CHOGAN



CAREER PLAN

CHANGE YOUR LIFE

YOUR JOURNEY STARTS HERE

Success always begins with a conscious decision: **choosing to believe in your own potential.**

Chogan Group S.p.A. offers the opportunity to transform your passion into a **path of authentic growth** – personal, professional, and financial – within a dynamic and ever-evolving environment.

The **Career Plan is the compass that will guide you** in your journey: step by step, you can build your network and achieve ambitious goals.

Our network offers **two different paths**, each with its own features and objectives.

OPPORTUNITIES IN OUR NETWORK



CUSTOMER

Enjoys the quality of our **products with no obligations**



INSIDER CUSTOMER

Enjoy **exclusive benefits without** accessing the **Career Plan**



CONSULTANT

Acts as a **networker** and enjoys the **benefits outlined in the career plan**

INSIDER CUSTOMER

DISCOVER THE BENEFITS & OPPORTUNITIES



ACCESS

Available upon **transitioning from Consultant status**



BUSINESS STARTER KIT

Purchase of the **kit not required**



PURCHASES

Access to **exclusive discounts**



NETWORK

No network activity required

CONSULTANT

DISCOVER THE OPPORTUNITIES FOR PERSONAL & FINANCIAL GROWTH



REGISTRATION

Registration with **sponsor code**



SAMPLE KIT

Purchase of kit **required**



EARNINGS

Profit margin on direct sales **up to 50%**



NETWORK

Networker activity required



EARNINGS THROUGH AP & CP

*** PT = AP + CP + ICP +NP**



EXCLUSIVE PROMOS

Access to all exclusive **promotions**



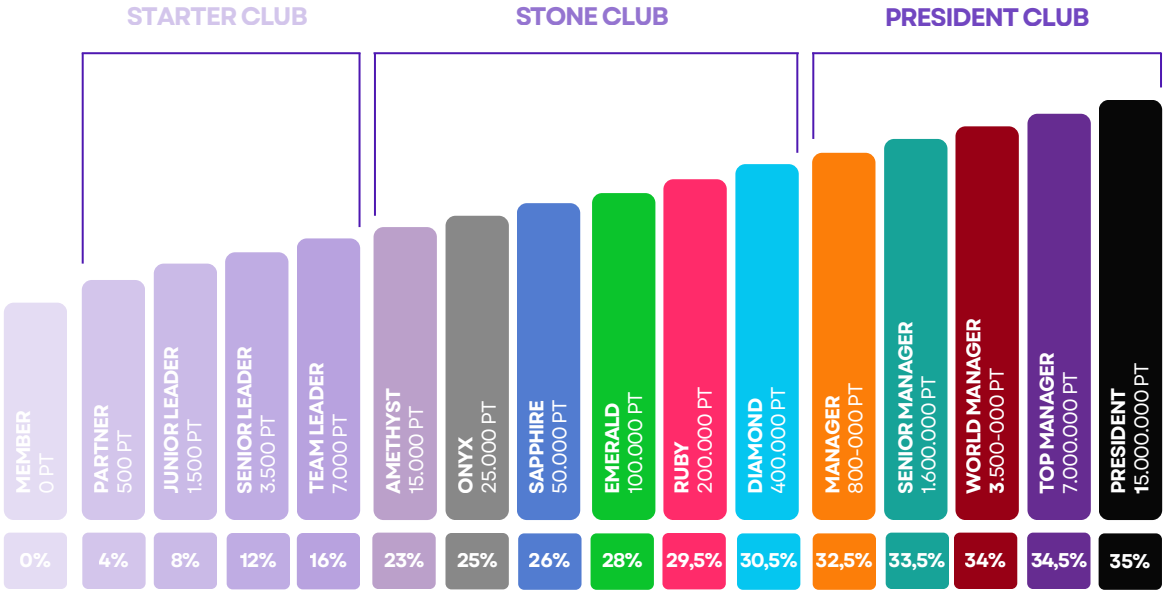
EARNINGS THROUGH NETWORK*

With the second direct consultant, **earnings resulting from the differential commission are activated**

* **AP** = active points
CP = customer points
ICP = insider customer points
NP = network points
PT = total points

*See details on page 9

CAREER PLAN



MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES (DIRECT CONSULTANTS)

0	2	2	3	3	3	3	3	5	5	5	5	5	5	5

MAXIMUM POINTS PER LINE

0 NP	300 NP	1.000 NP	1.500 NP	3.000 NP	5.500 NP	9.000 NP	18.000 NP	20.000 NP	40.000 NP	80.000 NP	160.000 NP	320.000 NP	700.000 NP	1.400.000 NP	3.000.000 NP

POINTS REPRESENT THE BASIS OF THE MARKETING PLAN. **EACH PRODUCT HAS A POINT VALUE** WHICH, WHEN **ACCUMULATED MONTHLY** THROUGH PERSONAL PROMOTION OR THE ACTIVITY OF ONE'S NETWORK, **DETERMINE THE CONSULTANT'S QUALIFICATION.**

STARTER CLUB

100 MINIMUM POINTS REQUIRED (AP + CP + ICP)
TO EARN 4%–8% QUALIFICATION COMMISSIONS

150 MINIMUM POINTS REQUIRED (AP + CP + ICP)
TO EARN 12%–16% QUALIFICATION COMMISSIONS

POINTS ARE CALCULATED MONTHLY
CUSTOMER POINTS AND INSIDER CUSTOMER POINTS (CP / ICP) HAVE NO LIMITS. PERSONAL ACTIVE POINTS (AP) HAVE A MONTHLY LIMIT OF 900

