

TELL THE STORY

The Right BUSINESS



IT'S EASY IT'S SIMPLE
IT'S ORGANO™



Fast-Growing INDUSTRIES



Internet



Home-based



Wellness



Coffee

Why not capitalise on all these industries **at the same time?**

Let's Talk COFFEE



**Coffee is not a luxury,
it's a part of *daily life*.**

WORLD STATISTICS:

One of the most consumed beverages.

Largest traded commodity after oil.

1.6 billion cups are consumed each day.*

Over 80% of people 18 and older have consumed coffee.

Specialty coffee sales are increasing 20% per year.

Millions pay up to \$4 per cup.

100 million+ drink 3-5 cups per day.



* approximate numbers due to daily global statistics changing daily.

Timing of the Coffee OPPORTUNITY



The Opportunity Countdown

Starbucks®
The \$5 Cup

McDonald's®
The Affordable
McCafé

Burger King®
The Iced Mocha

Dunkin Donuts®
Changed logo from
a donut to coffee

Nestlé®
Introduce Nescafé to
American market

Subway®
Now includes coffee
breakfast menu

Starbucks® is a registered trademark. All Rights Reserved.

Nescafé® is a registered trademark of Société des Produits Nestlé S.A. All Rights Reserved.

McCafé® is a registered trademark of McDonald's Corporation. All Rights Reserved.

Iced Mocha® is a registered trademark of Burger King. All Rights Reserved.

Dunkin Donuts® is a registered trademark. All Rights Reserved.

Subway® is a registered trademark. All Rights Reserved.

The Coffee OPPORTUNITY



Now you can offer millions
of coffee drinkers a

**better coffee &
earn money**

every time they
drink it.

**What makes
ORGANO
a *BETTER* choice?**



Exclusive & Powerful INGREDIENT



ORGANICALLY GROWN GANODERMA *lucidum*

More than 2,000 years of history, originally reserved for royalty.

Regarded by the Chinese as the
“*Miraculous King of Herbs.*”

The Ganoderma infused in ORGANO products contain many natural compounds.



Building a FUTURE



The producer of Ganoderma for ORGANO is recognised internationally for its patented cultivation and preparation method of the world's leading brand of Certified Organic Ganoderma.



OG and its partners celebrated the groundbreaking opening of their \$240 million Gano Herb Industrial Park, one of the world's largest Ganoderma facilities.

Patent on Ganoderma Lucidum
Products & Preparation Method
(Patent Number ZL01101789.9)



OG Products PEOPLE LOVE



WORLD'S
LEADING
BRAND OF
GANODERMA
BASED PRODUCTS



Visionary, Experienced **LEADERSHIP**



The mission is humble, yet powerful.

**“Bringing the Treasures of the Earth,
to the People of the World.”**

A portrait of Shane Morand, a middle-aged man with grey hair, wearing a dark suit, white shirt, and a red patterned tie.

Shane Morand

Co-Founder
Global Master
Distributor

A portrait of Bernie Chua, a middle-aged man with dark hair, wearing a dark suit, white shirt, and a dark patterned tie.

