



~ Dare to dream Challenge~

Promotion Summary

Name: Dare to dream Challenge

Objectives:

To increase the number of new registrations

To increase the order size

To increase the percentage of continuing engaged member
(increase the number of purchasers, resumption of a dormant member)

Period: October 1, 2021 (Friday) - December 31, 2021 (Friday)

Target: Brand partners who use ER with more than 100 PV

★**Only registered members in Japan are eligible.**

Term: Members need to earn various set points within the Dream Challenge period.

Gift: Provided to those who cleared term and earned certain points.

★**The gift will be delivered with the February 2022 ER.**

To realize the corporate philosophy

The "Dare to dream Challenge" is an attractive incentive that encourages each member to take a big step toward realizing Young Living's mission.

We aim to stabilize, revitalize, and expand the group by attracting new members, supporting their continued engagement, helping direct enroller to be a silver bound and upgrade their rank, and helping those who have not made purchase for a certain period of time to resume orders.

Aims of the promotion

The bonuses that members earn are based on the amount of distribution (PV) of their group.

In other words, the **Dare to dream Challenge** is designed to create following three cycles for members to increase their own income.

- ① To increase the number of member in the group (new registrations).
- ② To increase the order size.
- ③ To increase the engaging member(resumption of a dormant member).



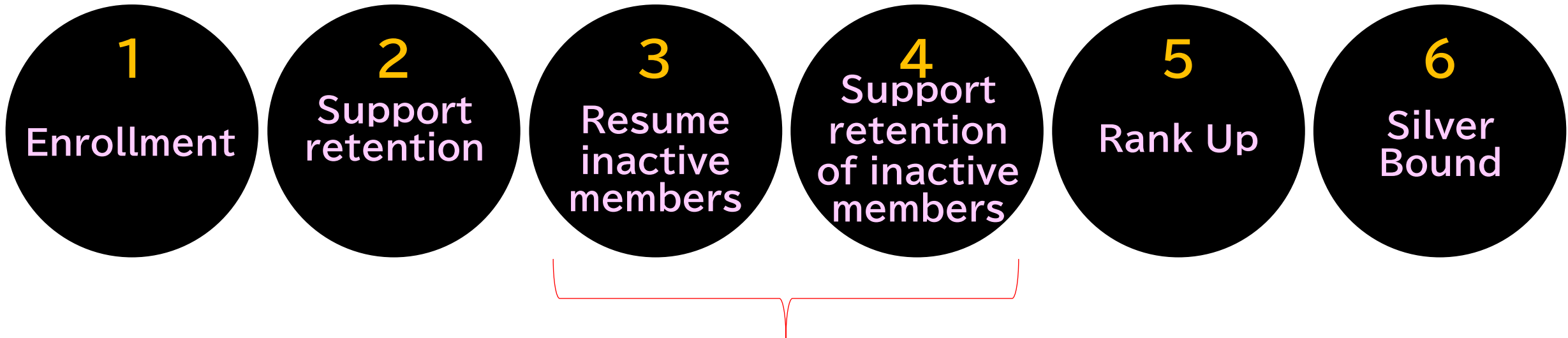
If new registration increases we will have:

- > more members,
- > more people buying, and
- > more engaged repeat member.

In order to earn each point, you must do followings

Promotion period: October, November and December 2021

To earn points, you must maintain an ER of at least 100 PV during the period.



These can be achieved by anyone such as newly registered member, one who is working to upgrade a rank and one who has members in a group.

How to earn points

You will receive a point when your direct enroller made following six activities;

- (1) Total PV of purchases made in the month (October/November/December) of new registration
- (2) Total PV of purchases made in the following months (November and December) for those who registered in October and November.
- (3) Total PV of purchases made in the month in which a inactive member who has not placed an order in the past six months or more resumes order.
- (4) Total PV of purchases made in the following month by the above (3) member who placed an order in October/November.

1 point → 50~ 99PV
2 point → 100~149PV
3 point → 150PV or more

※Total PV for the month

-
- (5) When a member hit the new rank for the first time

10 point

-
- (6) Each month a member hit Silver Bound Bonus

5 point

How to earn points

Points earned from your personal growth;

(1) Total PV of purchases made in the month
(October/November/December) when you register as a new member

1 point → 50~ 99PV
2 point → 100~149PV
3 point → 150PV or more

※Total PV for the month

(2) When you achieve a new rank for the first time

10 point

(3) Each month when you hit Silver Bound Bonus.

5 point

※If you recruit new member during the period, you will be eligible to receive the point as a direct enrollee as per described.

Gifts for each points earned

40
Points



- ①Lavender Essential Oil(5ml)
- ②Joy Essential Oil Blend(5ml)
- ③Peace & Calming II Essential Oil Blend(5ml)
- ④Sacred Frankincense Essential Oil(5ml)
- ⑤Abundance™ Essential Oil Blend (15ml)
- ⑥Believe Essential Oil (15ml)

30
points



- ①Lavender Essential Oil(5ml)
- ②Joy Essential Oil Blend(5ml)
- ③Peace & Calming II Essential Oil Blend(5ml)
- ④Sacred Frankincense Essential Oil(5ml)
- ⑤Abundance™ Essential Oil Blend (15ml)

20
Points



- ①Lavender Essential Oil(5ml)
- ②Joy Essential Oil Blend(5ml)
- ③Peace & Calming II Essential Oil Blend(5ml)
- ④Sacred Frankincense Essential Oil(5ml)

Gifts for each points earned

60
Points



- ①Lavender Essential Oil(5ml)
- ②Joy Essential Oil Blend(5ml)
- ③Peace & Calming II Essential Oil Blend(5ml)
- ④Sacred Frankincense Essential Oil(5ml)
- ⑤Abundance™ Essential Oil Blend (15ml)
- ⑥Believe Essential Oil (15ml)
- ⑦Jasmine Essential Oil (5ml)
- ⑧Rose Essential Oil(5ml)

50
Points



- ①Lavender Essential Oil(5ml)
- ②Joy Essential Oil Blend(5ml)
- ③Peace & Calming II Essential Oil Blend(5ml)
- ④Sacred Frankincense Essential Oil(5ml)
- ⑤Abundance™ Essential Oil Blend (15ml)
- ⑥Believe Essential Oil (15ml)
- ⑦Jasmine Essential Oil (5ml)

Gifts for each points earned

70
Points



- ①Lavender Essential Oil(5ml)
- ②Joy Essential Oil Blend(5ml)
- ③Peace & Calming II Essential Oil Blend(5ml)
- ④Sacred Frankincense Essential Oil(5ml)
- ⑤Abundance™ Essential Oil Blend (15ml)
- ⑥Believe Essential Oil (15ml)
- ⑦Jasmine Essential Oil (5ml)
- ⑧Rose Essential Oil(5ml)



Premium Kit

For every 70 points + 20 points (90, 110, 130 ...), in addition to 60 points of gift oil, you will receive a premium kit of your choice.



YOUNG LIVING