

Icing On The Cake (IOC)

A) Introduction

1. It is an Icing on the existing cake, which is an additional / optional compensation plan (uni-level) added to the existing Marketing Plan of DXN.
2. Members may purchase iPackage in order to participate in this IOC.
3. The iPackage is affordable to most members.

B) Objective

1. To activate existing non-active members.
2. To increase the new recruitment.
3. To make the Distributor more powerful.
4. To compete well in the market.
5. To create new excitement.
6. To enable the members to earn extra income from this plan.
7. To use, share and sell DXN products as seed stock.

C) Features and Advantages

1. IOC allows the member to purchase any mix of products at the prevailing DP (Distributor Price) prices.
2. Additional purchase of iPackage unit is allowed to create new lines and up to two levels.
3. Earn extra income.
4. No loss of SV point. (*in the form of iSV*)
5. Help to increase recruitment and bonus under the existing marketing plan.
6. Help to get promoted faster under the existing marketing plan.
7. It is an international package.
8. No matching or pairing is required.
9. Seed stock for sales.
10. PV recognition for SA status promotion.

11. Dynamic compression on a monthly basis.
12. Purchase once and earn forever.
13. DXN is a very stable company.
14. The current marketing plan hierarchy remains.
15. Accelerate network expansion.

D) Definition of Terms

- Code : Existing Marketing Plan's membership code (9 digits).
- Upcode : Existing Marketing Plan's Sponsor code (9 digits).
- iPackage : Is a package, member needs to purchase to join the IOC plan.
- iSV : SV associated to each iPackage value.
- iMember : Existing or new DXN member who purchased iPackage
- iCode : IOC member code (13 digits with 9-digit DXN member code + 2-digit package code + 2-digit running number).
- iUpcode : IOC member upcode (13 digits with 9-digit DXN Sponsor code + 2-digit package code + 2-digit running number)

E) How IOC works

1. The Icing On The Cake (IOC) plan is open to all DXN members by purchasing at least one unit of iPackage.
2. Each iPackage is available at Distributor Price (DP) of **Rs..20,000** Rs. 10,000/-, and Rs. 5,000/-, with the iSV equivalent to the actual SV of the products purchased.
3. Member would need to fill up the Letter of Intent to purchase the iPackage (*please refer to the form attached*)
4. Purchase under this plan is **optional**.
5. Members must maintain a minimum of 1000 PV each month in SIMP to qualify for the IOC bonus.
6. iPackage can be purchased at home country. (as referred to the address in DXN system)
7. Purchase of any units is valid only upon full payment.
8. Any purchase of DXN products in this project, the respective product PV will be given for status promotion purpose (to become SA, but **NOT** considered for any monthly qualification, monthly bonus entitlement, overseas Incentive and Hand Phone Cash Incentive as per conditions under existing marketing plan).
9. However, there will be no SV point recognized for any bonus entitlement whatsoever under the existing Marketing Plan.
10. A member can purchase any number of units to create new lines (maximum up to 2nd level) under his/her own iCodes. From the 3rd level onwards, it should be a real **new** member.
11. An existing Distributor of the company is only allowed to purchase iPackage.
12. If a member opts to buy more than 1 unit of iPackage, all the units shall be purchased under the same hierarchy.
13. The iUpcode must be defined if the member wishes to place his/her own extra iPackage units or new iMember downlines under any of his own specific iCodes other than his 1st iCode. Any downlines in IOC under 2nd iCode should be a new iMember in the particular month (before icing bonus processing) who have joined as DXN member after the implementation of IOC. Ie 1st Jan 2014 . Existing member who joined before implementation of IOC , ie members who join before 1st Jan 2014, can only be placed under 1st iCode of iupcode.
14. No sponsor changes is allowed in IOC. However if there is any such change in existing

marketing plan (with approval), the same will be effected in IOC.

15. Sponsorship is not allowed from cross line. The existing marketing plan hierarchy is used for this IOC hierarchy.
16. If a member did not join this plan, the IOC bonus based on the iSV of this downline shall be passed over to those upline's 1st i-code who already joined IOC according to the compressed hierarchy. If at any later stage this member joins to this plan, he will get the bonus from his newly joined downlines in his group thereafter.
17. Remuneration plan for IOC is attached.
18. DXN reserves the right to change the terms and conditions of the IOC plan any time without prior communication and consent from members.

F) iPackage – Product Purchase.

1. With purchase of one unit of iPackage, iMember will be entitled to purchase **any mix** of DXN products worth the same DP value with the iPackage purchased from any DXN branches/service centres.
2. The purchase of DXN products carried an equivalent PV which will be used for Star Agent status promotion (refer to the conditions under the existing Marketing Plan). However the PV & SV for the product purchase will not be recognized and calculated for any monthly qualification, monthly bonus entitlement, Travel Incentive and Hand Phone Cash Incentive under the existing marketing plan.
3. A non member cannot participate in IOC. An Distributor agreement has to be filled and submitted and on becoming a member, IOC can be purchased.
4. IOC benefits will be paid after getting eligible for SIMP bonus atleast one time.
5. Rules and regulation as specified in Direct seller application and agreement stands applicable for IOC purchases also.

G) FAQ

Q: What is Icing On The Cake?

Icing On The Cake (IOC) is an additional Compensation Plan (Uni – Level) added to the existing DXN Marketing Plan. IOC also enables the members to use, share and sell DXN products as seed stock and earn exponential income from this plan.

Q: Who can purchase Icing On The Cake (iPackage)?

All existing members and also newly joined members. When non members purchase iPackage, they can at the same time become our DXN member.

Q: Where can I purchase iPackage?

You may visit any nearest DXN branches/ stockist in your home country DXN branch for more info or to purchase iPackage.

Q: Can I purchase more than one unit of iPackage?

Yes you may. However, the second unit onwards must be placed under your own name/iCodes and is only allowed for maximum up to 2nd level.

Q: Can I place my extra unit of iPackage between me and my immediate existing downline?

No, you cannot. The current hierarchy of marketing plan has to remain as it is. You may use this extra unit to create new lines, and from there you may continue to recruit new iMember to this new line

Q: Can I make the payment by installment?

All the payment for IOC must be paid in one-time only. Payments can be made through by Cash, Credit Card or ewallet. An Official Receipt shall be issued for any payment made.

Q: If the total worth of product value is more than the iPackage value during product purchase, what shall we do?

If the iMember's total accumulated product purchase cost is slightly more than the iPackage value, you shall pay the total value as per payment mode available at the branch.

Example: iPackage value equals to Rs.20,000. During the product purchase Mr. A has purchased total product value of Rs.20,100. Then Mr. A should pay total value of the product purchased and the iSV will remain equivalent to the actual SV of the products purchased.