



MARKETING PLAN

c'est pour toi

THE POINTS SYSTEM



Let's explain the points system through an example:

A perfume has a list price of €33.00. The price reserved for Ambassadors is €19.80 (-40%) and earns 1 point for every euro net of taxes (16 points).

By selling a perfume, each ambassador earns €13.20 on the price difference and 16 points.

ACCUMULATION OF POINTS



Each ambassador earns PERSONAL POINTS through their own purchases or direct sales. They also earn NETWORK POINTS through the purchases and sales of ambassadors registered in their network, added to their personal points.

- Francesco sells 10 perfumes --> 16 points X 10 = 160 points. ← **PERSONAL POINTS**
 - Giuseppe, an ambassador in his network, sells 8 perfumes --> 16 points X 8 = 128 points.
 - Maria, an ambassador in her network, sells 12 perfumes --> 16 points X 12 = 192 points.
 - Claudia, an ambassador in her network, sells 8 perfumes --> 16 points X 8 = 128 points.
- NETWORK POINTS**

In this example, the total Network Points amount to 608 (160 + 128 + 192 + 128), allowing Francesco to qualify for the first Rank.

THE RANKS



Every step forward deserves a name. Every achievement deserves an identity.

At lyaly, we've chosen to go beyond simple numbers and percentages. We've given each stage of your journey a name, a color, and a meaning.

Because growing with lyaly isn't just a matter of points: it's a personal, entrepreneurial, and evolving journey.

From raw materials to the rarest metal: your path gains value at every level.

We created the new rank structure by drawing inspiration from matter—real, tangible matter that transforms over time.

THE RANKS



Why did we choose the materials?

Because they are universal, because they tell a story of transformation, because they are symbols of energy, elegance, leadership, and rarity.

Just like the people who grow up in lyaly.

We chose the names of the qualifications not for "fashion", but for value: to make every stage of your journey clearer, more emotional and inspiring. From today, when you reach a new level, you will not only get a percentage: you will have a symbol that speaks of you and the leader you are becoming.

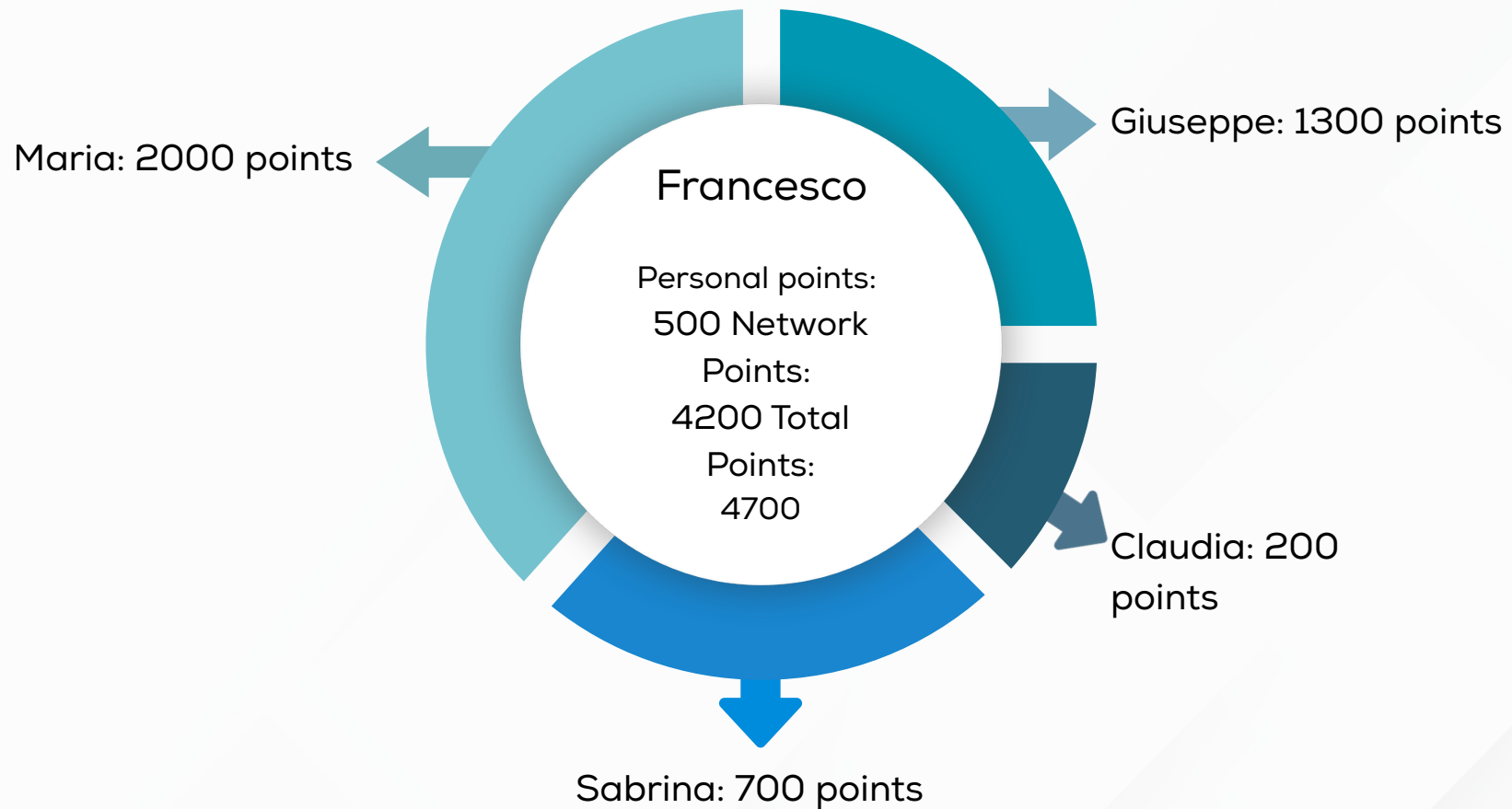
Welcome to lyaly's new language.
More evolutionary, more authentic, more yours.

