



LEADERSHIP BONUS PLAN



LEADERSHIP ROLES



FASHION CONSULTANT /
SPONSOR



TRAINER



COACH



MENTOR

FASHION CONSULTANT / SPONSOR



5% OF THE DOLLAR AMOUNT
OF ORDERS OF YOUR PERSONALLY
SPONSORED FASHION CONSULTANTS

FASHION CONSULTANT / SPONSOR



REQUIREMENTS

A Fashion Consultant must complete the LuLaRoe Independent Consultant Program Application and Agreement, be enrolled as a Fashion Consultant by LuLaRoe, and purchase an Initial Order as defined in the LuLaRoe Fashion Consultant Business Overview.

SPONSOR - Any Fashion Consultant may sponsor other people into the business, however, in order to receive a bonus on the Dollar Value of the Personal Volume of those you sponsored, you must Order 175 Pieces in the calendar month for which the bonus is calculated.

RESULTS

You can conduct your own Pop-Up Boutiques and, based on typical retail prices, earn up to 35% to 50% of the gross sales at your Pop-Up. Earnings and percentages will vary with the products you sell and the retail prices you charge.

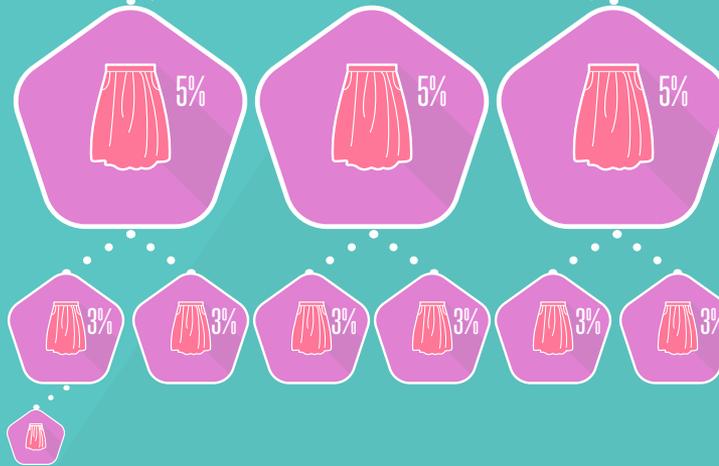
SPONSOR - You will be eligible to earn a 5% override bonus on the Dollar Amount of the Orders of your new Personally Sponsored Fashion Consultant. Orders and bonuses will be calculated per calendar month.

TRAINER



5% OF THE DOLLAR AMOUNT OF ORDERS OF YOUR PERSONALLY SPONSORED FASHION CONSULTANTS

3% OF THE DOLLAR AMOUNT OF ORDERS IF NOT PERSONALLY SPONSORED ON YOUR TEAM





COACH

2 LEADERSHIP POOL POINTS*

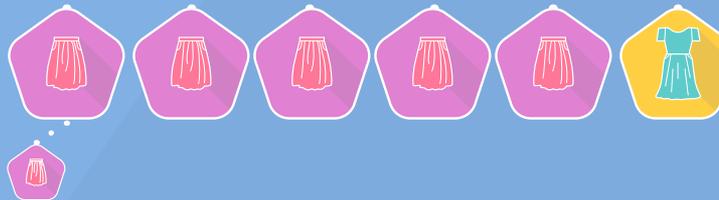


+1% OF THE DOLLAR AMOUNT OF THE GROUP VOLUME

+1 LEADERSHIP POOL POINTS* PER 1ST LEVEL LEADER



+2 LEADERSHIP POOL POINTS* PER 2ND LEVEL LEADER



+1% OF DOLLAR AMOUNT OF ANY 2ND LEVEL GRADUATE LEADER

*See page 14.

COACH



REQUIREMENTS

A Coach must meet the requirements of a Trainer and have at least 3 First Level Trainers. The Personal Volume of your First Level Leaders will count toward your Group Volume, but no other Personal Volume from their group will count toward your Group Volume. As with Trainer, you will need a Group Volume of 1,750 Pieces to qualify as Coach.

RESULTS

In addition to the Trainer Leadership Bonuses, you will earn 1% of the Dollar Amount of any Second Level Leader's Group Volume. You will also be eligible for additional points in the Leadership Pool. As a Coach, you receive 2 points in the Leadership Pool personally, with an additional 1 point for each First Level Leader and 2 points for each Second Level Leader on your Team.

MENTOR



2 LEADERSHIP POOL POINTS*



1%
OF THE DOLLAR AMOUNT
OF ALL 3RD LVL LEADERS
+1% OF GROUP VOLUMES



*See page 14.



REQUIREMENTS

A Mentor must meet the requirements of a Trainer and have at least 3 Leadership Lines with Coaches or above and 3 additional Leadership Lines.

RESULTS

In addition to the Coach Bonuses, you will earn 1% of the Dollar Amount of the total Orders of all Third Level Leaders Team's.

