



# Global Income Disclosure Statement<sup>1</sup>



## What is Kyäni?

Kyäni®, Inc., founded in 2007, is a global network marketing company based in Idaho Falls, Idaho, USA. From our beginnings, Kyäni has been a pioneer of the antioxidant movement, and the first to recognize the efficacy of the wild blueberry. Since then, Kyäni has become one of the world’s leading providers of supplements that support Nitric Oxide production in the human body and one of the largest providers of tocotrienols—a potent form of Vitamin E. Kyäni products harness the power and potency of wild and natural ingredients that support overall health and wellness through proper nutrition.\*

With our value rooted in unrivaled, wild-sourced nutritional supplements, Kyäni also offers an opportunity to earn modest, supplemental income by referring Customers to purchase products directly from Kyäni.\*\* In addition to sales commissions, Kyäni’s Global Compensation Plan also offers incentives, including the Kyäni Car Program and other competitive sales incentive programs and trips.\*\*\* Success is not guaranteed and qualification requires hard work, skill, actual product sales, and meeting minimum sales targets. Most people join Kyäni only to purchase amazing products for personal use and earn little or no income. Whether you’re interested solely in the products, interested in making a little extra money, or committed to earning more meaningful income, Kyäni may be a good fit for you.

### How can I be a part of the Kyäni family?

- I. **Become a Customer:** In the U.S., 29.4% of the Kyäni family are Retail Customers who purchase products at retail prices to support healthy living for themselves and their family. They don’t refer other Customers and they aren’t interested in earning commissions and bonuses on sales volume from people they might refer to Kyäni. They simply love the products!
- II. **Become a Kyäni Advocate and Take Advantage of Discounted Pricing:** 62.1% of Kyäni U.S. Customers take advantage of preferred or discounted pricing for the Kyäni products they love, but they aren’t necessarily interested in the financial opportunities presented in Kyäni’s Global Compensation Plan. They either subscribe as a Preferred Customer (with a subscription) or they become a Kyäni Independent Business Partner primarily for the purpose of getting discounted pricing on the products they love. They may refer a friend or family member to Kyäni from time to time, but most will never build an independent Kyäni business.
- III. **Build a Business and Change Lives:** 8.4% of the Kyäni U.S. family believe in the products so much that they commit to build a business as a Kyäni Independent Business Partner. These Business Builders<sup>3</sup> not only buy Kyäni products for themselves, but they earn sales commissions and bonuses for their Customer sales and product purchases made by those they sponsor.

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\* These statements have not been evaluated by the FDA or any Governmental Agency. Kyäni products are not medication and are not intended to diagnose, treat, cure, or prevent any disease or medical condition.

\*\* The information herein is for educational purposes only and should not be relied on or construed as a warranty or guaranty. Individual results will vary. Success requires time, hard work, and skill. In general, there is no material difference between these figures and the corresponding figures from global markets, except in a few countries where significantly fluctuating currencies or other economic factors may affect these results.

\*\*\* Participation in the Kyäni Car program, incentive trips, and other sales promotions are not typical or guaranteed. Qualification requires meeting and maintaining specific sales targets and ranks. Most people do not qualify. In North America, as of December 2020, fewer than 4.00% of active Business Partners qualified for the Kyäni Car Program, which provides a monthly bonus for Kyäni Business Partners who reach and maintain specified ranks. See program rules for eligibility.



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## What should I know about Kyäni's business opportunity?



**Set Your Own Schedule:** As an Independent Business Partner, you are an independent contractor and can set your own schedule and choose how and when to work. You are responsible to pay your own business expenses, including taxes, observe applicable laws, and abide by Kyäni's policies and procedures.

**Start a Side Business with Low Cost:** There are no required purchases to become a Kyäni Independent Business Partner, other than a one-time Kyäni Business License. \*\*\*\* You buy only the products you need for yourself and your family. There is no need to buy inventory, because Kyäni fulfills the orders made by the Customers and Business Partners in your organization.

**Opportunities for Growth:** Kyäni offers a variety of sales materials, online tools, and training opportunities, as well as bundled product packages at discounted prices, including Starter Packs and Business Builder kits, to help get your business started.<sup>2</sup>

**You can Earn Commissions:** You can earn commissions and bonuses under the Kyäni Global Compensation Plan for actual purchases made by Customers you refer or other Business Partners sponsored in your sales organization. You cannot earn money solely by recruiting or sponsoring someone.\*\*\*\*\*

- You must have personally sponsored Customers or Business Partners who make a qualifying purchase to earn commissions.
- Most of our Active Business Partners work part-time and refer or sponsor people they know as a way to make a little extra money.
- Some Business Partners work very hard, even full-time, to build their business, with much greater earning potential.

**Success Isn't Guaranteed:** Kyäni offers great products, but building a successful Kyäni business requires hard work, skill, and time. Kyäni can't guarantee that you will earn money, and some Kyäni Business Partners will succeed and some won't.