Bernie Chua

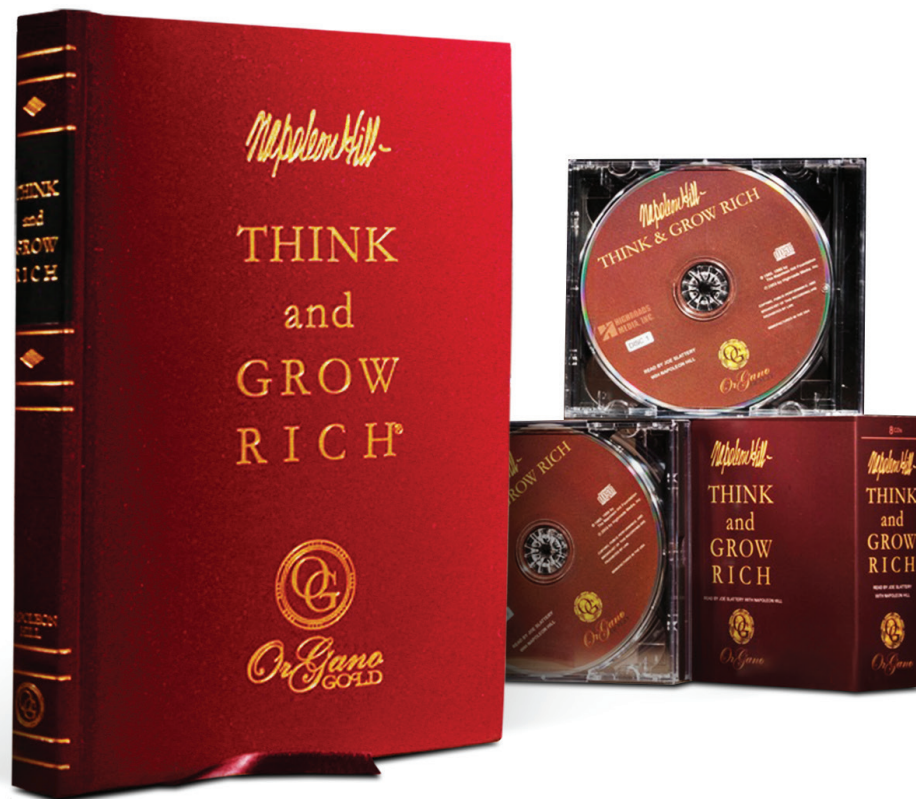
CEO/Founder
Dedicated to
your success

A portrait of Holton Buggs, a Black man, wearing a dark pinstripe suit, white shirt, and a purple patterned tie. He is also wearing a gold watch on his left wrist.

Holton Buggs

Chief
Visionary Officer

Think and GROW RICH



Proud to have the first-ever exclusive, strategic collaboration with the Napoleon Hill Foundation and its renowned World Learning Centre.

This historic collaboration is celebrated with an exclusive ORGANO™ edition of the reputed millionaire-maker's best-selling book **Think and Grow Rich**.

Giving Back to THE WORLD



OGCares
F o u n d a t i o n



Goal

To help as many young people around the world by making resources available to them in order to develop their leadership skills.

Mission

To support the young people by providing them with opportunities to become productive and engaged members of their communities, so that they may initiate positive change for future generations.

Start Earning
MONEY TODAY



7 WAYS TO GET PAID

when you share
the ORGANO™
Product Line
and Income
Opportunity

1 Daily Retail SALES



Earn at minimum 33% Retail Profit

As an ORGANO Independent Distributor, you can sell products to Customers through your ORGANO Personalised Replicated Website.

Find Potential Customers

- OG Mixers
- Salons and Spas
- Special Events

(Once an event form has been submitted & approved.)

- Person-to-Person
- Gyms & Health Centres
- School

(Once an event form has been submitted & approved.)

Buy *Wholesale.*
Sell *Retail.*
Keep *Retail Profits.*

2 Fast-Track BONUS



Make Money Weekly

Earn a Fast-Track Bonus every time you personally sponsor Distributors to start their ORGANO™ Business and build their customer base.

