



## Team Beachbody in the United Kingdom

### Coach Information Packet

## UK Facts

### General Country Information

- The UK is made up of four countries: England, Scotland, Wales and Northern Ireland.
- The UK uses GBP (British Pounds) as their currency, which has the currency descriptor £.
- 26% of the United Kingdom population is obese (*Public Health England*).
- Vitamins and supplements are a \$1.35B billion market and growing.
- UK is the second largest health and fitness market in the world (*IHRSA 2015 Global Report*).
- UK is the eighth largest nutritional supplements market (*Passport Euromonitor*).
- Social media usage in the UK is on par with usage in the US (64% in the UK and 66% in the US).

### Beachbody in the UK

- Our TV Infomercial/Direct Response and Beachbody Live! businesses have been operating in the UK for several years.
- The UK is the 10th largest direct selling market at \$4B with an average growth rate of 10% from 2011-2015 (DSA 2015 Global Report).

## How it will Work

### Launch Timing

The UK market is scheduled to launch in the fall of 2017. More information on timing will be announced closer to the launch.

IMPORTANT: No UK Coach or Customer enrollments or sales will be possible prior the official market launch.

### Business Opportunity

Team Beachbody will have a global business opportunity that allows Coaches from the US and Canada to recruit Coaches and customers in the UK into their organizations. Similarly, UK Coaches will be able to recruit Coaches and Customers from the US and Canada into their organizations when it launches.

### Compensation Plan

The compensation plan will work the same as it does today for the US and Canada. UK customers and Coaches will be added into the current genealogy such that all UK orders will contribute to the Team Volume of all Coaches in the genealogy. Team Volume, Personal Volume and Bonus Points for each product will, in most cases, be the same across all countries. Bonus Points for UK Coaches will then be converted into GBP (£) at a set exchange rate and earnings will be paid in local currency. The start and end of a Bonus Week will also be the same across all countries and will run from Thursday at 12:01am EST to Wednesday at 12:00am EST. This means that in the UK it will run from Thursday at 5:01am BST to Thursday at 5:00am BST.



## Unique Regulatory Rules in the UK

### Cooling Off Period

Due to UK regulations, a new Coach is not permitted to spend or commit to spend more than £200 in their first 7 days of signing up. This includes any purchases made on the day of sign-up including VAT, shipping or applicable fees. Any activity to circumvent this is strictly against the policy and laws of the United Kingdom.

### Shakeology Claims

Shakeology cannot be referred to as a weight loss product in the UK. When talking about Shakeology, you can only say weight loss comes from fitness and nutrition through eating well AND Shakeology.

### Product Offering

A select number of products will be available at launch however new products will be periodically introduced as the market matures. Below is the list of the products that will be available at launch.

- **Shakeology**®: Vanilla, Strawberry, Chocolate, Chocolate Vegan
- **Beachbody Performance**®: Energize, Chocolate Recover
- **Beachbody On Demand**®**All Access**: Challenge Packs and Stand-Alone
- **DVD Challenge Packs**: A selection of top-selling Challenge Packs
- **Fitness DVDs**: A selection of the most popular fitness brands
- **Gear / Accessories**: A selection of popular items

A detailed product price list will be released closer to launch.

### Product Pricing

A detailed price list including all products will be released closer to launch.

### Team Beachbody UK Store

Upon market opening, there will be a UK teambeachbody.com store with products specific to the market. Coaches will be able to append their RepID to the URL to ensure that orders and enrollments are appropriately assigned. While anyone will be able to view the UK version of the site, only people that have a UK billing address and are shipping to a UK address will be able to buy products from the website. The primary methods of payment will be Visa and MasterCard.

### Qualification Programs and Promotions

#### Lead Wheels

Temporarily at launch, lead programs will be global. This means that a lead from the UK could be assigned to an English speaking US, Canadian, or UK Coach, and vice versa. Note, at a later date the lead wheel will be adjusted to assign leads by geography in order to improve the customer experience. When that occurs, UK leads will be assigned to UK Coaches. The rules on how to qualify for the lead program will be the same globally.

NOTE: No UK leads will be assigned to any Coaches until the market officially opens.

#### Success Club

The rules for how to qualify for Success Club will remain the same globally and Coaches will be able to earn the same number of points for the same products regardless of where the products are sold. For example, Coaches will earn 2 Success Club points when they sell Shakeology to anyone in the US, Canada or UK.



### Other Recognition Programs

While there may be a need to localize certain programs or rewards to better suit the market, for the most part the rules for existing rewards and recognition program will stay the same globally e.g. Elite, Success Starter, Success Club All Star, etc.

### Support

Customer Service will provide dedicated support staff and will be available during normal UK business hours. It will include chat, email, online forms and robust FAQs to support that market. In addition to the support from the US corporate team, there will be local corporate staff to help develop the market as needed.

