

# MONAT VISIONARY FOUNDERS POOL 2025 FAQ

## FOR MARKET PARTNERS IN CANADA

\*FAQs are subject to change\*

*August 2025*

M O N A T<sup>®</sup>

**Q: WHAT IS THE MONAT VISIONARY FOUNDERS POOL?**

A: The MONAT Visionary Founders Pool is an opportunity for new and existing Market Partners to be part of our exclusive Visionary Founder shares in the quarterly success of MONAT by receiving a payout each quarter on top of their current earnings.

**Q: HOW IS THE MONAT VISIONARY FOUNDERS POOL CALCULATED?**

A: The MONAT Visionary Founders Pool is paid as shares of 1% of the MONAT Commissionable Revenue for the USA, Canada, and Mexico per quarter. The Pool is shared between all MONAT Visionary Founders who complete the qualification requirements.

**Q: WHAT IS THE MAXIMUM NUMBER OF SHARES A MARKET PARTNER CAN EARN?**

A: Market Partners can earn a maximum of two shares in the MONAT Visionary Founders Pool.

**Q: WHEN ARE THE VISIONARY FOUNDER BONUSES PAID?**

A: The Visionary Founder Bonuses are paid the 15th of the month following the end of each quarter. Payment will appear under the Miscellaneous Bonuses section of the commission statements.

**Q: WHO CAN BE PART OF MONAT VISIONARY FOUNDERS POOL?**

A: The MONAT Visionary Founders Pool is an exclusive opportunity for existing and new USA and Canada Markets Partners enrolled by September 30, 2025. Mexico Market Partners who enrol during the pre-launch period (October 2025) and within the first 12 full months after launch (November 2025–October 2026) will also be eligible.

**Q: HOW CAN A MARKET PARTNER BECOME A MONAT VISIONARY FOUNDER?**

A: For existing MPs enrolled prior to June 1, 2024, there are different criteria to become a MONAT Visionary Founder depending on the MP's Career Rank on June 1, 2024, as follows:

• **Career Rank MP to MB:**

One share opportunity: achieve MM or above by September 30, 2025.

Two shares opportunity: \*This opportunity expired on June 30, 2025.

• **Career Rank MMB:**

One share opportunity: achieve MM or above by September 30, 2025.

Two shares opportunity: \*This opportunity expired on June 30, 2025.

• **Career Rank AMM:**

One share opportunity: achieve MM or above by September 30, 2025.

Two shares opportunity: \*This opportunity expired on December 31, 2024.

• **Career Rank MM to MMM:**

One share opportunity: advance 1 rank above your **Baseline** by September 30, 2025. Your **Baseline** is the highest paid-as rank achieved between July and September 2024. If your highest paid rank is below AMM, your **Baseline** will be set to AMM.

Two shares opportunity: \*This opportunity expired on December 31, 2024.

• **Career Rank AED to ED:**

- If your **Baseline** = AMM, MM or MMM:

One share opportunity: Advance 1 rank above your **Baseline** by September 30, 2025. Your **Baseline** is the highest paid-as rank achieved between July and September 2024. If your highest paid rank is below AMM, your **Baseline** will be set to AMM.

Two share opportunity: \*This opportunity expired on December 31, 2024.

- If your **Baseline = AED or ED:**

One share opportunity: May achieve by meeting one of these two requirements:

- Advance 1 rank above your Baseline by September 30, 2025. Your **Baseline** is the highest paid-as rank achieved between July and September 2024. If your highest paid rank is below AMM, your **Baseline** will be set to AMM.
- Promote one MM Visionary Founder who must have been Career Rank below MM on June 1, 2024, or have enrolled as MP between June 1, 2024, and September 30, 2025.
  - You must be Paid-As MM or above the month the Visionary Founder is promoted.
  - You must be the first upline Director of the promoted Visionary Founder.

Two share opportunity: \*This opportunity expired on December 31, 2024.

• **Career Rank SED:**

One share opportunity: Promote one MM Visionary Founder who must have been Career Rank below MM on June 1, 2024, or have enrolled as MP between June 1, 2024, and September 30, 2025.

- You must be Paid-As MM or above the month the Visionary Founder is promoted to MM. If paid-as MM or higher is not achieved the same month, the Sponsor has the next 3 months to achieve Paid-As MM or above.
- You must be the first upline Director of the promoted Visionary Founder.

Two shares opportunity: \*This opportunity expired on December 31, 2024.