Promotional Sales Pack Fast-Track Bonuses

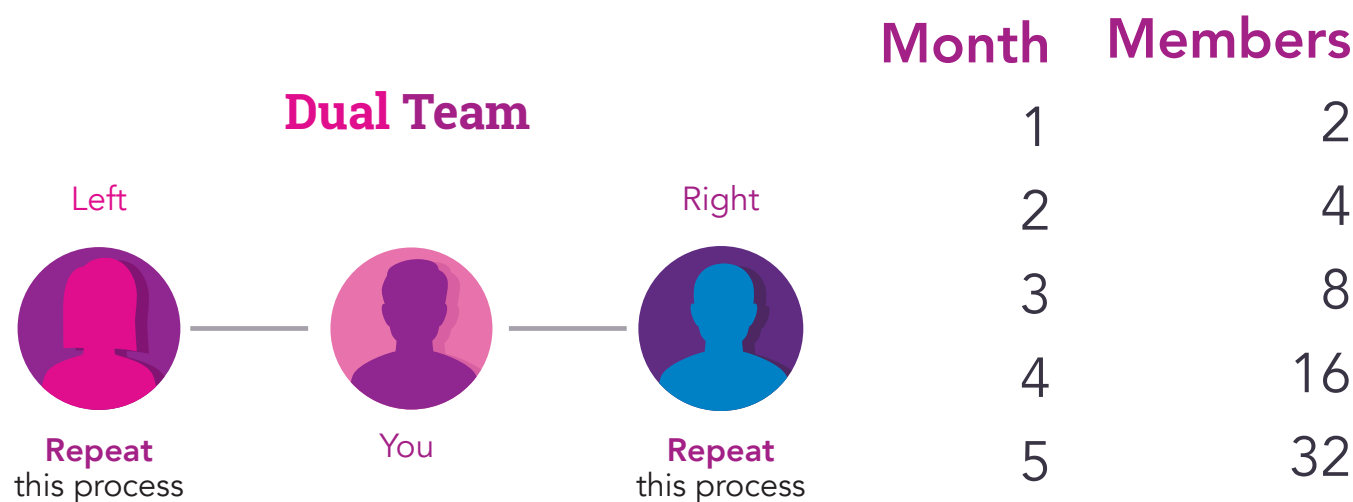
Earn up to

USD\$110

on every Promotional Sales Pack sold.



The Power of the DUAL TEAM



Replicate this structure to harness
THE POWER OF THE DUAL TEAM

DO THE MATH

4,096 People x 50 CV (Commissionable Volume)
204,800 CV x 20% Dual Team Commission

** Must be Dual Team qualified to earn Dual Team commissions.*

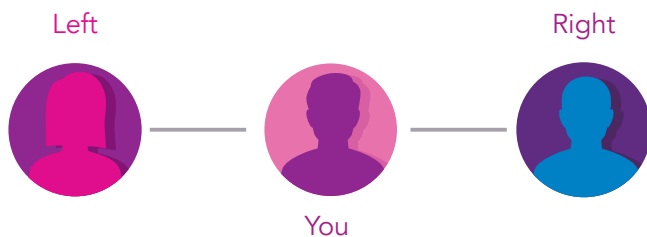
Month	Members
1	2
2	4
3	8
4	16
5	32
6	64
7	128
8	256
9	512
10	1,024
11	2,048
12	4,096

* Earnings are hypothetically offered and are based on a perfect world scenario to show how the compensation plan works and are NOT earning representations or guarantees. Actual income will depend on the amount of time and effort an individual devotes to their business. A solid customer foundation is an integral part of your success. For more details please see the income statement at the back of this document.

3 Dual Team BONUS



Dual Team



Start earning bonuses with only two people enrolled – one on each side.

The **LEFT** & the **RIGHT**.

	MARKETING ASSOCIATE	10% UP TO \$500*
	SUPERVISOR	10% UP TO \$1,000*
	CONSULTANT	15% UP TO \$1,500*
	VIP CONSULTANT	15% UP TO \$1,500*
	PLATINUM CONSULTANT	20% UP TO \$1,500*
	PLATINUM ELITE CONSULTANT	20% UP TO \$1,500*
	GOLD PACK QUALIFIED	20% UP TO \$2,500*
	SAPPHIRE	20% UP TO \$5,000*
	RUBY	20% UP TO \$10,000*
	EMERALD	20% UP TO \$15,000*
	DIAMOND	20% UP TO \$20,000*

* WEEKLY PAYOUT

* The weekly maximum payout is shown in US Dollars. The weekly payout corresponds to the achieved rank. Refer to the full Compensation Plan document for details.

* These amounts will vary based on your local currency.

