

Plexus® Income & Opportunity Conversations

1. KNOW THE GUIDELINES

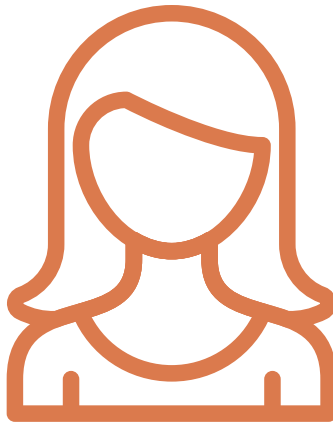
- As a Brand Ambassador, anything you say (claim) about Plexus income or opportunities is considered an advertisement and is subject to the rules of the Federal Trade Commission (FTC).
- Avoid extraordinary claims (e.g. anything that references large income, expensive cars or lifestyle, etc.).
- Posts should only reflect what the 'average person' can generally expect to achieve as shown on the income disclaimer (see below), and should always include the income disclaimer.
- There is NO income guarantee with Plexus, so avoid statements that include income guarantees or timelines.

2. START THE CONVERSATION

"The journey is all about bettering yourself for your own reasons. I have so much confidence that everyone can benefit from these products, and I want to keep sharing the beauty of this opportunity and experiencing the benefits of hard work and community."

"Do you love helping others and seeing them feel better? Could you benefit from some amazing products? The Plexus business opportunity could be just what you've been looking for. I'm looking for 3 people who want to change for the better! Are you ready?"

"Would you like me to show you how you can help get your products paid for each month?"



"I earned prizes, met like-minded entrepreneurs, learned from the best, and developed my leadership skills! I feel so blessed to be at another Plexus event."

"I can honestly say Plexus has changed my life for the better, both through health and finances. What is stopping you? Are you ready to stand together and do this?"

"I have loved having a little extra money each month for my family! Would you be interested in hearing more?"

3. ADD DISCLAIMER

⚠️Plexus makes no guarantees on income. Personal earnings will vary. Your success depends on your effort, commitment, skill, and leadership abilities. In 2020, the average annual earnings of all Brand Ambassadors were \$544. Please see the Plexus Annual Income Disclosure Statement.