STARTER CLUB

HOW TO START YOUR CAREER

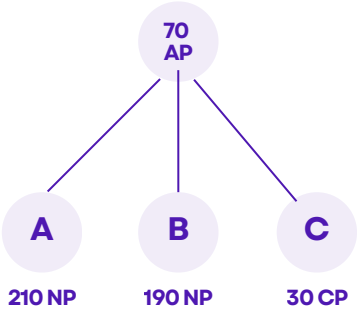
GOAL: become a
4% PARTNER

ACCESS REQUIREMENTS	POINTS	MAX. NUMBER OF LINES	MAX. POINTS PER LINE
	500 PT	**2**	**300 NP**

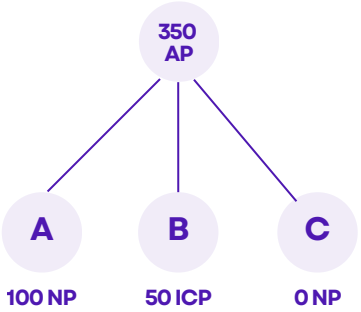
What is a Line?

A Line consists of a group of people you have helped to join the team. Each Line can generate points based on purchases and activity.

EXAMPLE **1**



EXAMPLE **2**



STARTER CLUB

HOW TO START YOUR CAREER

RANK	POINTS	VALIDITY
4% PARTNER	**500 PT**	**UP TO 16%**

CASE EXAMPLE

4%

PARTNER

500 PT

8%

JUNIOR LEADER

1500 PT

12%

SENIOR LEADER

3500 PT

INCREASE YOUR EARNINGS

UP TO 16%

- Personal Active Points (AP)
- Customer Points & Insider Customer Points (CP and ICP)

ACTIVATE THE DIFFERENTIAL COMMISSION

→ Add the 2nd direct consultant

→ Start earning more

DIFFERENTIAL COMMISSION

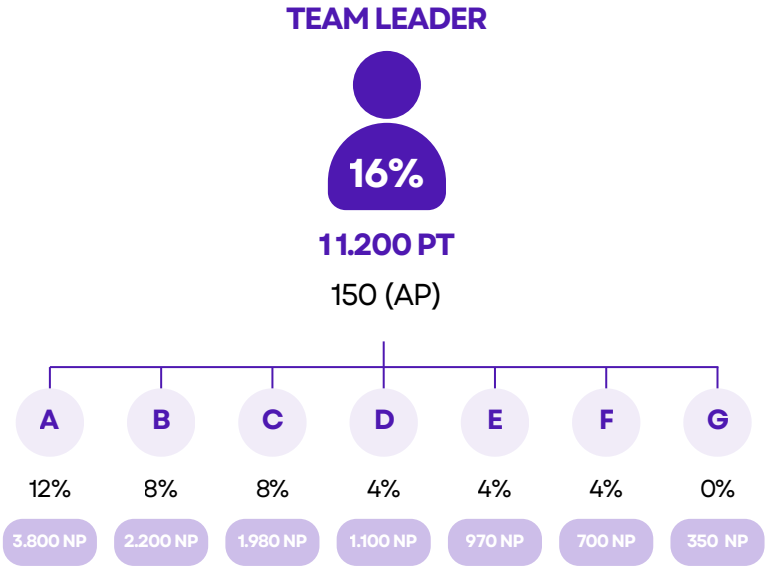
EXAMPLES & CASES

DIFFERENTIAL COMMISSION

EXAMPLES & CASES

What is the differential commission?

The Differential Commission is the profit margin you earn based on the difference between your percentage and that of your direct consultants.

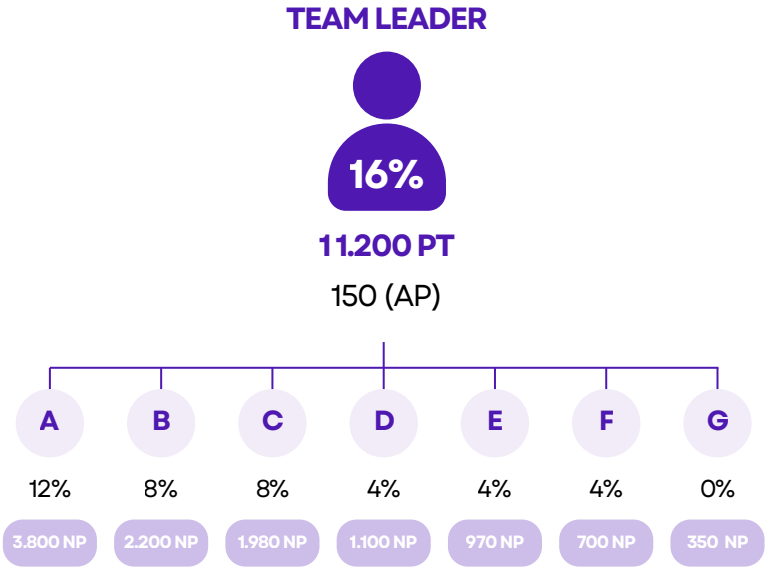


A	16% - 12% = 4% 3.800 NP x 4% =	**€ 152,00**
+		
B	16% - 8% = 8% 2.200 NP x 8% =	**€ 176,00**
+		
C	16% - 8% = 8% 1.980 NP x 8% =	**€ 158,40**
+		
D	16% - 4% = 12% 1.100 NP x 12% =	**€ 132,00**
+		
E	16% - 4% = 12% 970 NP x 12% =	**€ 116,40**
+		
F	16% - 4% = 12% 700 NP x 12% =	**€ 84,00**
+		
G	16% - 0% = 16% 350 CP x 16% =	**€ 56,00**
+		
	TEAM LEADER 150 AP x 16% =	**€ 24,00**