## Dos and Don'ts

### DO's: activities we encourage you to do

- Make friends and build relationships with UK residents.
- Create and promote personal and/or team online free Challenge Groups
- Create and promote Virtual Calls to explain your Team Beachbody Business
- Connect your prospective customers and coaches with our "TBB UK Pre-Launch Landing page" - [www.teambeachbodyuk.com](http://www.teambeachbodyuk.com)
- Add your prospective clients to the "UK Team Beachbody" Facebook Page
- Build, add value and maintain a relationship with your prospective customers during this period

### DON'Ts: activities you should avoid

- Don't mail Beachbody products or samples into the UK
- Don't take Beachbody products or samples into the UK for purposes other than personal use
- Don't enroll or pre-enroll UK Customers or Coaches with US or Canadian addresses prior to launch
- Don't collect Personal & Sensitive Information (IDs, Tax numbers, etc.) from prospective customers or coaches from the UK, with the aim of enrolling them when we launch.
- Don't travel to lead exercise routines in the UK without proper licenses, public liability insurance and certifications

## Training and Staying Informed

### Staying Informed

A UK page is available in the Coach Office and will contain the most up-to-date resources in preparation for the launch. In addition, a UK Facebook page has been created for current and prospective Coaches to stay informed during the pre-launch period. Through this page you'll get:

- Detailed information about launch events and training dates.
- Virtual business training for your UK prospective Coaches.

Once the market officially opens, the page will become the official Team Beachbody UK Coach Facebook page. You can access it using this link: [www.bit.ly/UKPrelaunch](http://www.bit.ly/UKPrelaunch).

### Training

A series of pre-launch training opportunities will be made available prior to launch. The purpose of the training is to:



- Train UK prospects to hit the ground running at launch.
- Expose prospects to the Team Beachbody culture, products and business opportunity.
- Strategically prepare North American Coaches for international business expansion. It will cover the below topics:
  - UK Culture
  - Compensation plan opportunity
  - Ongoing UK market support plan
  - Training, launch and presentation events

## FAQs

### Where do I go if I have a question about the UK launch?

Submit your question using the link below. Please note that questions received will be used to update the general FAQs and Coaches shouldn't expect to receive an individual response to their query. <http://tbbcoa.ch/tbbukquestions>

### How often will questions be answered once it is submitted?

FAQ 1000 will be updated on the first and third Monday of the month starting from June 5<sup>th</sup>.

### Where do I send my prospects for more information before the official launch?

[www.teambeachbodyuk.com](http://www.teambeachbodyuk.com)

### What happens with the information collected from those that sign-up for the mailing list?

Prospects who sign up on the mailing list will receive 2-3 emails prior to launch with new market details, as they become available.

### How do you ensure that UK prospects that sign up for the mailing list are connected to the right Coach?

Prospects that sign up through the mailing list are not assigned to any Coach. When the market opens, customers and Coaches will have the opportunity to select the Coach they wish to sign-up with just like they do today.

### Can UK customers create a free account and be assigned to a Coach?

No. Not before the official launch of the market. When the market opens, customers will be able to create free accounts and be assigned to a Coach the same way they do today.

### Can I pre-enroll customers before launch?

No. Customers and Coaches cannot be enrolled until the market is officially open. You should not attempt to enroll customers or Coaches using a US or Canadian address prior to the market opening.

### If my UK prospects purchase products from Beachbody.co.uk prior to launch, will they be assigned to me?

No. Any customers who purchase products on Beachbody.co.uk will not be assigned to any Coach. Once the market opens, the customer can place orders with their respective Coach.

### If my UK prospects purchase Beachbody On Demand from the UK store before launch, will they be assigned to me?

No. Any orders placed by UK customers will not be assigned to a Coach. Once the market opens, the customer can place orders with their respective Coach.

### How do I ensure that my prospects are assigned to me when the market opens?

Just as it works today, when the UK market is opened, customer and Coaches can either enroll/shop using a link provided by their Coach or they can enter the information of the Coach that referred them during registration or checkout.

### Will the Challenge Tracker App be available to UK customers and Coaches?

More information will be provided closer to launch.

### Will people in British Territories such as The British Virgin Islands or Bermuda be able to sign up as Coaches or customers?

Only people in England, Scotland, Wales and Northern Ireland will be able to sign up as Coaches or customers when the market launches.

### Will people in The Republic of Ireland be able to sign up as Coaches or customers?

Only people in England, Scotland, Wales and Northern Ireland will be able to sign up as Coaches or customers when the market launches.



**Does Team Beachbody plan to enter into other EU markets?**

We are currently defining our international rollout plan and will share more information as it becomes available.

**Will there be a distribution center in the UK and will there be a shipping surcharge?**

There will be a distribution center in Europe to service our UK customers, and there will be no shipping surcharge.

**Will there be a UK Corporate Office?**

Yes, there will be a UK Corporate office based in Harpenden.

**Can US/Canadian Coaches move to the US? Will they need a new Coach ID?**

Yes, US and Canadian Coaches can move to the UK and update their Coach account accordingly. To do so the Coach would need to contact Customer Service and accept the Policies and Procedures for the country. There will be no changes to Coach ID or genealogy when the change is made. More details will be made available closer to launch.

**Why is the market launching with so few Shakeology flavors and will more flavors be launched in the future?**

We selected what we believe will be the most popular flavors and will adapt as needed based on the market's preferences.

**Can a person living in the US or Canada sign up to be a UK Coach?**

More information on this will be made available on this closer to launch.

**Can both customers and Coaches get access to the Team Beachbody UK Pre-Launch Facebook page?**

Yes. Future UK customers with a valid email address and North American Coaches with a verified Coach ID number can access the page.