• **Sponsoring Visionary Founders in Mexico** (regardless of your career rank on June 1, 2024):

One share opportunity: If you have not achieved a second share as a Visionary Founder in the USA and Canada, you may earn one share or a second share for sponsoring a new Visionary Founder in Mexico.

- You must be Paid-As MM or above the month the Mexican Visionary Founder achieves MM for the first time. If Paid-As MM or higher is not achieved the same month, the Sponsor has the next 3 months to achieve Paid-As MM or above.

**Q: WILL NEW MPS HAVE THE OPPORTUNITY TO BECOME A MONAT VISIONARY FOUNDER IN THE USA AND CANADA?**

A: Yes, new MPs enrolled between June 1, 2024, and September 30, 2025, will have the opportunity to become Visionary Founders and qualify for up to two shares according to the following criteria:

One share opportunity: achieve MM within enrolment month plus 12 calendar months.

Two shares opportunity: \*This opportunity expired on June 30, 2025.

**Q: HOW CAN A MARKET PARTNER BECOME A MONAT VISIONARY FOUNDER IN MEXICO?**

A: Market Partners enrolled during the Pre-Launch or Launch Period in Mexico are eligible to become Visionary Founders.

**Q: WHAT DO THE TERMS “PRE-LAUNCH PERIOD” AND “LAUNCH PERIOD” MEAN?**

A: These terms refer to the timeframes in which potential Founders qualifiers must be enrolled:

- **Pre-Launch Period:** the first month of a new country launch. For Mexico, the Pre-Launch period is October 1–31, 2025.
- **Launch Period:** the 12 months following the Pre-Launch period within the new country that is launched. For Mexico, the Launch period is November 1, 2025–October 31, 2026.

**Q: HOW CAN A MARKET PARTNER BECOME A MONAT VISIONARY FOUNDER AS A PRE-LAUNCH MARKET PARTNER IN MEXICO?**

A: Pre-launch Market Partners in Mexico must enrol between October 1–31, 2025 and must achieve MM rank or higher by November 30, 2026.

**Q: WHAT CAN I RECEIVE BY BECOMING A VISIONARY FOUNDER AS A PRE-LAUNCH MARKET PARTNER IN MEXICO?**

A: You are eligible to earn two shares in the Visionary Founders Pool. Note: Pre-Launch Visionary Founders may not earn shares for sponsoring a Visionary Founder in Mexico as two shares for being a Pre-Launch Founder have already been achieved.

**Q: AS A PRE-LAUNCH MARKET PARTNER IN MEXICO, IF I DID NOT QUALIFY AS A VISIONARY FOUNDER BY ACHIEVING MM BY NOVEMBER 30, 2026, CAN I EARN A SHARE FOR SPONSORING A VISIONARY FOUNDER IN MEXICO?**

A: Yes, as a Pre-Launch Market Partner in Mexico who did not achieve MM by November 30, 2026, you may then be eligible to earn one share for sponsoring one Visionary Founder in Mexico. You must be Paid-As MM or higher when your new Market Partner in Mexico also achieves MM for the first time. If Paid-As MM or higher is not achieved the same month, the Sponsor has the next 3 months to achieve Paid-As MM or above.

**Q: HOW CAN A LAUNCH MARKET PARTNER BECOME A MONAT VISIONARY FOUNDER IN MEXICO?**

A: Launch Market Partners in Mexico must enrol between November 1, 2025–October 31, 2026, and achieve MM rank or higher within their enrolment month plus 12 full months.

**Q: WHAT MAY I RECEIVE BY BECOMING A VISIONARY FOUNDER AS A LAUNCH MARKET PARTNER IN MEXICO?**

A: You are eligible to earn one share in the Visionary Founders Pool. Additionally, you will have the opportunity to qualify for one additional share by sponsoring a new Visionary Founder in Mexico. You must be Paid-As MM or higher when your new Market Partner in Mexico also achieves MM for the first time. If Paid-As MM or higher is not achieved the same month, the sponsor has the next 3 months to achieve paid-as MM or above.

**Q: HOW CAN I EARN SHARES FOR THE MONAT VISIONARY FOUNDERS POOL?**

A: After becoming a MONAT Visionary Founder, you will have the opportunity to receive MONAT Visionary Founder bonuses each quarter according to the following criteria:

**First payout ONLY:** All Market Partners who qualify as Visionary Founders will receive the first payout for the quarter in which they first qualify.

