Glossary of Terms

ACH:
ACH (Automated Clearing House) payments enable you to electronically collect your commission payments from FTR Global via direct deposit into your designated bank account.

Active:
The status that is required in order to maintain the title of "Ambassador". An Ambassador can remain ACTIVE by committing to a monthly Simple Ship minimum of 150 business volume (BV).

Ambassador:
An Ambassador with FTR Global is an independent business owner operating in partnership with the company, and who is a representative of FTR Global and who represents the company in a positive way. The Ambassador is encouraged to build his own team/organization by recruiting and enrolling an additional sales force known as downline/members. The new members may also then become active distributors and may sign up their own members will also form part of the team or organization.

Independent Distributors are not salaried employees of FTR Global but rather profit from the sales of our ReAction product line, generated personally or by anyone in their downline.

Back Office:
An office or center in which the administrative work of a business is carried out, as opposed to its dealings with customers.

BDC-Business Development Center
When you enroll, you will be placed under the person who sponsored you. This position is referred to as a BDC (Business Development Center) which is essentially your independent business.

Binary:
Binary is defined as "something having two things". As a type of compensation plan it is based on placing new members on one of two "legs" below you and continuing to build those two legs.

Bonus:
An amount of money added to typical commission as a reward for good performance.

BV-Business Volume:
BV refers to the total sales volume generated by you and EVERYONE in your downline. When purchases are made, the dollar amount generated by you and EVERYONE else in your downline is converted from dollars into a corresponding figure known as "Business Volume". (You can think of your BV as "points", with each dollar having an assigned BV point value.) Your accumulated BV on each leg determines what commission level you have reached during a weekly pay period, and is then converted back into dollars and deposited directly into your bank account.

Commission:
The payment that you receive based on the amount of BV (Business Volume) you have generated and accumulated.

Commission Eligible:
An Ambassador must meet several conditions before becoming and remaining eligible to receive commissions. An Ambassador must be set-up to receive a monthly Simple Ship with a minimum BV of 150 or more OR generating at least 150 BV monthly in retail sales or personally purchased products. They also must have enrolled two new Ambassadors, with one active Ambassador on each leg. The Ambassador must always have at least one active, personally sponsored Ambassador on each leg in order to remain eligible for commissions.

Compensation Plan:
The details of how distributors are compensated for the Business Volume that is generated from personal sales revenue and that of their downline. Also abbreviated as a ‘Comp Plan’, this also specifies incentives, bonus structure, and necessary qualifications for generating income with FTR Global.

Compliance:
The policy that defines the standards with which distributors are expected to comply. This policy includes regulations for methods of advertising, and otherwise promoting the offerings of FTR Global. This policy details governance over making exaggerated income claims, false product testimonials, and other mistruths. This compliance policy is designed to protect FTR Global from unfavorable actions that may be initiated by an individual. This policy communicates what behavior is expected of FTR Global distributors and can be used to revoke one’s Distributorship and Business Centers if ignored.

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Downline:
Your "downline" is anyone that is placed and maintains a position on either of your two "legs". Your downline consists of members that you have personally sponsored AND all other members who have been sponsored by others and positioned on one of your "legs".

Flush:
When an Ambassador becomes inactive BV will not continue to accumulate and will be "flushed" at the end of each week until that Ambassador becomes active again.

Genealogy:
The list of members in your downline.

Leader:
A leader is an Ambassador who takes responsibility for those in his downline and ensures that they are well trained and motivated to share and sell the ReAction products to consumers and introduce others to the products. (MLM companies typically reward leaders highly because of the value they bring to the company and the people they recruit. A leader in MLM is not based on a resume, as in traditional business, but on their production, enthusiasm, investment of energy and their belief in FTR Global and the ReAction products. Leaders can be found, or they can be developed.

FTR Global:
Feel The Reaction Global.

FCE™-Full Cryosonic Extract™:
Trusted as the safest, high quality, pure whole plant extraction available. This 100% extraction includes all 120+ cannabinoids, amino acids, proteins, terpenes, and all other plant compounds, extracted and maintained in their original form for maximum therapeutic effect. Always free of heavy metals, pesticides and other toxins.

Multi-Level Marketing (MLM):
Multi-level marketing (MLM) is a business opportunity that enables people to make money outside of a conventional job. Multi-level marketing, also called network marketing, is a strategy by which a company markets their products through a network of independent distributors. Instead of being paid for the hours they work, each of these MLM distributors are paid on the production of their efforts as outlined in a compensation plan. Distributors are able to make money not only for the sales they personally generate, but also for the sales of the distributors that they recruit, and then those that they recruit, and everyone else that comes into the FTR Global business who is placed in your downline.

Organizations often choose the MLM business model as a means to promote a product or service to markets that otherwise would have been unreachable through traditional methods. Most commonly, distributors (distributors) are encouraged to promote the products and services directly to consumers by means of relationships, referrals, and word-of-mouth marketing.