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More Ways to EARN MONEY



MONTHLY BONUSES

4 Uni-level

This is the heart of your Income! Earn Uni-level commissions from product re-orders generated in your organisation up to nine levels deep.



You

5 Uni-level Matching

6 Generational (Leadership)

1	→	5%
2	→	4%
3	→	4%
4	→	3%
5	→	3%
6	→	3%
7	→	3%
8	→	2%
9	→	1%

QUARTERLY BONUSES

7 Global Pool

** To earn above bonuses, there are certain qualifications you must meet. Refer to the full compensation plan document for details.*

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** Only for Uni-level Bonuses*



PROGRAMME OVERVIEW

THE NUMBER ONE
LIFESTYLE
IN THE WORLD.

OVERVIEW

- O** - Complete your dreams
- G** - Reset your goals

Since 2008, ORGANO has offered its Distributors something that no other company has been able to offer:

The **OG Lifestyle** is all about freedom, luxury and achieving your goals. It doesn't matter who you are and what your background is, everyone has the potential to live the life of their dreams and reap the benefits of the world's most desirable lifestyle.

*With the Lifestyle Bonus,
completing your dreams has
never been more attainable.*



Welcome to the OG Lifestyle



TO QUALIFY for the Lifestyle Bonus, Distributors must achieve the rank of Sapphire or Above for two consecutive months.

As a member of this exclusive program, you will receive a monthly bonus based off your monthly qualification:

Sapphire	\$ 400
Ruby	\$ 600
Emerald	\$ 800
Diamond & Blue Diamond	\$ 1.000
Black Diamond & Above	\$ 3.000
	(per month)

ELIGIBILITY

In order to participate in the Lifestyle bonus, you must:

- 1 Be an active **ORGANO DISTRIBUTOR** in good standing with the company
- 2 Achieve the rank of Sapphire or Above for **TWO CONSECUTIVE MONTHS**
- 3 Have **YOUR BUSINESS** registered in one of the following countries: United States, Canada, Austria, Belgium, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Kenya, Netherland, Norway, Poland, Portugal, Slovenia, Romania, Spain, Slovakia, Sweden, Tanzania, Turkey, United Kingdom, and Nigeria.

BONUS PAYMENTS ARE SOLELY BASED ON THE RANK FOR THE QUALIFYING MONTH. PAYMENTS WILL BE ADJUSTED ACCORDING TO THE RANK FOR A PARTICULAR MONTH.

EXAMPLE:

January: Mike qualifies at Sapphire
February: Mike qualifies at Emerald

Mike will receive the bonus payment for Emerald (\$800).

If Mike were to qualify at Sapphire in March, he would then receive the Sapphire bonus payment (\$400) on April 20th.

PAYMENT

- Payment will be processed on the last day of the month and deposited directly into the Distributor's **OG WALLET**.
- Payment will continue as long as the Distributor continues to qualify at Sapphire or Above and will be paid as part of the **MONTHLY** commission cycle.
- The Distributor will be allowed a **ONE-TIME** only **ONE MONTH** grace period per year.
- Should the Distributor not achieve the minimum pay rank **SAPPHIRE** or **ABOVE**, their eligibility to receive the Bonus would be annulled. Payment will restart once the Distributor qualifies as Sapphire or Above for two consecutive months.

The program begins **1ST JANUARY 2018** and ends **31ST DECEMBER 2018**.



How to get STARTED



1 Join by registering as an ORGANO™ Independent Distributor by purchasing a Starter Kit

2 Included in the Starter Kit is access to your backOFFICE for 12 months and your own ORGANO™ Personalised Replicated Website

3 Brochures and Applications

4 Variety of Samples of Coffee

5 Access to Wholesale Purchases



ZAR 637.00
Starter Kit

Price is excluding VAT.

ORGANO Distributor Starter Kit shown.
Actual business tools may change from time to time.