**Cancellation & Returns:** You can cancel as an Independent Business Partner at any time. Kyäni will repurchase any currently marketable products you purchased directly from Kyäni, subject to the law, terms and conditions applicable in your country. In the U.S., Kyäni will repurchase any unopened and marketable products you purchased directly from Kyäni in the preceding twelve months at 90% of the purchase price paid, less shipping and handling costs. Please contact +1 (844) 701-5049 or visit <https://support.kyani.net/> for more information.

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\*\*\*\* Kyäni Business Licenses are only required where permitted by law. The price of the Kyäni Business License is a small one-time fee, varies by country, and may be revoked if any Independent Business Partner violates applicable law or Kyäni's policies and procedures. The Business License gives a limited right to use certain Kyäni trademarks, access to the Kyäni suite of online business tools referred to as the "Kyäni Back Office," use of a personalized Web site to facilitate customer referrals, and access to the Healthy Living Hub (where available), an online resource that promotes healthy and active lifestyles. Where permitted by law, the Business License is included with certain product bundles purchased at the time of enrollment. In the United States, the one-time Business Licenses costs \$89. No commissions are paid on the value of the Business License or any sales aids or materials.

\*\*\*\*\* Kyäni's Compensation Plan varies by country in conformity with with local laws. Certain countries may impose limits on multiple level compensation or caps on total commissions. Kyäni consults with local legal counsel to ensure compliance with applicable law.



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## How much can I earn as a Kyäni Independent Business Partner?

Globally, from January 1, 2020 to December 31, 2020, of the more than a hundred thousand current Kyäni Independent Business Partners in 54 different countries, approximately half were active<sup>3</sup> and qualified for commissions or bonuses based on their Customer sales and the sales of those they sponsored.<sup>4</sup> For active Business Partners, here are gross earnings in a typical month:

Business Partners in First 2 Years		All Other Business Partners	
The Top 50% earned more than	\$42	The Top 50% earned more than	\$29
The Top 10% earned more than	\$426	The Top 10% earned more than	\$756
The Top 1% earned more than	\$2,451	The Top 1% earned more than	\$10,539

## What can I earn as a Kyäni Independent Business Partner in a typical month at each rank?

Rank*****	% of Active Business Builders <sup>2</sup> Paid at This Rank	Monthly Earnings for Active Business Builders				Months to Achieve Rank for Active Business Builders			
		HIGH <sup>5</sup>	LOW	AVERAGE	MEDIAN	HIGH <sup>5</sup>	LOW	AVERAGE	MEDIAN
<b>Jade</b>	52.2%	\$1,410	\$7	\$236	\$195	32 mo.	1 day	2.8 mo.	1.1 mo.
<b>Pearl</b>	18.2%	\$2,655	\$50	\$561	\$469	47 mo.	1 day	5.1 mo.	2.5 mo.
<b>Sapphire</b>	18.1%	\$5,804	\$126	\$1,534	\$1,450	51 mo.	3 days	6.3 mo.	3.7 mo.
<b>Ruby</b>	5.1%	\$10,686	\$774	\$3,646	\$3,430	65 mo.	5 days	9.5 mo.	6.3 mo.
<b>Emerald</b>	2.4%	\$20,966	\$2,463	\$6,524	\$5,962	63 mo.	12 days	12.0 mo.	8.0 mo.
<b>Diamond</b>	1.9%	\$44,962	\$5,602	\$15,182	\$15,224	54 mo.	2 mo.	12.8 mo.	9.7 mo.
<b>Blue Diamond</b>	0.7%	\$37,533	\$17,455	\$25,875	\$25,190	41 mo.	2 mo.	15.5 mo.	15.6 mo.
<b>Green Diamond and above</b>	1.4%	\$134,449	\$24,342	\$55,459	\$50,484	56 mo.	7.8 mo.	24.6 mo.	20.9 mo.

<sup>1</sup> This disclosure includes actual detail earnings from the period beginning January 1, 2020 and ending December 31, 2020.

<sup>2</sup> Once Business Partners reach the rank of Jade or above, they are considered a Business Builder, and included in Category III.

<sup>3</sup> Active Business Partners are defined as those who received a commission or bonus check within the disclosure period. This income disclosure only includes Active Business Partners per this definition.

<sup>4</sup> 59.8% of US and 37.2% of Global Active Business Partners received a check of \$10 or more.

<sup>5</sup> Statistically insignificant outliers removed.

\*\*\*\*\* Rank is a designation earned based upon the total, monthly sales volume within an Independent Business Partner's sales organization. Advancing in Rank, earning commissions, and participation in incentive trips, car programs, and other sales promotions are not typical or guaranteed. To qualify to earn any commission, an Independent Business Partner is not required to make any product purchase, but they must have one or more personally sponsored Customers or Business Partners who make a minimum product purchase each month. Qualification requires hard work, skill and meeting specific sales targets. Success is not guaranteed and most people do not qualify. Most people join only to purchase amazing products for personal use and earn little or no income.