member reactivations in his or her organisation, rank advancement and Organisational Group Volume (OGV) growth. Regardless of your rank or the size of your team, you can compete for one of the 25 slots to the Young Living 2018 International Grand Convention:

**Tier One Prize: 1st place: 2 Economy Return** Airfares to Salt Lake City, 5 Nights accommodation and Breakfast for Two and 2 Freedom Convention tickets

**Tier Two Prize: 2<sup>nd</sup> through 5<sup>th</sup> place: 1 Economy Return** Airfare to Salt Lake City, 5 Nights accommodation with Breakfast and 1 Freedom Convention ticket

**Tier Three Prize: 6<sup>th</sup> through 25<sup>th</sup> place:** 5 Nights accommodation with Breakfast and 1 Freedom Convention ticket

There is no buy-in for this challenge, so the only way to win is to share Young Living with everyone!

### ELIGIBILITY

The Promotion is open to active Young Living Australian Members who are in good standing with Young Living, who have achieved the rank of Executive or higher during the Promotion Period, are 18 years of age or older as of January 1, 2018, has a valid Australian ID and who have a primary billing address (listed on their Member account) and proof of citizenship in Australia. This promotion shall exclude all Members in NFR markets. Void where prohibited. **An audit will be conducted on all qualifying members to ensure compliance with rules and member standing. Young Living may take up to two weeks to conduct and audit to verify point totals and announce winners.**

- Active members are Members who have made a purchase of at least 50 PV in the last 12 months and signed the Young Living Member Agreement.

## EARN POINTS IN 4 SIMPLE WAYS TO QUALIFY

You must earn a **minimum of 500** points during the promotion period to qualify for the Young Living Take the Lead Rewards Challenge. Earning the point minimum, however, does not guarantee a spot, as only the 30 highest total point earners will win this prize. Any combination of points can qualify you. Earn points when:

### Starter Kit Sales

- You personally enrol a new distributor between January 1, 2018 and March 31, 2018, with one of our Basic Starter Kits (Item Nos. 546002, 21394) — **10 points**
- You personally enrol a new distributor between January 1, 2018 and March 31, 2018, with a Premium Starter Kit (Diffuser & 10-Oils Collection) (Item No. 546502, 546302, 546402, 23413), Healthy Home Premium Starter Kit (Item No. 21253), Culinary Oils Premium Starter Kit (Item No. 21368) or NingXia Red Premium Starter Kit (Item No. 565002) — **30 points**

### Member Reactivations

- Between January 1, 2018 and March 31, 2018, you personally reactivate anyone *in your Organisation* who has not made a purchase of 50 PV or more in at least 12 consecutive months with at least a 100 PV order — **30 points**

A member may not earn more than 150 points per month in this category.

### Essential Rewards

- Your personally enrolled new distributor who has never participated in Young Living's Essential Rewards Program, enrolls in Young Living's Essential Rewards Program with a purchase of 100 PV or more during the Promotion Period — **50 points**

### Rank Advancement

Each time a Member advances in rank for the first time, the Member will be awarded points according to the Member's new rank. Rank will be based off of the Member's December 2017 paid as rank. For each rank advancement a Member achieves during the Promotion period, the newest rank attained will be the level at which rank maintenance points are determined.

The point allocation will be as follows:

**Personal Rank Advancement:** Silver = 50, Gold = 75, Platinum = 85, Diamond, Crown Diamond, Royal Crown = 100

### Organisation Group Volume (OGV) Growth

Sales growth points can be earned in one way based on two scenarios:

1. Members with a rank of Silver or higher as of the first day of the Promotion Period will earn **10 points** for every 10% growth of Organisation group volume (OGV), as defined in the Young Living Compensation Plan, over the Participant's then-current Baseline OGV (defined below). A Participant may not earn more than **750 points per month in this way**.
2. Members with a rank of Executive or lower as of the first day of the Promotion Period will earn **10 points** for every 500 PV in OGV growth over the Member's then-current Baseline\* OGV. A Participant may not earn more than **750 points per month in this way**. Member starting base is determined by total OGV as of December 31, 2017. OGV base may vary depending on returns / exchanges. OGV base will reset each month Member's OGV increases.

For Example, if base OGV is 6,000 on December 31, 2017 and the Member increases to 7,000 OGV on January 31, 2018, the Member's new OGV base will be 7,000. However, if base OGV is 6,000 on December 31, 2017, and the Member OGV decreases to 5,000 on January 31, 2018, the Member's OGV base will remain at 6,000 for the following month and must increase to over 6,000 OGV to earn points. The first base will be set on December 31, 2017, and will be updated on the last day of each month.

**Early Bird Registration Bonus**

Register to attend the Freedom Convention by January 31, 2018 (with "Early Bird" and "New Year Price") and receive **100** Early Bird Registration points.