TOTAL EARNINGS **€ 898,80**

DIFFERENTIAL COMMISSION

EXAMPLES & CASES



A	€ 152,00
+	
B	€ 176,00
+	
C	€ 158,40
+	
D	€ 132,00
+	
E	€ 116,40
+	
F	€ 84,00
+	
G	€ 56,00
+	
	€ 24,00
TOTAL EARNINGS	€ 898,80

STONE CLUB

250 MINIMUM POINTS REQUIRED (AP + CP + ICP)
TO EARN 23%–30.5% QUALIFICATION COMMISSIONS

POINTS ARE CALCULATED MONTHLY
CUSTOMER POINTS AND INSIDER CUSTOMER POINTS (CP / ICP) HAVE NO LIMITS. PERSONAL ACTIVE POINTS (AP) HAVE A MONTHLY LIMIT OF 900

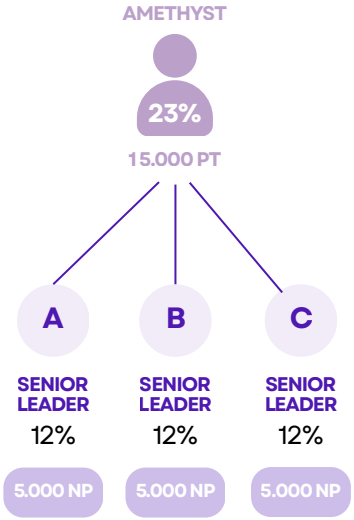
STONE CLUB

HOW TO START YOUR CAREER

