3-f.-3 MVP PROGRAM.



CONSISTENCY BUILDS MOMENTUM.

the frequense MVP program is designed to reward affiliates for *consistently adding new customers and affiliates to their business month after month*. the goal is simple: create consistent habits that lead to long-term growth.

MONTHLY MVP QUALIFICATIONS.

MVP — BUILD THE HABIT

3

to achieve MVP for the month:
enroll 3 new customers and/or affiliates during the calendar month.
each qualifying customer or affiliate must have a qualifying *$120 minimum subtotal/CV first order*.

MVP ELITE — RAISE THE STANDARD

6

to achieve MVP Elite for the month:
enroll 6 new customers and/or affiliates during the calendar month — at least 2 must be new affiliates.
each qualifying customer or affiliate must have a qualifying *$120 minimum subtotal/CV first order*.

QUARTERLY PROGRAM. 3-f.-3



THE MVP PROGRAM OPERATES ON CALENDAR QUARTERS:

QUARTER	QUALIFICATION PERIOD
Q4 2026 — PROGRAM LAUNCH	october–december 2026
Q1 2027	january–march 2027
Q2 2027	april–june 2027
Q3 2027	july–september 2027
Q4 2027	october–december 2027

3-f.-3 MVP

achieve *MVP or higher in all three months* of the quarter.
you may have a combination of MVP and MVP Elite months and still complete *3-for-3 MVP*.
for example:

MONTH 1: MVP ELITE + MONTH 2: MVP + MONTH 3: MVP ELITE = 3-FOR-3 MVP

EXCLUSIVE ELITE REWARD

to achieve *Exclusive Elite Reward*, you must achieve *MVP Elite in all three months* of the quarter.
there are no combinations for elite status.

ELITE + ELITE + ELITE = EXCLUSIVE ELITE REWARD

RECOGNITION & REWARDS.

EVERY MONTH

MONTHLY ACHIEVEMENT

each month an affiliate achieves MVP or MVP Elite, they receive:
- recognition on the *kickoff call*
- invitation to the exclusive *Leadership Training call the following month.*

EVERY QUARTER

3-f.-3 MVP

complete MVP or higher all three months of the quarter and receive:
- exclusive recognition at the next corporate event
- invitation to a special training with *Barb & Dave*
- the next gift in your MVP awards

EVERY QUARTER

EXCLUSIVE ELITE REWARD

complete MVP Elite all three months of the quarter and receive:
- elite recognition at the next corporate event
- invitation to a special training with *Barb & Dave*
- the next gift in your MVP awards + the $25 coupon

MVP ALL-STAR.

four straight quarters of consistency unlocks frequense's highest MVP recognition:

MVP ALL-STAR

to become an MVP all-star, an affiliate must achieve 3-for-3 MVP or MVP elite for four consecutive quarters, totaling 12 consecutive months of MVP or higher status.

the four consecutive quarters do not need to fall within the same calendar year. for example, an affiliate's qualifying period could run from june through may.

the total number of customers or affiliates enrolled does not replace the monthly consistency requirement.

MVP or higher must be achieved in each of the 12 consecutive months. if the streak is broken, the affiliate must begin a new four-consecutive-quarter (12-month) qualification period.



THE MVP PATH.

3	NEW PEOPLE	MVP
6	NEW PEOPLE	MVP ELITE
3	CONSISTENT MONTHS	3-f.-3 PROGRAM
4	CONSECUTIVE QUARTERS	ALL STAR REWARD

MVP GIFTS.

every 3-for-3 MVP quarter moves you.... each time.



HOW IT WORKS

each time you achieve a 3-for-3 MVP or 3-for-3 MVP elite quarter, you receive a coupon for the next gift in your MVP reward progression.

your qualifying quarters do not have to be consecutive. if you miss a month within a quarter, simply start again the next quarter. your gift progression will pick up where you left off the next time you achieve a 3-for-3 MVP or 3-for-3 MVP elite quarter.

coupons are placed in your account by the 15th of the month following your qualifying quarter and can be added to any standalone order (not subscriptions). redeem within 60 days; shipping charges apply.

MVP ALL-STAR REWARD

4 3-for-3 MVP Quarters in a row earns the exclusive:

MVP ALL-STAR REWARD

THE GIFT PROGRESSION.

	QUALIFYING MONTH 1	MVP GIFT 1
	QUALIFYING MONTH 2	MVP GIFT 2
?	QUALIFYING MONTH 3	MVP GIFT 3
?	QUALIFYING MONTH 4	MVP GIFT 4
?	QUALIFYING MONTH 5	MVP GIFT 5

MVP PROGRAM FAQS.



01 *what qualifies as a new customer?*

a new customer must open a *first-time frequense customer account* and place a qualifying first order with a minimum *$120 subtotal in qualifying CV products*.

02 *what qualifies as a new affiliate?*

a new affiliate can be:
- a *brand-new frequense affiliate account*, or
- an existing frequense customer who *upgrades to an affiliate account*.

the affiliate must meet the applicable $120 qualifying-order requirement.

03 *can a new customer upgrade to an affiliate in the same month and count twice?*

no. a customer upgrade cannot qualify as a new affiliate during the same month the original customer account was created.
to qualify separately as a new affiliate, the upgrade must occur in a *subsequent calendar month*.