THE RANKS



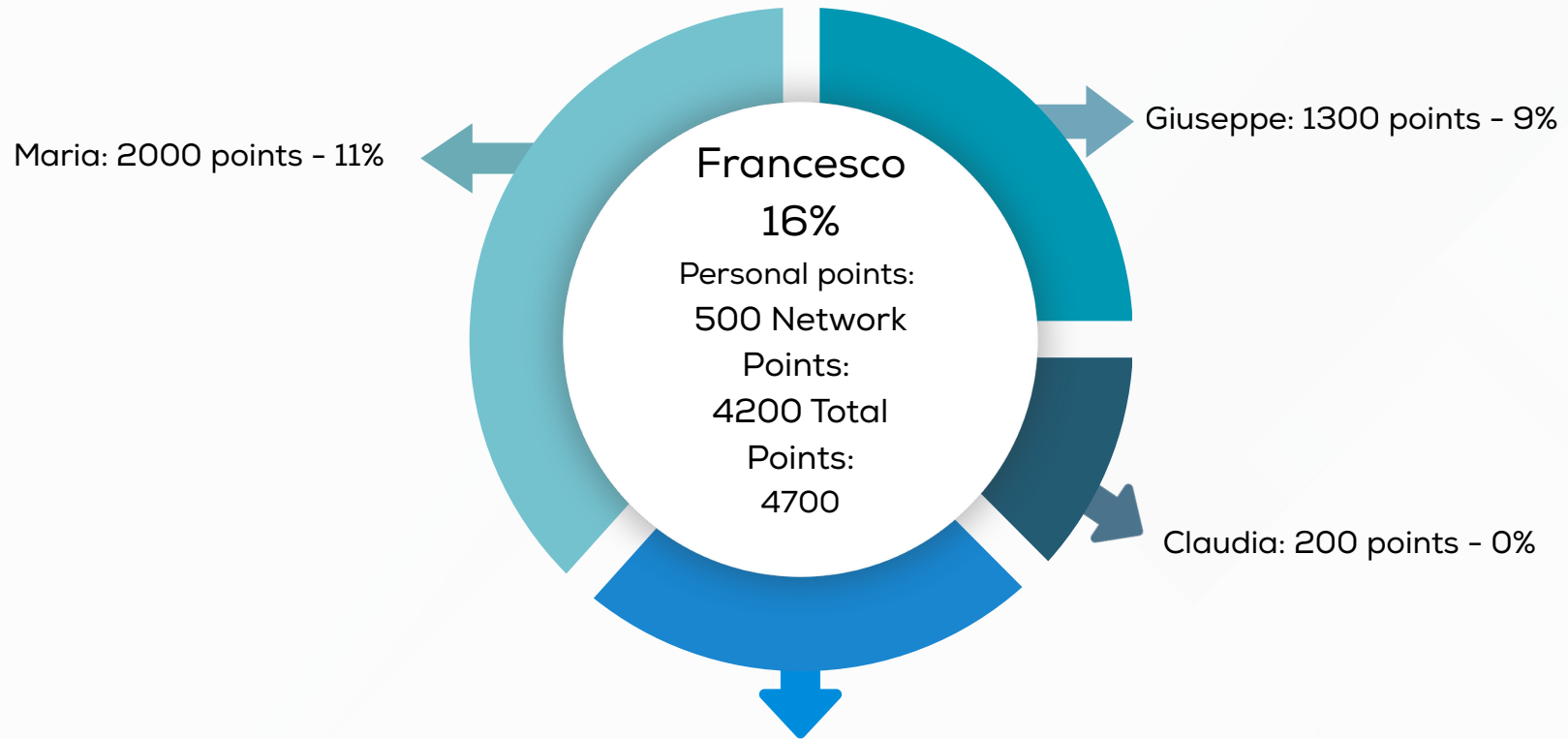
POINTS	LEVEL	RANK	COMPANY DIVIDEND	AVERAGE SALARY
1.000.000	34,5%	IRIDIUM	0.35%+0.25%+0.15%+0.15%+0.10%	< €120.000
500.000	33,5%	RHODIUM	0.35%+0.25%+0.15%+0.15%	< €55.000
250.000	32,5%	PALLADIUM	0.35%+0.25%+0.15%	< €32.000
120.000	31%	PLATINUM	0.35%+0.25%	< €18.000
60.000	29,5%	WHITE GOLD	0.35%+0.25%	< €10.000
30.000	28%	ROSEGOLD	0.35%	< €6.200
15.000	26%	GOLD	0.35%	< €3.500
7.500	21%	SILVER	---	< €1.800
5.800	18%	TITANIUM	---	< €1250
4.200	16%	STEEL	---	< €870
3.000	14%	IRON	---	< €543
2.000	11%	BRONZE	---	< €303
1.300	9%	COPPER	---	< €168
700	6%	STONE	---	< €69
300	3%	CLAY	---	< €20

