



CUSTOMER LEAD PROGRAM

Our innovative, media-based Customer Lead Program is driven by our desire to ensure our customers have the greatest opportunity for success, and that Coaches who've shown an exceptional commitment to helping customers achieve their fitness goals are rewarded for their efforts.

This industry-leading program is designed to:

- Attract more and more customers to join the Team Beachbody® community for results-oriented support.
- Direct those customers to qualified, Emerald-ranking (and above) Coaches.
- Get the best return on our media investment to Coaches and the company at large.

How does it work?

Infomercial customers who say "Yes!" to either joining the Team Beachbody Club™ or to a free TeamBeachbody.com membership are then passed to Team Beachbody. A customer account is created for them and they are assigned to a qualified Emerald or higher-ranking Coach.

Do I have to pay for these customer leads?

No, but in order to receive the leads, you must:

- Be an active Coach with Emerald ranking or higher
- Engage in at least 8 "real time" WOWY® workouts in the preceding 30 days
- Be a Club member
- Have posted a completed profile page with at least a "before" photo and bio

Note: Profile page updates must be approved before leads can be received. Upon approval, qualified Coaches will begin receiving customer leads.

Do I receive commissions from these customers?

They may have purchased a fitness program, and possibly ActiVit® and/or a Club membership. These initial purchases and any related continuity are non-commissionable and carry no volume. Once customers are assigned to a Coach, any additional purchases are fully commissionable and carry bonus volume.

How will I know which customers came from the Customer Lead Program?

The customer accounts are created on the same day they signed up or joined the Club, and are visible as \$0.00 purchases in the Customer Orders section of your online office.

Where will I see these customers?

These specific customers appear in the assigned Coach's online office in two places:

- Home page > "My Alerts"
- Reports and Placement tab > "My Customers"

What should I do with these new customers?

The Beachbody experience will be new to these customers so think of yourself as their first friend in the community. You are there to:

- Make the most of their Team Beachbody experience.
- Suggest products that are in line with their goals, fitness level and interests.
- Refer them to information within Team Beachbody that can help them with success.

You don't have to be an expert, but you should be able to direct customers to expert training, tools, tips and advice—all available on the TeamBeachbody.com site. The top 5 questions new customers tend to ask are:

1. How do I set up my Profile?
2. Which program is best for me?
3. Do I have to pay you?
4. When will I start seeing results?
5. Where can I find trainer tips?

All customers are provided with their assigned, qualified Coach's email address. You don't necessarily need to wait for them to contact you. Be willing to reach out with just an introduction and helping hand within their first week.

Beachbody is committed to ensuring that all of our customers receive quality coaching focused on getting them results. We believe that once our Coaches achieve Emerald rank and have participated in the most important activities that showcase real dedication to results, they are familiar enough with our programs and products to effectively coach a new customer.