*Note: While a member is allowed to transfer his/her convention registration ticket, he/she is not able to transfer the Early Bird Registration bonus point under this promotion.*

**For the full mechanics, please proceed to RULES (page 4).**

# RULES

## Promotion Description

The **Take the Lead Rewards Challenge** (the “Promotion”) is sponsored by Young Living Australia Ltd (“Young Living, Address: Building B Level 3, 3 Columbia Court Baulkham Hills NSW 2153”). The contest period begins January 1, 2018, at 12 am., AU AEDT and ends at 11:59 p.m., AU on March 31, 2018 (the “Promotion Period”). Young Living’s method of timekeeping is the official time clock for the Contest and is final and undisputable. Winners will be selected after the Promotion Period, based on the Members who earn the highest number of eligible point totals acquired through the year Period. There will be 25 winners.

## Eligibility

The Promotion is open to active Young Living Australian Members who are in good standing with Young Living, who have achieved the rank of Executive or higher during the Promotion Period, are 18 years of age or older as of January 1, 2018, has a valid Australia ID and who have a primary billing address (listed on their Member account) and proof of citizenship in Australia. This promotion shall exclude all Members in NFR markets. Void where prohibited. Active members are defined as Members who have made a purchase of at least 50 PV in the last 12 months and signed the Young Living Member Agreement. **An audit will be conducted on all qualifying members to ensure compliance with rules and member standing. Young Living may take up to two weeks to conduct and audit to verify point totals and announce winners.**

### *Essential Rewards Eligibility*

In reference to earning points from Essential Rewards, you may only earn points from your personally enrolled members who place and maintain their qualifying Essential Rewards orders from Australia (shipping address is Australia).

## How to Earn Points and Win

Promotion participants may earn points from January 1, 2018 through March 31, 2018. A leaderboard of the top 50 point earners will be available in Virtual Office. Points will be accumulated based upon every new personal enrollment, member reactivations in his or her Organisation, rank advancement, and Organisational Group Volume (OGV) growth during the promotion period.

You must earn a **minimum of 500** points during the promotion period to qualify for the **Take the Lead Rewards Challenge**. Earning the point minimum, however, does not guarantee a spot, as only the 25 highest total point earners will win the prize. Any combination of points can qualify you. Earn points when:

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A member may not earn more than 150 points per month in this category.

## Essential Rewards

- Your personally enrolled new distributor who has never participated in Young Living's Essential Rewards Program, enrolls in Young Living's Essential Rewards Program with a purchase of 100 PV or more during the Promotion Period — **50 points**

## Rank Advancement

Each time a Member advances in rank for the first time, the Member will be awarded points according to the Member's new rank. Rank will be based off of the Member's December 2017 paid as rank. For each rank advancement a Member achieves during the Promotion period, the newest rank attained will be the level at which rank maintenance points are determined.

The point allocation will be as follows:

**Personal Rank Advancement:** Silver = 50, Gold = 75, Platinum = 85, Diamond, Crown Diamond, Royal Crown = 100

## Organisation Group Volume (OGV) Growth

Sales growth points can be earned in one way based on two scenarios:

3. Members with a rank of Silver or higher as of the first day of the Promotion Period will earn **10 points** for every 10% growth of Organisation group volume (OGV), as defined in the Young Living Compensation Plan, over the Participant's then-current Baseline OGV (defined below). A Participant may not earn more than **750 points per month in this way**.

4. Members with a rank of Executive or lower as of the first day of the Promotion Period will earn **10 points** for every 500 PV in OGV growth over the Member's then-current Baseline\* OGV. A Participant may not earn more than **750 points per month in this way**. Member starting base is determined by total OGV as of December 31, 2017. OGV base may vary depending on returns / exchanges. OGV base will reset each month Member's OGV increases.

For Example, if base OGV is 6,000 on December 31, 2017 and the Member increases to 7,000 OGV on January 31, 2018, the Member's new OGV base will be 7,000. However, if base OGV is 6,000 on December 31, 2017, and the Member OGV decreases to 5,000 on January 31, 2018, the Member's OGV base will remain at 6,000 for the following month and must increase to over 6,000 OGV to earn points. The first base will be set on December 31, 2017, and will be updated on the last day of each month.

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*Note: While a member is allowed to transfer his/her convention registration ticket, he/she is not able to transfer the Early Bird Registration bonus point under this promotion.*

The point threshold for the **Take the Lead Rewards Challenge** is 500 points. The highest point totals over 500 will determine the winners. In the event of a tie, ranking will be determined by highest OGV growth over the member starting \*base during the **Take the Lead Rewards Challenge** promotion period. Member starting base is determined by total OGV as of December 31, 2017. Participants will have access to a detailed breakdown of their point totals through Virtual Office.

