



2023 U.S. Earnings Disclosure

Participating in LifeWave®

As a LifeWave Brand Partner, you can participate by:

- Selling LifeWave products to your customers
- Developing Preferred Customers who purchase products every month
- Finding others who want to consume or sell LifeWave products
- Buying LifeWave products at a discount for your own or household use

Cost to Register and Renew

You do not need to purchase products to become or remain a Brand Partner. The enrollment fee is \$25.

How Much Can You Earn?

For Brand Partners who were registered with LifeWave and active, 23% received a commission payment from LifeWave in at least one month for sales that occurred in 2023. The expenses a Brand Partner incurs in the operation of his or her LifeWave business vary widely. Expenses for Brand Partners can be several hundred or thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and Internet costs, business equipment, and miscellaneous expenses.

- 18% of Brand partners did not earn any compensation during the year because they were not active. An “active Brand Partner” means that the Brand Partner sponsored someone, purchased products, or earned commissions during 2023.

The following income statistics are for all U.S. LifeWave Brand Partners in 2023 who those who were active.

Rank	Percent of all Brand Partners	Percent of active Brand Partners	2023 Annual Earnings for all Brand Partners			2023 Annual Earnings for active Brand Partners			Average Months to Achieve Rank*
			High	Low	Average	High	Low	Average	
Brand Partner	94%	93%	\$30,329	\$0	\$33	\$30,329	\$5	\$40	-
Manager	5%	6%	\$74,490	\$0	\$1,541	\$74,490	\$3	\$1,709	4
Director	0.8%	1%	\$111,703	\$0	\$7,756	\$111,703	\$15	\$8,217	8
Senior Director	>1%	0.1%	\$67,267	\$0	\$15,667	\$67,267	\$50	\$16,248	10
Executive Director	>1%	>1%	\$121,430	\$500	\$45,677	\$121,430	\$500	\$45,677	15
Presidential Director	>1%	>1%	\$203,896	\$14,309	\$79,806	\$203,896	\$14,309	\$79,806	16
Senior Presidential Director	>1%	>1%	\$2,000,000+	\$2,286	\$396,580	\$2,000,000+	\$2,286	\$396,580	24

*Measured from the date of enrollment.

What If It Doesn't Work For Me?

You can cancel your agreement with LifeWave at any time. If you are in your first year, you can cancel and receive a full refund of your initial product purchase. For subsequent product purchases, you may return all unopened products purchased in the previous 12 months for a full refund including any taxes and any shipping and handling cost on the original delivery.

Direct Selling as a Brand Partner

The LifeWave opportunity is based on product sales. As a LifeWave Brand Partner, you cannot earn commissions by merely sponsoring or recruiting others. You can earn in the following ways:

1. You can apply retail markup on products you sell to customers; and
2. You can earn sales commissions based on your product sales and the product sales of Brand Partners in your sales organization.

Your success in the LifeWave sales opportunity will vary. Many factors are involved, including your customer base, your skills, business experience, effort, persistence, and the quality and extent of your sales organization.

The average earnings for all U.S. Brand Partners in 2023 who were active at any time during 2023 was **\$557 before expenses.**