HOW TO RANK UP AND BECOME A LEADER



TOTAL NETWORK POINTS: 4,700 = STEEL qualification 16%

HOW TO RANK UP AND BECOME A LEADER

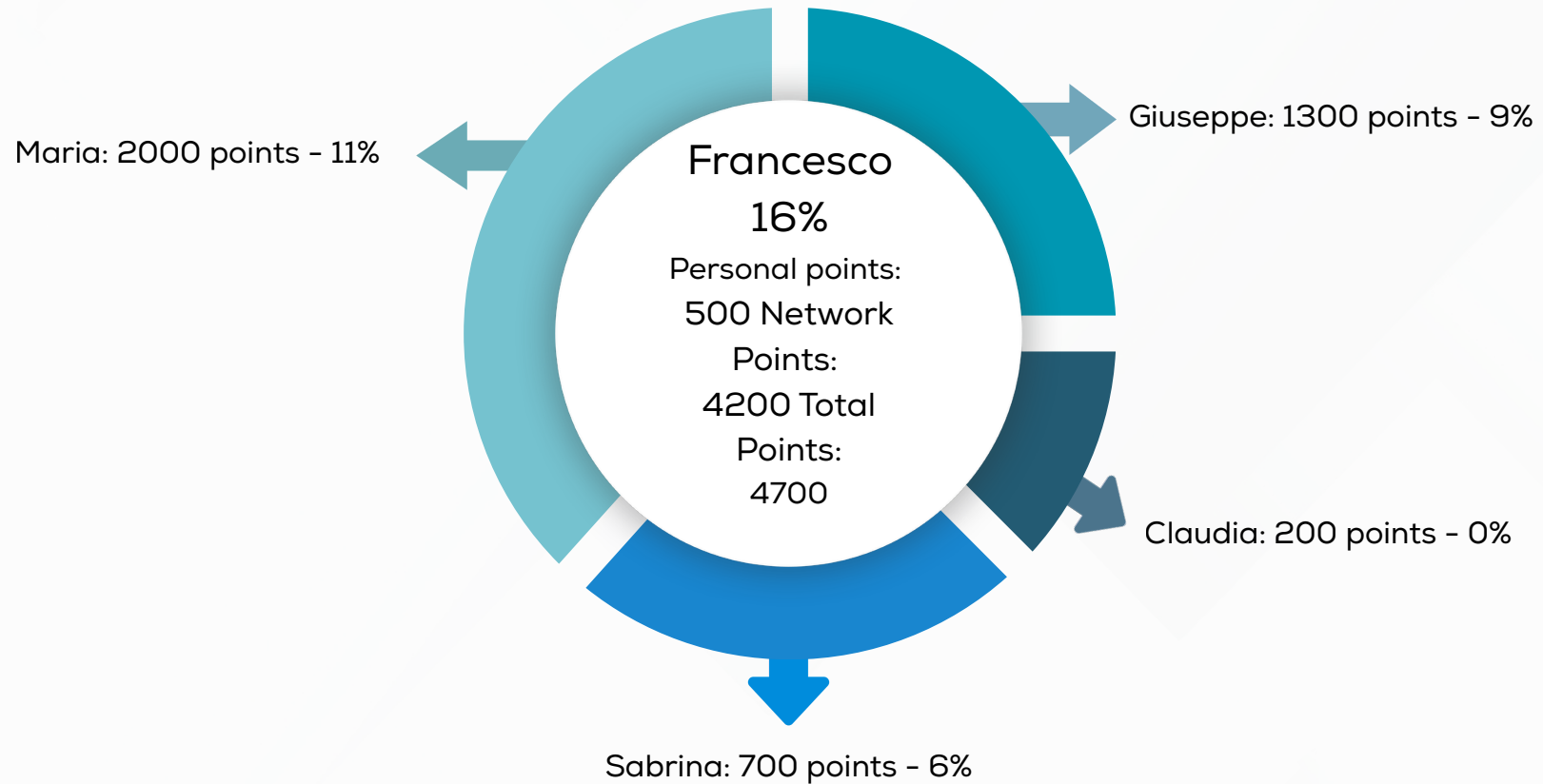


Sabrina: 700 points - 6%
How are earnings calculated in Euros?

DIFFERENTIAL COMMISSION

It represents the difference between your qualified rank percentage and the percentage assigned to each leg within your network.

HOW ARE EARNINGS CALCULATED?