04 *can i combine multiple orders to reach the $120 minimum?*

no. the qualifying *$120 minimum must be reached in one individual order*.
for example, a $70 order followed by a $50 order does not meet the $120 MVP qualification requirement.

05 *do all items in an order count toward the $120 minimum?*

no. only qualifying *volume* count toward the $120 minimum. *supplies, frequense merchandise, and other non-volume items do not count toward the $120 qualifying subtotal.*
for example:

> $110 qualifying products + $20 merchandise = does NOT qualify.

although the total order is $130, only $110 counts toward the MVP requirement.

06 *what is the deadline for a qualifying enrollment?*

the qualifying order must be *successfully completed by 11:55 PM central time on the final day of the calendar month.*
beginning or attempting an order before the deadline is not enough. the qualifying transaction must be completed by 11:55 PM CT to count for that month.

07 *who receives MVP credit for the new customer or affiliate?*

MVP qualification credit belongs to the *immediate sponsor* of the qualifying new customer or affiliate.

08 *can customers and affiliates be combined to achieve MVP?*

yes. MVP requires *3 total qualifying enrollments*, which may be any combination of new customers and new affiliates.
for example:

> 2 customers + 1 affiliate = MVP

MVP Elite requires 6 total qualifying enrollments, and at least 2 of the 6 must be new affiliates. the remaining 4 may be any combination of qualifying new customers and affiliates.

09 *do i have to achieve the same level every month to complete 3-for-3?*

you must achieve *at least MVP every month* to complete 3-for-3 MVP.
for example:

> MVP + MVP Elite + MVP = 3-for-3 MVP

however, to complete Exclusive Elite Reward, you must achieve MVP Elite in *all three months*.

10 *if i miss one month, can i make it up by enrolling more people the next month?*

no. the purpose of MVP is *monthly consistency*.
enrollments cannot be carried forward, transferred between months, or used to make up for a month in which MVP was not achieved.

11 *can i still earn the quarterly prize if i miss a month?*

yes, just not that quarter. You can qualify the next 3-for-3 quarter and receive the next MVP Recognition gif.

12 *if i join frequense partway through the year, can i still become an MVP All-Star?*

yes. MVP all-star is based on achieving 3-for-3 MVP or MVP elite for four consecutive quarters, rather than a january–december calendar year. as long as you have time to complete four consecutive qualifying quarters before the final qualification period ends in december 2027, you can still become an MVP all-star.

MVP REWARDS FAQS.



13 *how do i achieve MVP All-Star status?*

achieve MVP or MVP Elite for 12 consecutive months.
the 12 months do not need to fall within a specific calendar year. once you complete 12 consecutive qualifying months, you achieve MVP All-Star status and receive the additional All-Star prize.
if the streak is broken, you can start again and work toward a new 12-month consecutive streak.

14 *how do the MVP reward gifts work?*

each time you qualify for 3-for-3 MVP or MVP Elite, you advance to the next gift in the 3-for-3 MVP reward progression:

- first qualifying quarter = MVP Gift 1
- second qualifying quarter = MVP Gift 2
- third qualifying quarter = MVP Gift 3
- fourth qualifying quarter = MVP Gift 4
- fifth qualifying quarter = MVP Gift 5

qualifying quarters do not have to be consecutive to keep progressing. for example, if you earn MVP Gift 1 by qualifying for Q4 2026, miss qualification for Q1 2027, and qualify again for Q2 2027, you would receive MVP Gift 2. the next qualifying period would earn you MVP Gift 3.

15 *when will i receive my MVP reward coupon?*

MVP reward coupons are placed in qualifying affiliates' accounts by the 15th of the following month.
the coupon adds the applicable MVP reward to any standalone order and cannot be applied to subscription orders.
if the MVP reward is ordered alone, you are responsible for applicable shipping charges. MVP reward coupons must be redeemed within 60 days of issuance.

16 *what are the requirements for MVP Elite?*

to qualify for MVP Elite, enroll a total of six qualifying new customers and/or affiliates during the month.
of those six enrollments, a minimum of two must be new affiliates. the remaining four may be any combination of qualifying customers or affiliates.
all other qualification requirements for eligible customer and affiliate enrollments continue to apply.

17 *what additional rewards do 3-for-3 MVP Elite qualifiers receive?*

in addition to receiving the next 3-for-3 MVP reward gift, an affiliate who qualifies for MVP Elite also receives a $25 MVP Elite coupon.
the coupon is placed in the affiliate's account and must be used within 60 days of issuance. it may be applied to eligible products on a standalone order and cannot be applied to subscription orders.

18 *how does the $25 MVP Elite coupon affect CV and QV?*

the $25 MVP Elite coupon is applied to non-CV items first whenever the order contains eligible non-CV items.
if the coupon must be applied to an item carrying CV, it does reduce the CV associated with that item. the $25 coupon is applied before your rank discount is calculated.
the coupon does not reduce Qualified Volume (QV). the full QV associated with the qualifying product remains in place regardless of the coupon.
for example, if an order contains a $32 non-CV merchandise item and a RISE product carrying CV, the $25 coupon is applied to the merchandise first, protecting the CV on the RISE.
if the order contains only products carrying CV, the coupon reduces the applicable CV by $25 before the rank discount is calculated, while the full QV remains unchanged.