4 Steps to SUCCESS



1

Become a Product of the Product

- Share testimonial with your sponsor
- Sign up for Autoship
- Purchase 2 boxes of Coffee (Black & Latte)
- Activate your Personalised Replicated website

2

Build a List of Contacts

- 50 Coffee Drinkers
- 50 Business Builders
- Learn the 4 Questions
- Get 10 retail customers using the script

3

Book 4 OG Mixers at Your Home or Office

- Social meetings in a comfortable atmosphere
- Share the beverages and opportunity plan

4

Plug into a Proven Success System

- 18-Month Commitment
- Weekly OG Mixers
- Business & Leadership Events
- Opportunity & Leadership Calls



Promotional SALES PACKS



Select From 3



BRONZE PACK

PROMOTIONAL SALES PACKS FEATURE A GREATER ASSORTMENT OF PRODUCTS AND TOOLS TO HELP YOU KICKSTART YOUR BUSINESS AND BUILD A SOLID RETAIL CUSTOMER BASE.

The contents of the pack will change as new product categories are added, meaning Distributors will be able to conveniently take advantage of the growing opportunities that the OG Business brings.

Check your backOFFICE shopping cart for more details.

Promotional SALES PACKS



Select From 3



SILVER PACK

PROMOTIONAL SALES PACKS FEATURE A GREATER ASSORTMENT OF PRODUCTS AND TOOLS TO HELP YOU KICKSTART YOUR BUSINESS AND BUILD A SOLID RETAIL CUSTOMER BASE.

The contents of the pack will change as new product categories are added, meaning Distributors will be able to conveniently take advantage of the growing opportunities that the OG Business brings.

Check your backOFFICE shopping cart for more details.

Promotional SALES PACKS



Select From 3



GOLD PACK

PROMOTIONAL SALES PACKS FEATURE A GREATER ASSORTMENT OF PRODUCTS AND TOOLS TO HELP YOU KICKSTART YOUR BUSINESS AND BUILD A SOLID RETAIL CUSTOMER BASE.

The contents of the pack will change as new product categories are added, meaning Distributors will be able to conveniently take advantage of the growing opportunities that the OG Business brings.

Check your backOFFICE shopping cart for more details.

Our Mission & **TARGET**



Our Mission

To become the most admired corporation in the world.

Our Target

- To capture 1% of the world's market of coffee drinkers
- This represents an estimated \$662 million dollars per month in coffee sales
- With ORGANO's 50% payout, this could represent a potential for \$331 million dollars per month in distributed commissions with our Team Members