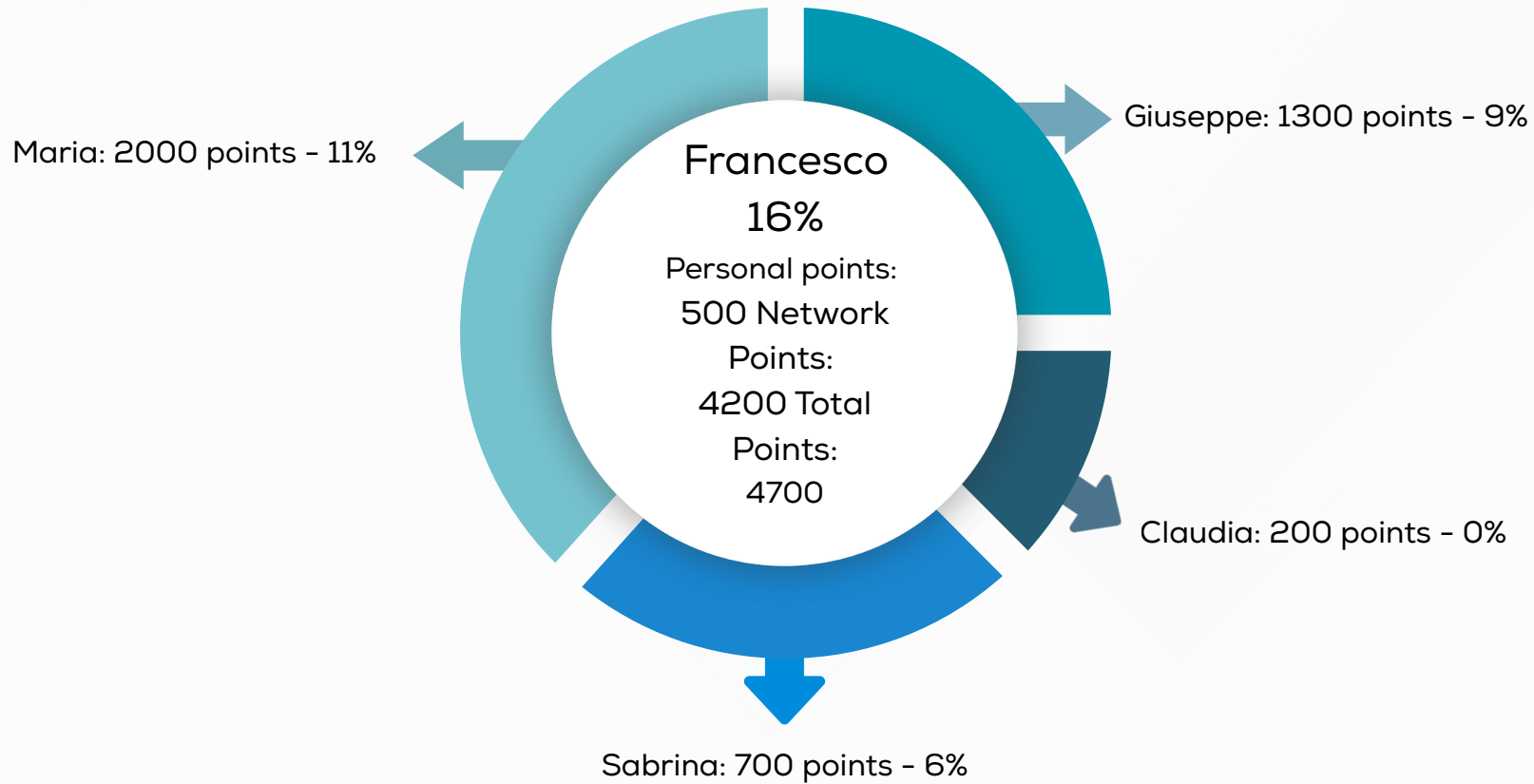


FRANCESCO:



$$500 \text{ personal points} \times 16\% = \text{€}80$$

HOW ARE EARNINGS CALCULATED?



MARIA :
↓
DIFFERENTIAL COMMISSION
 $16\% - 11\% = 5\%$
 $2000\text{ PTS} \times 5\% = \text{€}100$

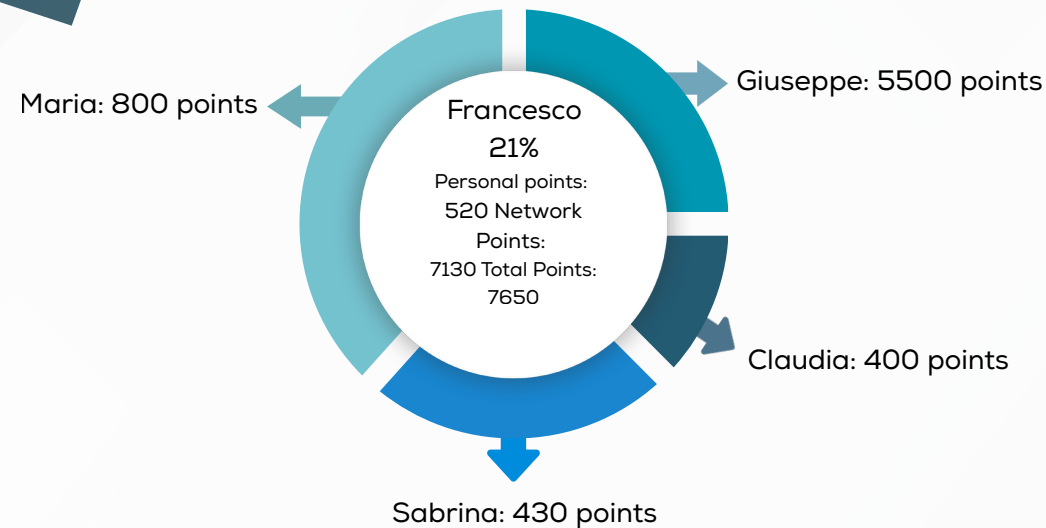
GIUSEPPE:
↓
DIFFERENTIAL COMMISSION
 $16\% - 9\% = 7\%$
 $1300\text{ PTS} \times 7\% = \text{€}91$

CLAUDIA :
↓
DIFFERENTIAL COMMISSION
 $16\% - 0\% = 16\%$
 $200\text{ POINTS} \times 16\% = \text{€}32$

SABRINA :
↓
DIFFERENTIAL COMMISSION
 $16\% - 6\% = 10\%$
 $700\text{ PTS} \times 10\% = \text{€}70$

TOTAL: €80 + €100 + €91 + €32 + €70 = €373

THE 40% RULE



From the SILVER (21%) rank up to IRIDIUM (34.5%), the 40% rule applies. Let's illustrate it:

We can see that Francesco has accumulated 7,650 points, which is above the 7,500 points required to achieve the 21% (SILVER) rank.