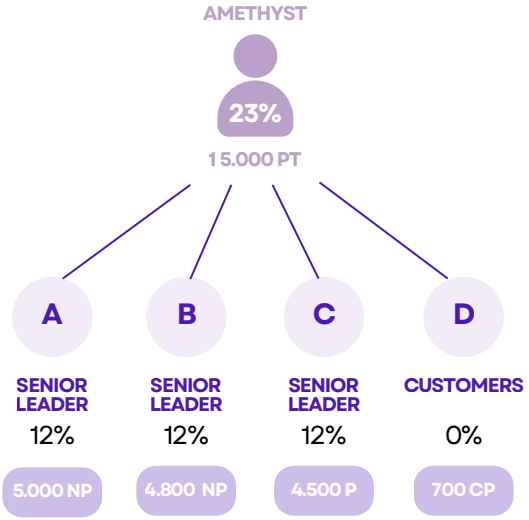
GOAL: become a
23% AMETHYST

ACCESS REQUIREMENTS	POINTS	MAX. NUMBER OF LINES	MAX. POINTS PER LINE
	15.000 PT	3	5.500 NP

EXAMPLE **1**

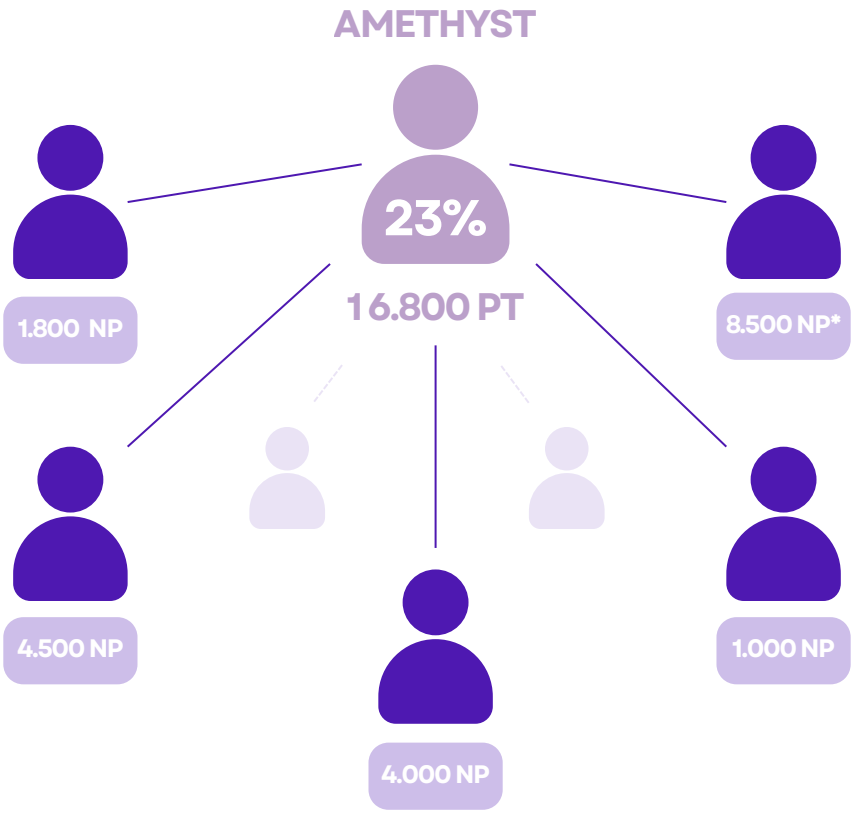


EXAMPLE **2**



AMETHYST

QUALIFICATION CRITERIA

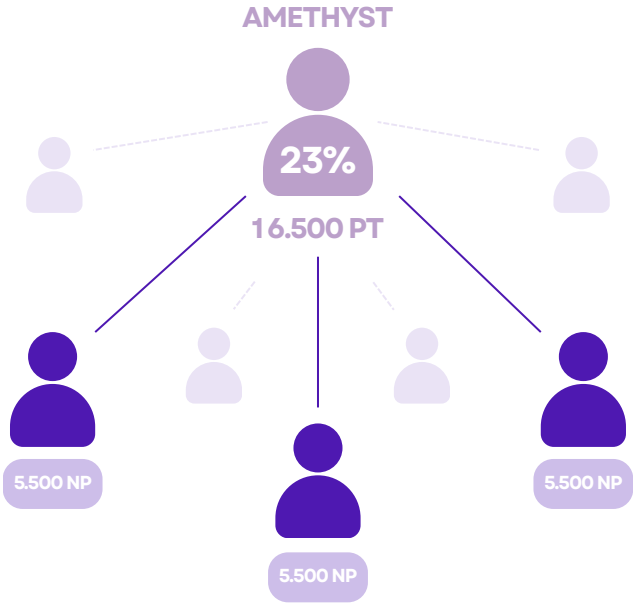


CONSIDERED
***5.500 NP**

AMETHYST

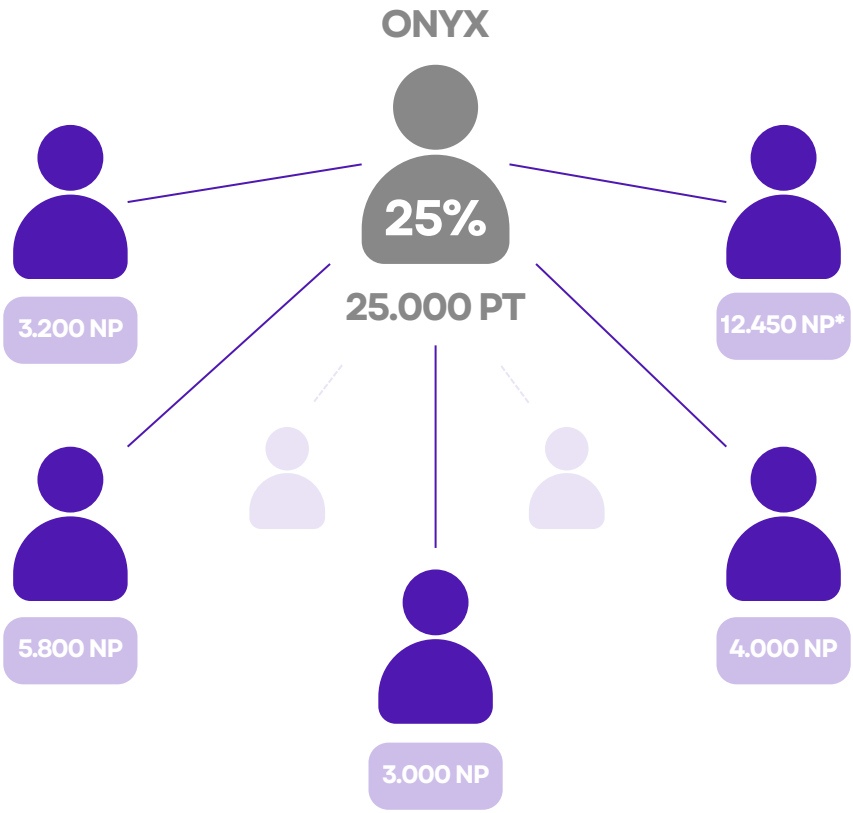
QUALIFICATION CRITERIA

MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
3	5.500 NP



ONYX

QUALIFICATION CRITERIA

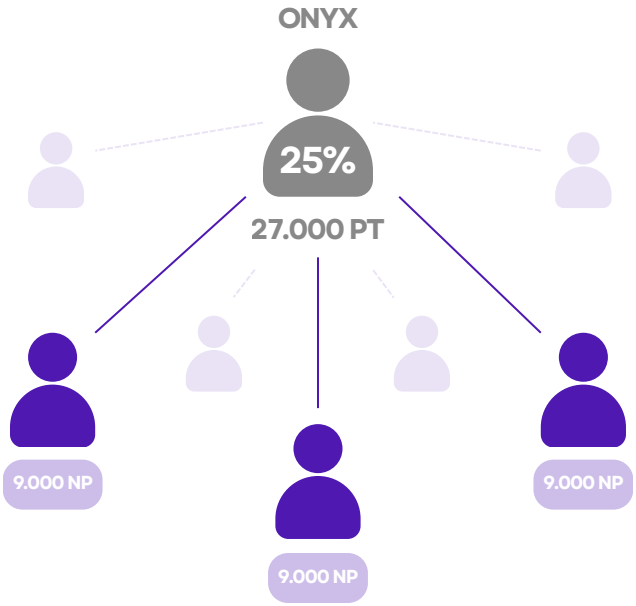


CONSIDERED