**Point Calculation:** Points earned are calculated and updated on a daily basis and reflected on the Point Standings page in Virtual Office.

**Points Earned:** Points earned may only be used toward **Take the Lead Rewards Challenge** and may not be used toward any other promotion.

**Point Transfer:** Members may not transfer their points to another person or member if they are unable to personally attend.

**Point Expiration:** All points expire after the Promotion Period has ended. Points cannot be redeemed for any other Young Living event, program, or product.

**Point Value:** Points have no cash value and cannot be redeemed or refunded as such.

**Backdating:** No points will be earned through backdating (of enrollments or product purchases).

**Product Returns and Exchanges:** Any product returns or exchanges may result in the corresponding points being forfeited. Product exchanges may affect the Point value for the underlying purchase depending on how the exchange affects the PV or OGV.

# PRIZES

The following are the prizes to be awarded to winners of the promotion.

In order to receive a prize, each winning Member must be registered for the International Grand Convention.

**First place:** There will be 1 first place prize awarded, consisting of return airfares for two, accommodation and breakfast for 5 nights for two and IGC registration fee for two.

**Second place:** There will be 4 second place prizes awarded, consisting of return airfare for one, accommodation and breakfast for 5 nights, and IGC registration fee for one.

**Third place:** There will be 20 third place prizes awarded, consisting of 5 nights accommodation and breakfast, and IGC registration fee for one.

# TERMS AND CONDITIONS

## **General Prize Conditions:**

Young Living is not responsible for and the winners will not receive the difference, if any, between the actual values of a prize at the time of award. All federal, state, and local taxes (including income and withholding taxes), if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided are the winner's responsibility, regardless of whether the prize is used in whole or in part. In no event will Young Living be responsible for awarding more than the prizes stated herein. In the event there are not enough eligible Members to award all prizes, Young Living reserves the right to only award the number of prizes as there are eligible Members. Any prizes not awarded after the promotion period may remain unawarded. Prize restrictions/conditions stated herein are not all-inclusive. Prizes are not transferrable or redeemable for cash, except that Young Living reserves the right, at Young Living's sole discretion, to substitute a prize (or portion thereof) for a prize of greater or equal value. Prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose.

All expenses not stated herein as part of a Prize are the Prizewinner's sole responsibility. A Prize will be forfeited if: 1) the winner is not available to travel on the dates specified for the 2018 IGC; or 2) the winner and/or his/her travel companion, if applicable, does not have the required travel documents by the date scheduled for the trip. **Each winner and his/her guest are solely responsible for obtaining any travel insurance (and all other forms of insurance) that they may wish to obtain at their own expense and hereby acknowledge that Young Living has not and will not obtain or provide travel insurance or any other form of insurance.** Winners are bound by the terms and conditions of all airlines, and other third-party service providers used in connection with the prizes. Young Living is not responsible if tickets, etc. are lost, stolen, or misplaced by a prize winner or guest and will not be replaced or re-booked if transportation is missed for any reason. Exact dates and locations are subject to change, and are at the sole discretion of Young Living.

Prize winners and their travel companions, must travel together on the same itinerary and possess all required travel documents. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Prize winners will not receive cash or any other form of compensation if actual travel costs are less than stated in these Official Rules.

Young Living shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, or other transportation companies or any other persons providing any of these services and accommodations necessitated by it. No refund or compensation will be made in the event of the cancellation or delay of any flight except at the sole discretion of Young Living.

## **Notification/Prize Acceptance**

A confirmation/invitation will be mailed to all prize winners within two (2) weeks of the end of the promotion period. Winners will then have five business days to accept their prize, confirm attendance with Young Living, and book travel. Details on how to do so will be provided to the prize winners.

## **Cancellation and Refunds; Force Majeure**

Prize winners who cancel their attendance on the 2018 IGC will not receive a refund for the value of their prizes. Young Living will not be held responsible if cancellation of the event occurs due to any of the following: strikes, picket lines, boycott efforts, fires, floods, accidents, war (whether or not declared), revolution, riots, insurrections, acts of God, acts of government, acts of the public enemy, scarcity or rationing of gasoline or other fuel or vital products, inability to obtain materials or labor, or other causes that are reasonably beyond the control of Young Living. In the case of such events, Young Living may provide a cash prize of equivalent value at its sole discretion.

## **License**



By accepting a prize, the respective winner consents to the use of his/her name, address (city and state), and statements relating to the promotion and Young Living, and photographs or other likeness, without further compensation, notification or permission in any publicity or advertising carried out by Young Living or any related entities in any media without territorial or time limitation, except where prohibited by law.