**Every quarter thereafter:**

CAREER RANK THE LAST MONTH OF THE QUARTER:	BE PAID AS:
MM or MMM	MM or higher 2 of the 3 months of the quarter
AED, ED, SED	MMM or higher 2 of the 3 months of the quarter

**Q: WOULD I BE GUARANTEED A BASE RATE FOR EACH MONAT VISIONARY FOUNDERS SHARE?**

A: No, there will not be a fixed base rate as the MONAT Visionary Founders Pool is paid as shares of 1% of the MONAT North America Commissionable Revenue per quarter.

**Q: IF I AM LOCATED IN A COUNTRY OUTSIDE OF UNITED STATES AND CANADA, CAN I QUALIFY AS A VISIONARY FOUNDER IF I MOVE TO THE UNITED STATES OR CANADA DURING THE QUALIFICATION PERIOD?**

A: Yes, if you are an existing Market Partner in another country outside the USA and Canada and move to the USA or Canada during the qualification period, you will have the opportunity to become a Visionary Founder as long as qualifications are met.

**Q: IF I AM A VISIONARY FOUNDER AND I CHOOSE TO RELOCATE TO ANOTHER COUNTRY (OUTSIDE OR WITHIN THE NORTH AMERICAN REGION) WHERE MONAT OPERATES, WILL I KEEP MY VISIONARY FOUNDER STATUS?**

A: Yes. If you are a Visionary Founder and move to a different country, whether to another North American country or beyond, your Visionary Founder status will remain the same.

**Q: ONCE I BECOME A FOUNDER, CAN I LOSE MY VISIONARY FOUNDER STATUS AT ANY TIME?**

A: Once you have become a MONAT Visionary Founder, to maintain your MONAT Visionary Founder status, you must be Paid-As MM at least once within 12 consecutive months. If paid-as MM is not achieved during this time, your MONAT Visionary Founder status will be permanently removed.

**Q: CAN A CURRENT MEMBER OF THE LEGACY OR EMERGING FOUNDERS POOL ALSO QUALIFY FOR THE VISIONARY FOUNDERS POOL?**

A: Yes, a member of the Legacy or Emerging Founders Pool can also be a member of the Visionary Founders Pool and earn shares for each of the three pools.

**Q: WILL AN SED LOSE THEIR VISIONARY FOUNDER STATUS IF THEIR PROMOTED FOUNDER LOSES THEIR VISIONARY FOUNDER STATUS?**

A: Should the promoted Visionary Founder fall out of the Visionary Founders Pool, the upline SED will no longer receive shares on their Market Partner, even if they achieve MMM two months out of each quarter. However, if the SED has promoted an additional MM Visionary Founder who has still maintained MM or above, the status will not be removed.

**Q: CAN AN SED EARN SHARES FOR MORE THAN ONE PROMOTED MM VISIONARY FOUNDER?**

A: No, there is a limit of one promoted MM Visionary Founder share per SED.

**Q: DO I NEED TO HAVE ENROLLED WITH A PRODUCT PACK TO BE ABLE TO QUALIFY FOR THE VISIONARY FOUNDERS POOL?**

A: No, the purchase of a Product Pack is not a requirement for a Market Partner to qualify for the Visionary Founders Pool.

**Q: WHAT WILL BE THE VALUE OF A VISIONARY FOUNDER POOL SHARE?**

A: The Visionary Founders Pool Share(s) cannot be bought or sold or transferred to another Market Partner. Instead, a member in the Visionary Founders Pool Share program is eligible to share in the success of MONAT by receiving a quarterly payout as described above. We cannot guarantee or definitively forecast the value of a share of this quarterly pool or its associated payout. The share value is dependent on two key factors: (1) the quarterly revenue for MONAT USA, Canada, and Mexico, and (2) the number of shares earned by MONAT North American Market Partners. Please note that although past performance is not necessarily indicative of future success, MONAT did launch the Legacy Founders Pool nearly 10 years ago and has continued to pay shares each quarter to our Legacy Founders Pool members. Our Legacy Founders Pool share value averaged \$423.72 USD per share during the first year of 2015, and had an average value per share of \$5,831.65 USD in our last 4 quarters from 2023 Q2 to 2024 Q1. These past results of the Legacy Founders Pool do not guarantee future results for either the Legacy Founders Pool or the Visionary Founders Pool, but are offered to share the potential based on a similar opportunity that MONAT has offered previously.