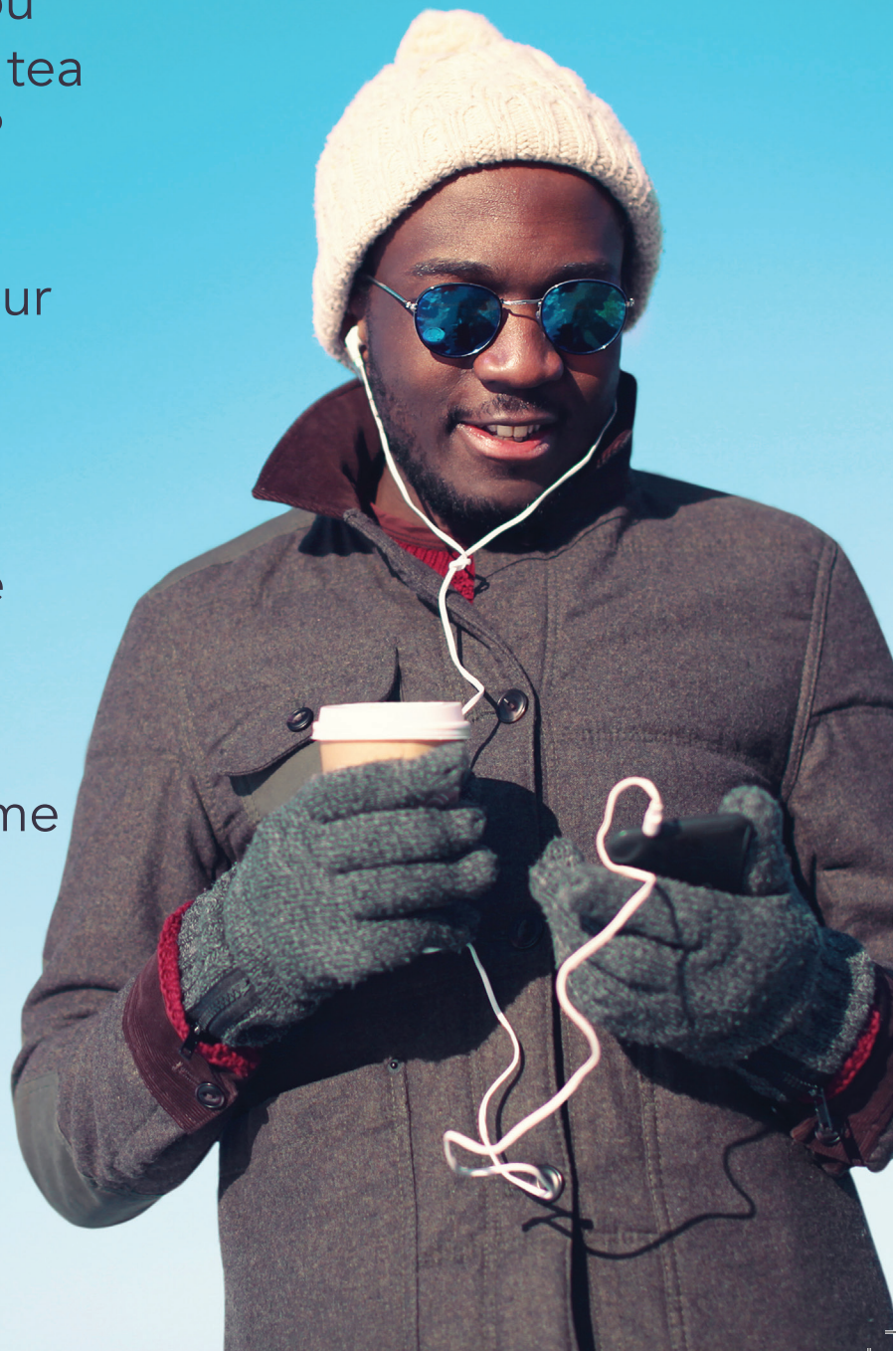
You are invited to join our Worldwide OG Family and Share our Success.

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The 4 QUESTIONS



- 1 Do you or anyone you know drink coffee or tea at least occasionally?
- 2 How do you drink your coffee? (black or with cream and sugar)
- 3 What's your favourite brand?
- 4 When was the last time (name of company) paid you for drinking or recommending their coffee?



The Next STEPS



Show a sample and say:

"This is the coffee that pays."

Before giving a sample, say:

"I would like to give you a sample and I will follow up after you drink the coffee to get two pieces of information from you:

How did you like the taste? How did it make you feel?"

After giving the sample, say:

"What is the best time to call you so you can tell me how you liked it? In the morning or afternoon?"



Quick-Start Customer SCRIPT



"Hello, Mary."

Small talk for a few moments, then get to the purpose of the call (to sell coffee).

"I need your help Mary, I just started my own coffee business and I launched it with three flavours of Coffee – Black, Latte and Mocha."

"I would like for you to become one of my favourite customers by buying a box or two of coffee from me."

"Before saying yes, I will show you how to get it at wholesale. If you don't like it, I will never ask you to buy from me again."

"Can I count on your support by buying one or two boxes from me?"





Are You Ready to be the Next OG Coffee Success Story?

The earnings stated are not necessarily representative of the typical income or profit, if any, that a Distributor can or will earn through his or her participation in the ORGANO™ Compensation Plan. The success of a Distributor will depend on personal efforts, including, but not limited to, skill and time invested in developing the business. ORGANO™ does not guarantee any level of income or success.



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