MENTOR *ALTERNATE QUALIFIER



2 LEADERSHIP POOL POINTS*

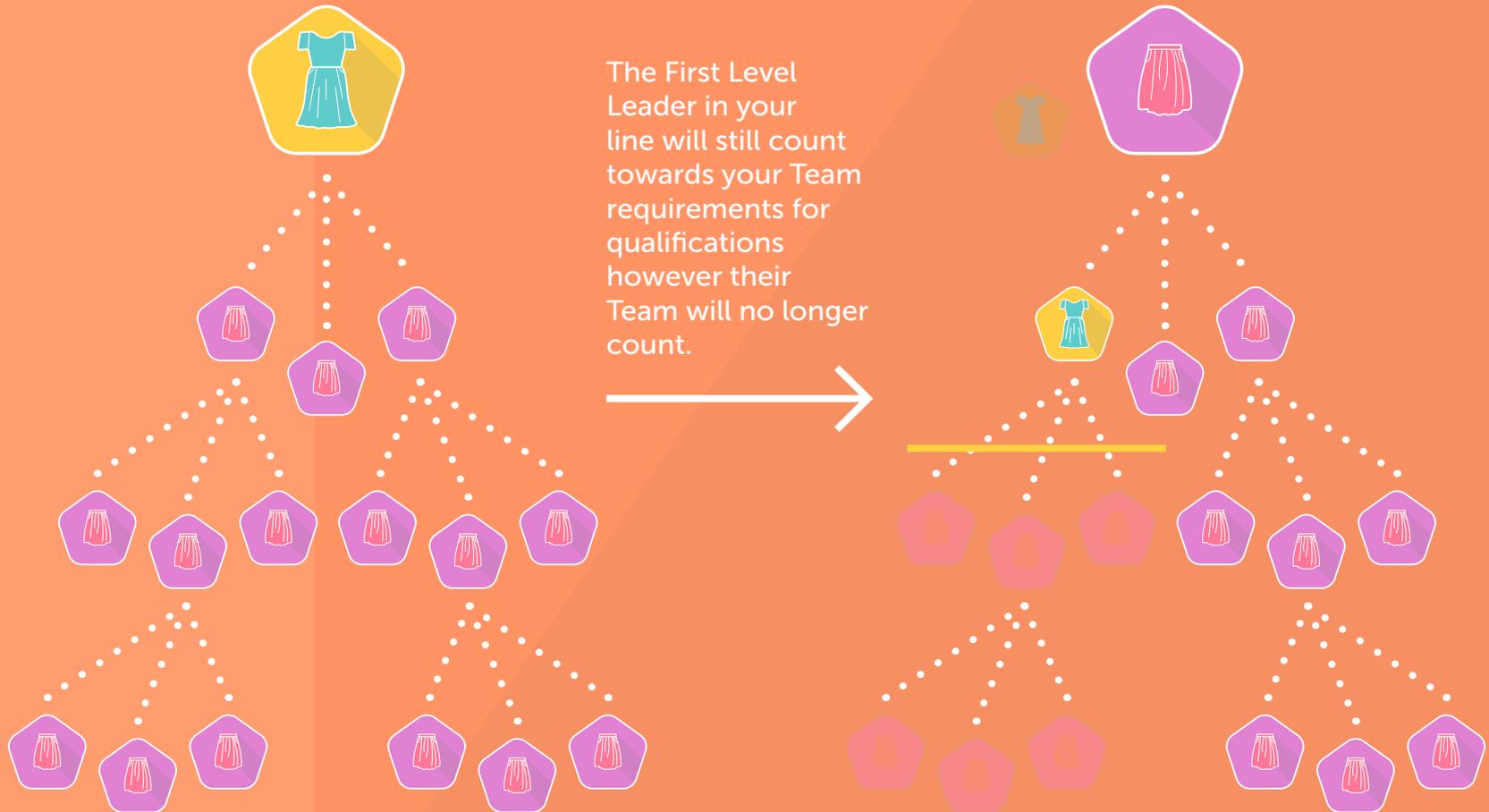


1%
OF THE DOLLAR AMOUNT
OF ALL 3RD LVL LEADERS
+1% OF GROUP VOLUMES



*See page 14.

GRADUATION PROCESS



LEADERSHIP POOL



Participation in the Leadership Pool will be based on a point system. The total dollar value of the Leadership Pool will be divided by the total of points earned. This will create a dollar value for each point. Bonuses will then be paid to participants based on their individual points earned.

Trainers will receive 1 point for qualifying as a Trainer and 1 point for each First Level Leader on their Team.

Coaches and Mentors will receive 2 points for qualifying as a Coach, 1 point for each First Level Leader and 2 points for each second level Leader on their Team.

BONUS, EARNINGS AND INCOME DISCLAIMER



LuLaRoe and its affiliates (“LuLaRoe”) make every effort to ensure that the products and potential for success of our Consultants are accurately represented. Bonus, earning and income statements made by LuLaRoe and its Consultants are estimates based on reasonable experience, but are subject to the limitations below.

The potential bonuses (and earnings and income, if any) referenced in the LuLaRoe Leadership Bonus Plan are not necessarily representative of the bonuses (or earnings or income), if any, that you can or will earn as a Consultant either through sales of LuLaRoe products or participation in the LuLaRoe Leadership Bonus Plan.

Testimonials and examples, if any, are exceptional results, which do not apply to the average Consultant, and are not intended to represent or guarantee that you will achieve the same or similar results. We do not represent that the bonuses and success of exceptional Consultants can be duplicated in the future by you or anyone else.

Testimonials and examples, if any, do not include the actual profit made by Consultants. The figures referenced in the LuLaRoe Leadership Bonus Plan should not be considered as guarantees or projections of your actual bonuses (or earnings, income or possible profits, if any). Any representation or guarantee of bonuses (or earnings, income or possible profits, if any) would be misleading. Success with LuLaRoe results only from your successful sales efforts, which require hard work, dedication, diligence, leadership and perseverance. Your success will depend upon how effectively you exercise these qualities.

As with any business, your results will vary. In addition to the factors above, your success will be influenced by your individual capacity, business experience, expertise, and motivation.