To confirm whether the 21% rank has been validated, we need to perform the following calculation:

Calculating the 40% cap

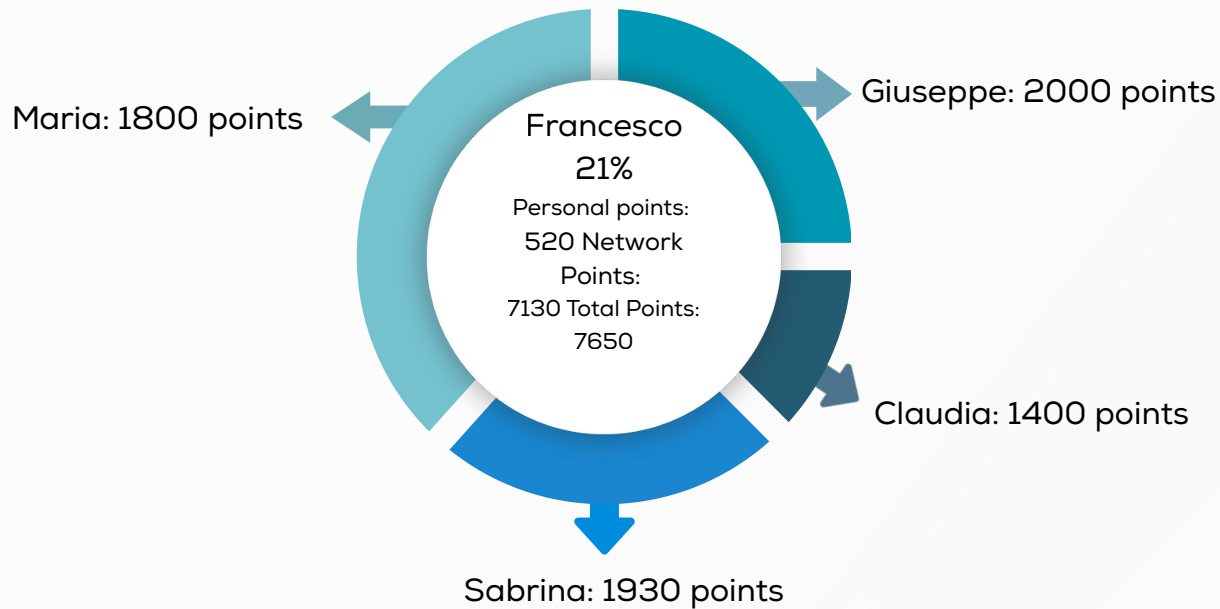
CALCULATION 1 → Network Points -
points from the highest-producing
leg (Giuseppe)
 $7,650 - 5,500 = 2,150$

CALCULATION 2 → 40% cap of the
points from the highest-producing leg
(Giuseppe)
 $5,500 \times 40\% = 2,200$

To validate the 21% rank,
CALCULATION 1 must be
greater than CALCULATION 2.

In this example, Francesco did not validate the 21% rank because the 2,150 points from the rest of the network are lower than 2,200 (the 40% cap of the points from the strongest leg).

THE 40% RULE



Let's look at another example: Calculating the 40% cap

CALCULATION 1 → Network Points –
points from the highest-producing
leg (Giuseppe)
 $7650 - 2000 = 5650$

CALCULATION 2 → 40% cap of the
points from the highest-producing leg
(Giuseppe)
 $2000 \times 40\% = 800$

To validate the 21% rank,
CALCULATION 1 must be
greater than CALCULATION 2

In this example, Francesco **validated** the 21% rank, as the 5,650 points from the rest of the network are **greater** than 800 (the 40% cap of the points from the strongest leg).

REMEMBER!



Important:

- Validate at least **80 Personal Points** per month (from 3% to 18%) or **120 Personal Points** per month (from 21% and above) to be eligible to receive commissions.
- All accrued bonuses will be credited to your Wallet immediately after month-end.
- You can use your Wallet to pay for future orders (UP TO A MAXIMUM OF 80% OF THE ORDER VALUE).
- Once you reach €150, you can request a payout via bank transfer.
- By the 5th of each month, you can choose whether to keep your commissions in your Wallet or request a bank transfer payout.