### **Limitations of Liability**

Young Living and its affiliates, subsidiaries, parent companies, advertising and promotion agencies, printers, and judges involved in this promotion are not responsible for any inaccuracies in information which may be used in the promotion, for any technical or human error which may occur in the processing of entries, including data entered by entrants, any entry miscommunications such as technical failures related to computer, telephone, cable, and unavailable network or server connections, related technical failures, or other failures related to hardware, software, or virus, or incomplete, late, or misdirected entries. Any compromise to the fair and proper conduct of this promotion related to a computer virus or similar type of technical impairment that may affect the proper fairness, security, and administration of the promotion may result in the termination, amendment, or modification of the promotion or portion thereof at the sole discretion of Young Living. Young Living reserves the right, in its sole discretion, to void any entries of entrants whom Young Living believes has attempted to tamper with or impair the administration, security, fairness, or proper play of this promotion or who acts in a non-sportsman like manner or with the intent to threaten or harass any other person.

By participating in the promotion, participants waive all rights to claim punitive, incidental and consequential damages, lawyers fees, or any damages other than actual out-of-pocket costs or losses that may arise in connection with participation in the promotion or acceptance, possession, and use of any prize.

All causes of action arising out of or connected with this promotion or any prize awarded shall be resolved individually, without resort to any form of class action. Some jurisdictions may not allow certain limitations on damages or the ability to seek damages through a class action; so some of these restrictions may not apply to you.

### **Other Rules and Regulations**

If aspects of the prizes change that are beyond the control of Young Living, neither Young Living, nor any other promotional partners furnishing prizes, will be liable or responsible for any such changes and Young Living reserves the right to substitute a prize of equivalent or greater value, at Young Living's sole and absolute discretion, if, for any reason, all or any portion of a prize, as described herein, are or become unavailable. No transfer of a prize to a third party is permitted. By accepting a prize, prize winners agree that Young Living shall not be liable for any injuries, damages, or losses of any kind resulting from or in connection with the awarding, acceptance, possession, or use of the prize or any aspects or parts thereof.

Young Living will be the final arbiter of all rule interpretations and qualification determinations and such decisions will be final. Where applicable, prizes will be reported as income on the winners' annual 1099 form. Prize winners will be responsible for paying all taxes on any prizes and/or subsidy or subsidies granted by Young Living. Young Living reserves the right to suspend or terminate this promotion, without notice, for any reason or no reason, in its sole discretion. Employees of Young Living and its associated entities and their spouses and immediate family members are not eligible to participate in this promotion. This promotion is void where prohibited by law. All Members who qualify will be subject to auditing or verification of their point totals.

By participating in the promotion, you (i) acknowledge compliance with these promotion rules including all eligibility requirements, (ii) warrant that any information you provide in connection with this promotion is true and accurate, and (iii) agree to be bound by the decisions of Young Living which shall be final and binding in all matters relating to this promotion. Members who have not complied with these promotion rules are subject to disqualification.

This promotion is subject to all laws. All issues and questions concerning the construction, validity, interpretation and enforceability of these promotion rules, or the rights and obligations of participant and Young Living in connection with the Promotion, shall be governed by, and construed in accordance with, the substantive laws of the State of Utah without regard to conflicts of law principles. All entrants consent to the jurisdiction and venue of the Federal, state and local courts of Utah.

In the event of any conflict with any promotion details contained in these Official Rules and promotion details contained in other promotion materials (including, without limitation, any point of sale, online or print advertising), the details of the promotion as set forth in these Official Rules shall prevail.

Young Living's failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

# FAQ

**Q: What are the dates for the promotion?**

A: January 1st, 2018 – March 31<sup>st</sup>, 2018

**Q: Can anyone participate?**

A: You must be an active wholesale distributor, must be 18 years of age, have a valid Australia ID, and have your primary billing (mailing) address as Australia.

**Q: How can I check my points, status and ranking in the promotion?**

A: In your Virtual Office there will be a leaderboard with this information.

**Q: How often do individual and leaderboard points update?**

A: Points update once a day, at approximately 6 a.m. MT.

**Q: I have enrolled someone with a Starter Kit, but the points are not showing up on my individual point's board. What should I do?**

A: Confirm that the new enrollee has accepted the distributor agreement. Points will not be allotted until the enrollee has accepted his or her distributor agreement.

**Q: What is meant by “Reactivate Personally Enrolled members”?**

A: Reactivate a member that had previously enrolled in your downline but didn't make the minimum purchases necessary to maintain their account in good standing i.e. 50 PV in a years' time. To earn the reactivation point, that member would have to reactivate with a minimum purchase of 100 PV.

**Q: How will I know if one of my personally enrolled members is deemed “inactive”?**

A: If your personally enrolled member no longer appears in your Downline Viewer, that member is already deemed “inactive”.

**Q: How will I know if I've won a prize?**

A: All prize winners will be contacted by Young Living to officially recognise your win and explain how to claim your prize.