***9.000 NP**

ONYX

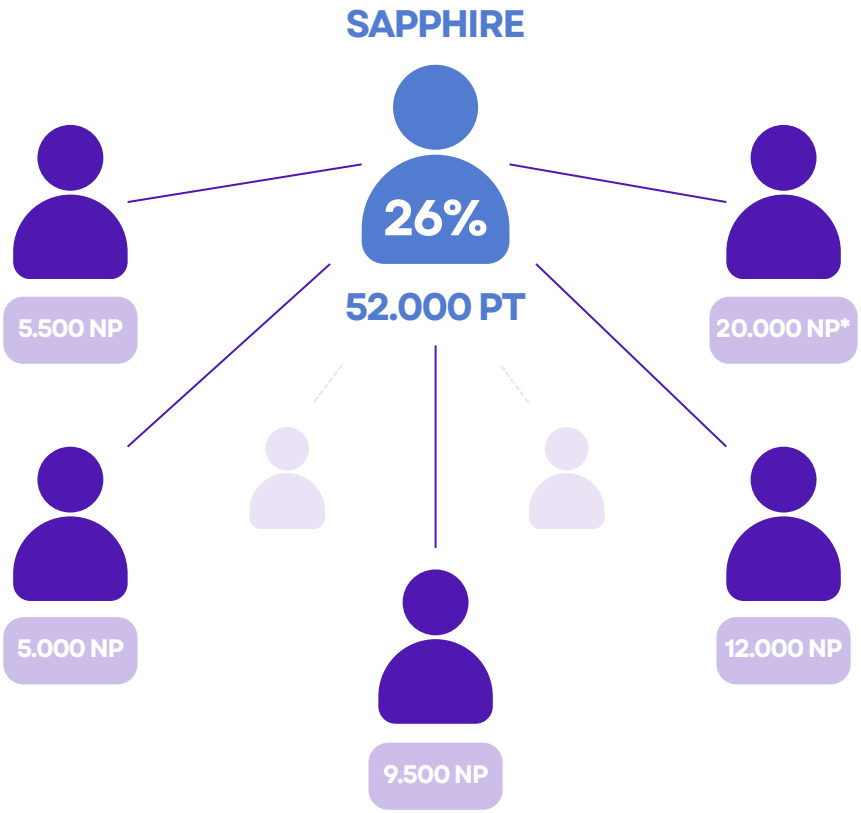
QUALIFICATION CRITERIA

MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
3	9.000 NP



SAPPHIRE

QUALIFICATION CRITERIA

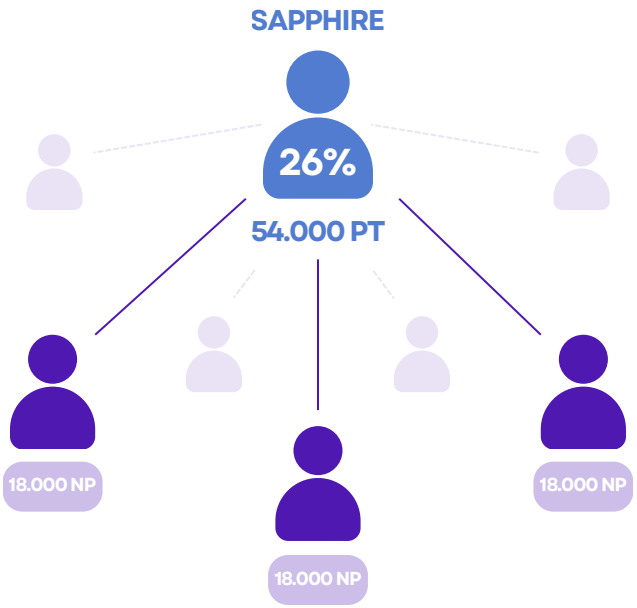


CONSIDERED
***18.000 NP**

SAPPHIRE

QUALIFICATION CRITERIA

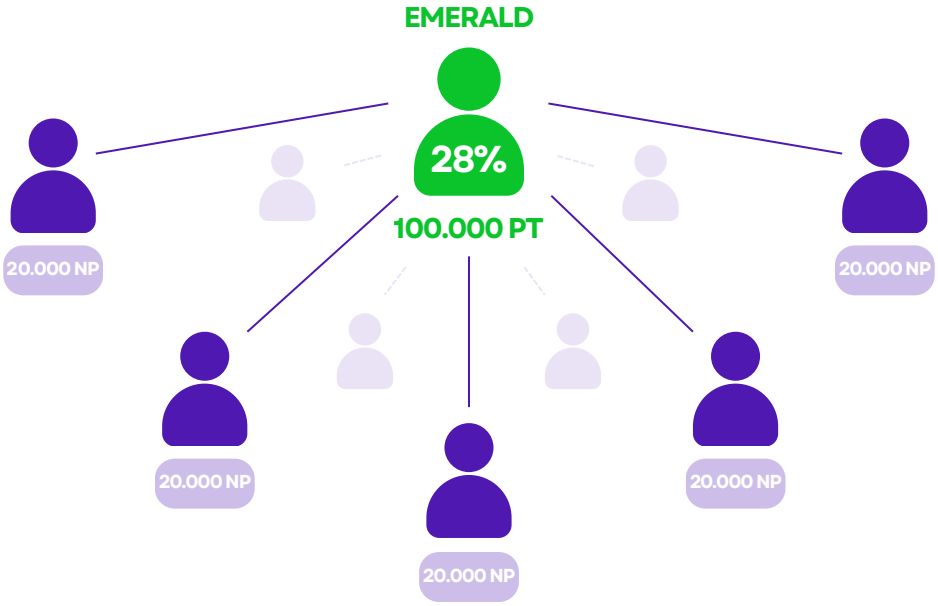
MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
3	18.000 NP



EMERALD

QUALIFICATION CRITERIA

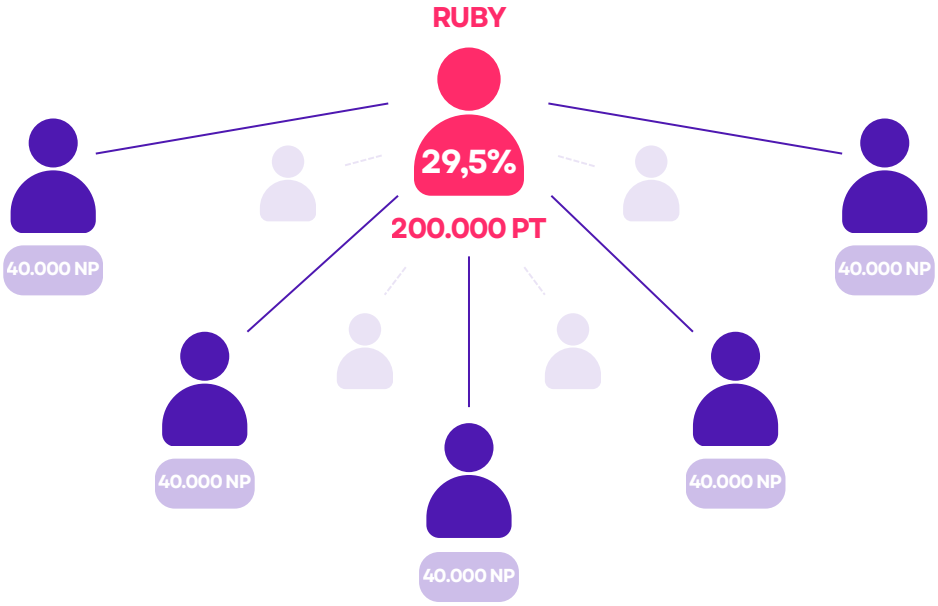
MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
5	20.000 NP