Network Marketing:
Also referred to as MLM (multi-level marketing) or referral marketing, network marketing is a type of a marketing plan in which the company's members act as the sales force and sell the firm's products or services. It's a recruitment-based form of marketing where consumers are recruited to become members, thus linking these end users to the MLM company. The members, in turn, buy the products or services directly from the company at wholesale price and resell them with profit. All members enrolled under one Ambassador form a team. This type of marketing products/services requires the firm's members to reach out to consumers, as opposed to consumers seeking out the product.

PS:
Personally Sponsored. Someone that you have personally enrolled into the business.

Personal Volume (PV):
Personal volume is generated by a distributor's personal purchases, retail customers' purchases, or a combination of both.

Prelaunch:
A term used when a new business is introduced to the market. During a prelaunch, the company and its products or services are introduced informing prospective distributors what to expect if and when they join the company. Prelaunch publicity is meant to excite potential consumers or members into becoming a part of the company. AND...it is an opportunity for entrepreneurs to build their team before the official launch.

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Push:
This refers to the process of updating the FTR Global database. MLS pushes/updates 4 times every day, the last at midnight CST.

Rank:
"Ranks" are levels of recognition for achievement. As your business grows, your achievements are recognized by receiving higher commissions and rank advancements. There are a number of substantial FTR Global bonuses that are triggered by a combination of BV and rank advancements.

Replicated Website:
A replicated website is a website template reproduced for multiple users and tailored for particular business uses.

Residual (Passive) Income:
Residual income, or passive income, is income received on a regular basis without exerting much work or effort to earn it. It refers to the income earned in business activities in which you do not materially participate. This is different from a regular pay, or active income, where the paycheck is based on the number of hours of work for a particular period.

Retail:
Retail refers to the sale of products or services to consumers for profit. In network marketing, retailing is done by members who obtain goods at a wholesale price and resell them to end users at a certain markup. Distributors seek out a customer base to sell their products or services to rather than customers coming in to buy. Retailing can also bring in qualified prospects to be part of the team or company. The concept behind MLM retailing is to reach out to consumers and present business and income opportunities on a part-time or full-time basis.

Retention Rate:
In network marketing, retention rate refers to the percentage of people/members who continue to stay with a particular company.

Starter Pack:
As part of the enrollment process a new Ambassador chooses a FTR Global Starter Pack, which is a selection of ReAction products made available to new distributors at a reduced cost. The Starter Packs are available in different sizes and price-points, and selection depends primarily on the ambition of the enrolling Ambassador. The various Starter Packs include a number of products which can be used for personal consumption, sampling and/or demonstration, sold to retail customers, etc and depending on the price point may also include training tools, marketing materials and branded apparel. Other than what is used for personal consumption, the product included in the kit is probably best utilized for sale or demonstration, thus growing the Distributor's new business.

Sign-Up:
This is the process that someone goes through when he or she agrees to join the company. Before one can be called a member or Ambassador, he or she has to sign-up first.

Simple Ship:
A program designed to ensure that a selection of products of your choice is automatically shipped to you each month. We encourage our distributors to enroll in an Imple Ship program to ensure they remain active each month. Simple Ship orders can be changed, modified, or cancelled at any time.

Sponsor:
This refers to a person who has personally recruited or signed up another person to join FTR Global.

Strong Leg:
A binary plan consists of a weak leg and strong leg referred to as the left and right legs, or inside and outside legs). Your "strong leg" refers to the leg that you share with your upline, not the leg that has the most BV at any given time. (Though the two are usually the same.)

Tree:
The overall business structure is often referred to as the "tree" because when depicted graphically it resembles a tree with an extensive root system.

Upline:
The upline is the person who recruited/sponsored you into the company, AND any person who is connected within the same line to the person who recruited you.

VIP:
As a VIP Customer, a person does not get placed in the "tree" and pays no annual fee but does receive a 15% discount on product purchases. A VIP Customer must subscribe to a monthly simple ship with a minimum of 90BV for a minimum term of 3 months.

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Weak Leg:
In a binary pay plan, an Ambassador has two legs – left and right, or commonly known as strong and weak leg. The weak leg is called “weak” because it is shorter or has lesser members than the strong one.

Network marketing experts suggest beginners focus on building the "weak" leg rather than the strong leg. Typically, the sponsors and the people above you take charge of the strong leg while you, as the member, concentrate on working on your weak leg to balance both sides.

Wholesale:
The reduced price point at which members can acquire the ReAction products, then selling the products or services at a higher retail cost for a recommended markup, or profit.

Will Call:
An Ambassador can eliminate shipping charges by picking up their purchases at the warehouse in Mooresville, NC.

Zoom:
A free teleconferencing App that allows multiple users to connect with each other in a live forum.