

Customers

The majority (**90%**) of people who purchase Unicity products each month are loyal customers. They are not participating in the Unicity financial opportunity and do not receive any compensation from the company.

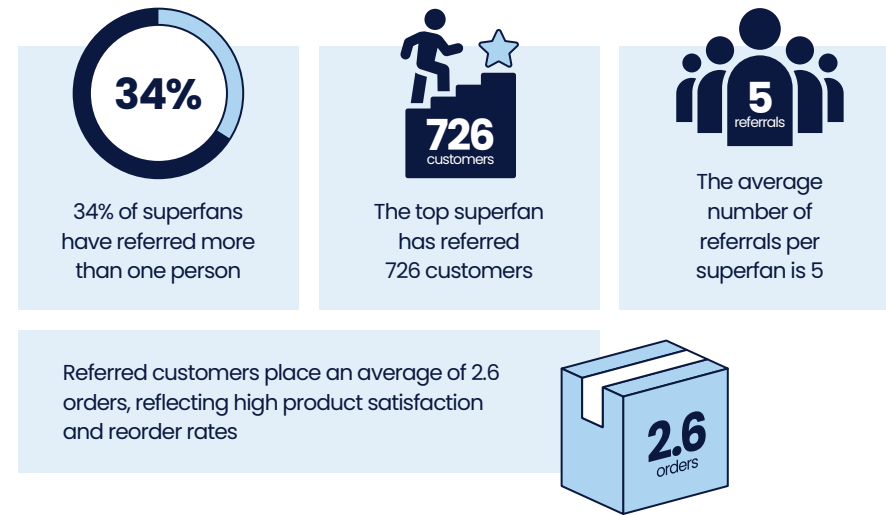
Their motivation is simple: they value their health and believe Unicity products support their wellness goals.

This group forms the foundation for Unicity's success. A strong customer base that purchases purely for personal benefit, and not for profit, validates our mission and drives sustainable growth.

Promoters or "superfans"

10% of Unicity customers successfully share our products with others. We refer to these individuals as "promoters" or "superfans" because they have referred at least one other person who has made a purchase.

Superfans do not participate in the Unicity compensation plan and do not earn commissions. Instead, they receive product credit as a "thank you" for their referrals. They don't share for profit but because they've experienced real value from Unicity products and want others to experience that too. This group plays a vital role in our organic growth, and for many customers, a superfan's referral is their first introduction to Unicity.



Team Builders: Director-Level Leaders

Distributors who reach **Director** ranks have extended beyond personal customers to help others launch their Unicity businesses. They support their teams while continuing to refer new customers. These leaders invest time in mentoring, coaching, and creating duplication within their teams.

	Annual Income			Personal Customers		Total Active Customers		Time to Achieve	
	High	Low	Average	Minimum	Average	Minimum	Average	Shortest	Longest
Director (1.3%)	\$148,930	\$5,489	\$26,355	2	101	19	1259	1 mo.	540 mo.
Sr. Director (1%)	\$301,099	\$13,805	\$52,896	5	157	22	1285	1 mo.	348 mo.
Exec. Director (0.5%)	\$268,637	\$5,876	\$81,524	2	244	5	1611	1 mo.	330 mo.

Business Builders

About **1 out of 13 customers** choose to build a Unicity business, often driven by their own success with Unicity products. These individuals begin by referring customers and receiving commissions on those purchases. Some do this casually to offset their product purchases, while others make a more intentional effort to earn supplemental or even replacement income. Most begin this journey by developing a base of 10 or more customers, leading to the Manager title.

Managers are individuals who have invested meaningful time (often 20 hours or more) to develop **a customer base of 10 or more individuals**. This effort may happen over a few days or several months, but it marks a clear shift from casual advocacy to a more focused business effort.

	Annual Income			Personal Customers		Total Active Customers		Time to Achieve	
	High	Low	Average	Minimum	Average	Minimum	Average	Shortest	Longest
Manager (3%)	\$8,739	\$615	\$2,074	1	28	1	45	1 mo.	385 mo.
Sr. Manager (5.2%)	\$65,762	\$1,014	\$6,206	1	47	2	149	1 mo.	396 mo.
Exec. Manager (2.2%)	\$70,350	\$3,523	\$14,405	3	71	30	361	1 mo.	390 mo.

Leading an Organization

At the **Presidential** ranks and above, leaders are guiding larger teams and organizations. While many continue to work their Unicity business part-time, they dedicate consistent time each month to support their growing networks. Unicity encourages all Distributors to maintain their primary source of income until their Unicity earnings significantly exceed it. For most, Unicity income supplements their **lifestyle, offering greater freedom, impact, and flexibility**.

	Annual Income			Personal Customers		Total Active Customers		Time to Achieve	
	High	Low	Average	Minimum	Average	Minimum	Average	Shortest	Longest
Pres. Director (0.4%)	\$1,391,272	\$52,712	\$234,919	10	289	275	6911	1 mo.	331 mo.
Pres. Sapphire (0.2%)	\$465,258	\$151,399	\$260,408	106	343	661	5554	3 mo.	330 mo.
Pres. Ruby (0.1%)	\$998,675	\$163,460	\$586,674	67	977	9360	48542	4 mo.	250 mo.
Diamond & up (0.3%)	\$4,904,576	\$83,704	\$1,220,828	2	206	1601	46187	16 mo.	332 mo.

The income statistics presented reflect gross earnings before expenses of U.S. and Canadian Unicity Distributors who met minimum activity requirements of their respective statuses for any six months of 2024.

These figures include all commissions, bonuses, and incentives earned during the period. Leadership status was based on the highest rank achieved and maintained for at least six months.

These earnings do not account for business-related expenses. However, building a Unicity business should not require substantial financial investment. We actively discourage Distributors from spending on advertising, purchasing leads, building websites, or developing large-scale training platforms. Most successful Distributors build their businesses from home using simple tools like a phone and an internet connection.

Actual earnings will vary significantly based on individual effort, consistency, and other factors. Success is not guaranteed and depends on personal initiative, leadership, and dedication. Prospective Distributors should evaluate these statistics with that in mind.