RUBY

QUALIFICATION CRITERIA

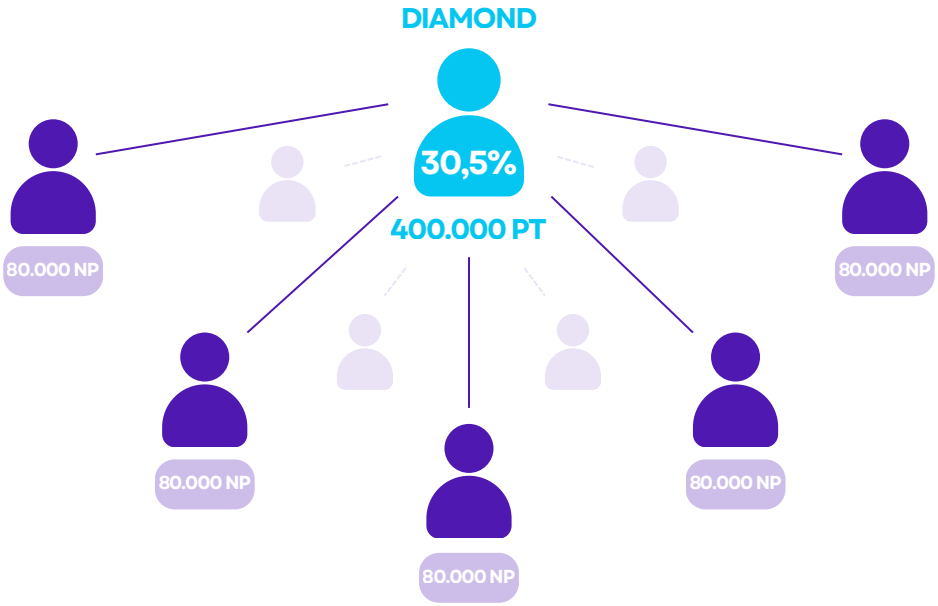
MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
5	40.000 NP



DIAMOND

QUALIFICATION CRITERIA

MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
5	80.000 NP



PRESIDENT CLUB

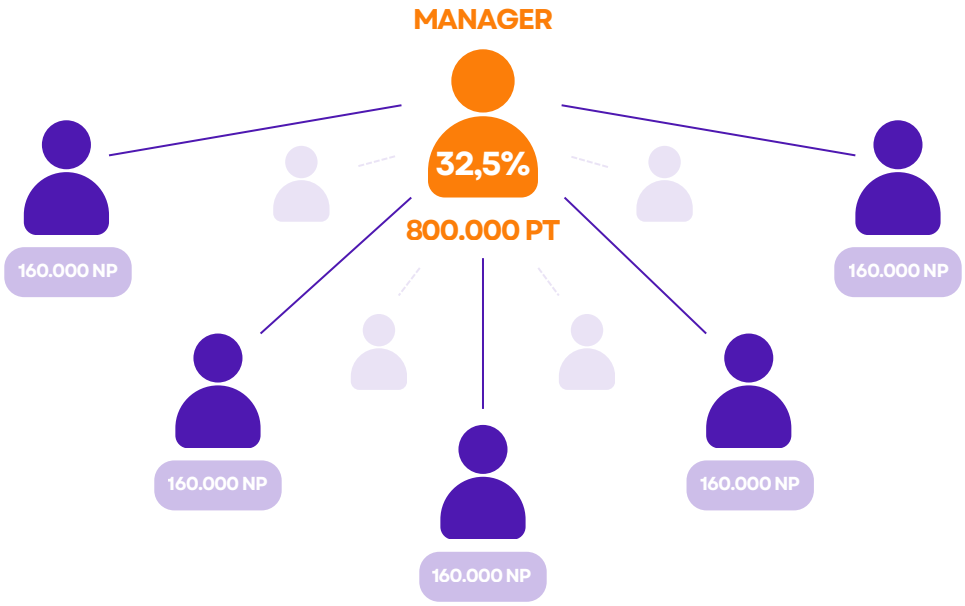
250 MINIMUM POINTS REQUIRED (AP + CP + ICP)
TO EARN 32.5%–35% QUALIFICATION COMMISSIONS

POINTS ARE CALCULATED MONTHLY
CUSTOMER POINTS AND INSIDER CUSTOMER POINTS (CP/ ICP) HAVE NO LIMITS. PERSONAL ACTIVE POINTS (AP) HAVE A MONTHLY LIMIT OF 900

MANAGER

QUALIFICATION CRITERIA

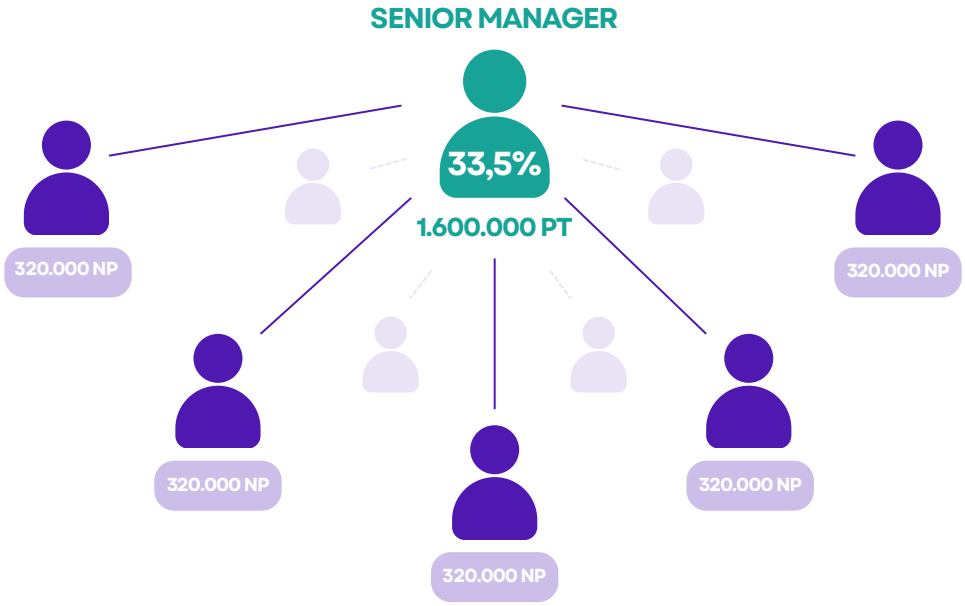
MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
5	160.000 NP



SENIOR MANAGER

QUALIFICATION CRITERIA

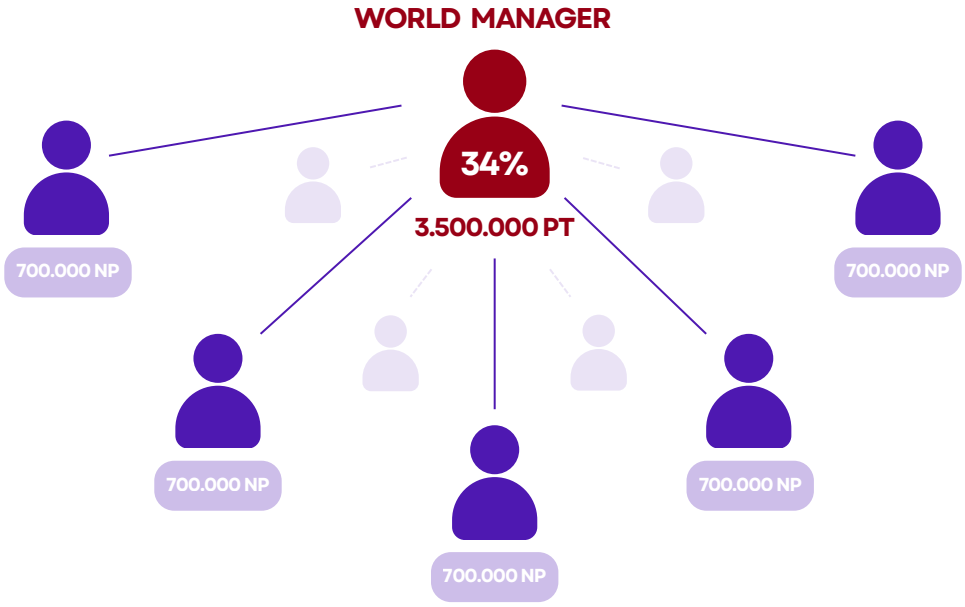
MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
5	320.000 NP



WORLD MANAGER

QUALIFICATION CRITERIA

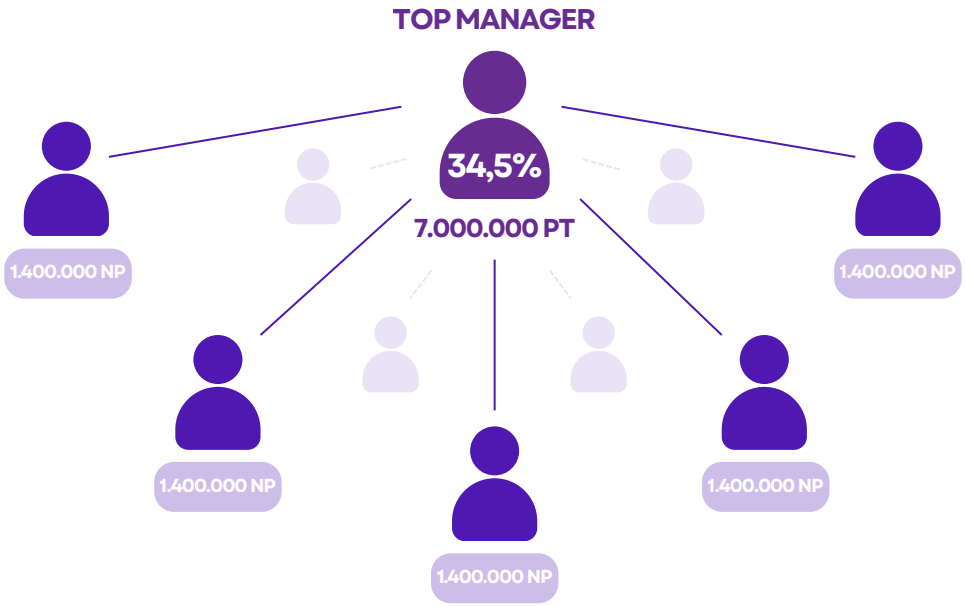
MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
5	**700.000 NP**



TOP MANAGER

QUALIFICATION CRITERIA

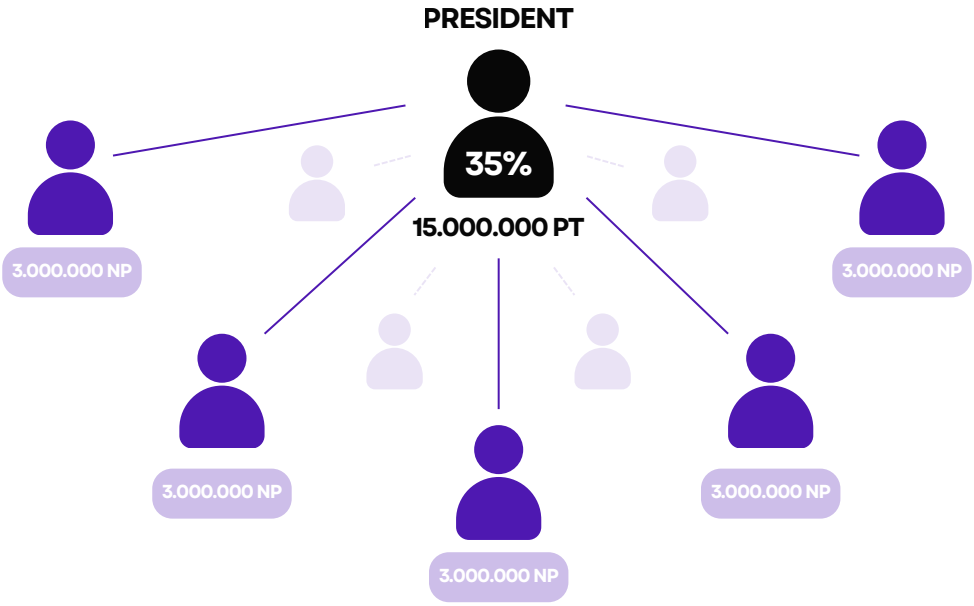
MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
5	**1.400.000 NP**



PRESIDENT

QUALIFICATION CRITERIA

MINIMUM NUMBER OF FIRST-LEVEL DOWNLINES	MAX. POINTS PER LINE
5	**3.000.000 NP**



YOUR EARNINGS

BUILD YOUR SUCCESS THROUGH YOUR OWN EFFORTS, THE GROWTH OF YOUR NETWORK, AND THE ACHIEVEMENT OF NEW RANKS.

RANK	EARNINGS*
AMETHYST	2.500 €
ONYX	4.000 €
SAPPHIRE	7.000 €
EMERALD	13.000 €
RUBY	22.000 €
DIAMOND	40.000 €
MANAGER	105.000 €

*BASED ON THE PERFORMANCE OF THE PREVIOUS TWO MONTHS



EXCEPTIONS

EXAMPLES & CASES

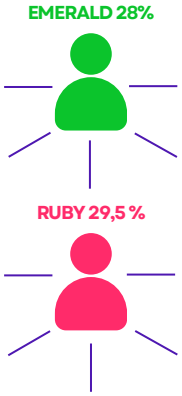
DIFFERENTIAL COMMISSION

The Differential Commission method encourages network growth in width rather than in depth: **with the same rank and points, a wider structure generates higher earnings than a deeper network.**

TIP	work consistently to raise the ranks of each line in a balanced way

EXCEPTION EXAMPLE

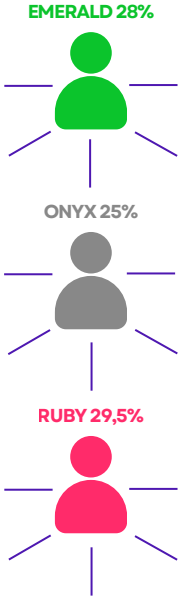
LACK OF BALANCE AMONG YOUR LINES



If an **EMERALD** has a RUBY in its first-level downline, the first **does not earn the Differential Commission, because RUBY is a higher rank.**

DIFFERENTIAL COMMISSION

EXAMPLE
EXCEPTION CASE



The **EMERALD earns** the differential commission **with ONYX, excluding RUBY's points,** because RUBY is a higher rank. RUBY's points are not included in the calculation of the differential commission.

BENEFITS & CONDITIONS



BENEFITS & CONDITIONS

SAPPHIRE EXPERIENCE

An **exclusive trip** organized once a year in a beautiful Italian city, dedicated to those **who achieve exceptional results in CHOGAN**

PARTICIPATION CRITERIA

NEW SAPPHIRES

- 3 times in the previous 12 months

DIRECT UPLINER

- Minimum rank **EMERALD***

***HIGHER RANK**

- Access is **at the consultant's expense**

PURPOSE

- **Reward the best leaders**
- **Provide a close-up experience of the Chogan world**
- **Strengthen awareness**
- **and sense of belonging**
- **Stimulate** personal **growth and leadership**

GOAL

Spread awareness and inspiration, showing the company reality up close and strengthening the connection between people, vision, and leadership.

BENEFITS & CONDITIONS

EMERALD EXPERIENCE

An **exclusive trip** organized once a year in a beautiful European city,
dedicated to those who achieve exceptional results in CHOGAN

PARTICIPATION CRITERIA

NEW EMERALD

- 3 times in the previous 24 months

SENIOR EMERALD

- At least 6 times Emerald in the previous 12 months

ES. NUOVI RUBY

- **New rank** compared to the previous event

SENIOR RANKS

- Top rank achieved 3 times at an event

PURPOSE

- **Reward the best leaders**
- Provide a **rewarding and exclusive experience**
- **Strengthen leadership**
- Create **international connections**
- **Preview new projects and initiatives**

GOAL

Recognize merit through a prestigious experience and exclusive access to the company's future projects.

BENEFITS & CONDITIONS

DIAMOND EXPERIENCE

An **exclusive trip** organized once a year in a beautiful Italian city,
dedicated to those who achieve exceptional results in CHOGAN



PARTICIPATION CRITERIA

DIAMOND

- 3 times in the last 12 months



PURPOSE

- **Reward the best leaders**
- **Share the company strategy** with top leaders
- **Preview new projects and initiatives**
- Provide a **rewarding and exclusive experience**



GOAL

Bring together top leaders to build a shared vision, consolidating the synergy between the company and the network.





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