

MONAT UNIVERSITY

FAQ FOR MARKET PARTNERS IN CANADA

FAQs are subject to change

December 3, 2025

Q: WHAT IS MONAT UNIVERSITY?

A: MONAT University is a brand-new annual training series designed to deliver high-impact education at a low-impact cost for every Market Partner across Canada.

Q: WHERE WILL MONAT UNIVERSITY TAKE PLACE?

A: MONAT University will be hosted at colleges and universities across Canada. For the full list of locations and dates, please visit [here](#).

Q: WHAT IS THE COST OF REGISTRATION FOR MONAT UNIVERSITY?

A: The cost per Market Partner is \$30 CAD per semester, or Market Partners can save by selecting the limited time Full-Year Tuition Bundle for \$99 CAD (regularly \$120 CAD), which also includes a limited-edition MONAT + Bugatti Vegan Leather Tote.*

*Full-Year Tuition Bundle with FREE Tote are only available until December 29, 2025.

Q: HOW DO I REGISTER FOR MONAT UNIVERSITY?

A: To register, visit <https://monat.swoogo.com/monatuniversity2025/register>.

Q: WHO CAN ATTEND MONAT UNIVERSITY?

A: All active Market Partners in Canada are eligible to register for MONAT University.

Q: CAN I RETURN OR TRANSFER MY TICKET TO ANOTHER MARKET PARTNER?

A: Market Partner registration fees are non-refundable, and non-transferable.

Q: WHAT HAPPENS IF THE EVENT CANNOT TAKE PLACE FOR ANY OTHER UNFORESEEN CIRCUMSTANCES?

A: MONAT University is a paid training event. If for reasons out of our control, we can not hold the event on the dates communicated or hold it in another format (ie. virtually), a full refund in the amount paid will be issued.

Q. HOW DO I GAIN ACCESS TO THE EXCLUSIVE MONAT UNIVERSITY GEAR?

A: Access to exclusive MONAT University gear will be sent out bi-weekly starting Friday, December 13, 2025. There will be a limit of one item per registrant per quarterly drop. Must be registered to purchase.

MONAT UNIVERSITY CHALLENGE 2026**Q: WHO IS ELIGIBLE TO EARN THE MONAT UNIVERSITY CHALLENGE?**

A: Only Market Partners in Canada who are registered to attend MONAT University will be eligible to earn this incentive.

Q: WHAT IS THE QUALIFICATION PERIOD FOR THE MONAT UNIVERSITY CHALLENGE?

A:

Q4: October 1, 2025 - December 31, 2025 – will be recognized at the January event

Q1: January 1, 2026 – March 31, 2026 – will be recognized at the April event

Q2: April 1, 2026 – June 30, 2026 – will be recognized at the September event

Q3: July 1, 2026 – September 30, 2026 – will be recognized at the November event

Q: HOW DO I QUALIFY FOR THE MONAT UNIVERSITY CHALLENGE?

A: Our Top 10 Canadian Market Partners from each region can earn the MONAT University Challenge by completing the following qualifications:

o Be one of the Top 10 Market Partners (any rank) in your selected region based on a point system of the following criteria:

- Market Partner Enrolments
- VIP Enrolments
- VIP Sales
- Paid-As consistency within the qualification period (must be paid-as MMP or above)
- New Rank Advancements in your personal group

- o Must complete the following activity: 2 Market Partners with at least 200+ PV and 10 VIP Customers with an active Flexship within the qualification period
- o Must be registered for, and in attendance at MONAT University

Q: HOW DO I KNOW WHICH REGION I FALL UNDER?

A: Your region is based on the event(s) you are registered for.

For example, if you are registered for the Calgary event in January but Mississauga in April, you will be recognized with the Calgary group in January and the Mississauga group in April.

Q: WHEN IS THE DEADLINE TO REGISTER IN ORDER TO BE INCLUDED IN THE MONAT UNIVERSITY CHALLENGE?

A: If you did not purchase a tuition bundle for the year, you must register at least two weeks before the event date to be eligible to earn the prize.

Q: WHAT IS INCLUDED IN THE MONAT UNIVERSITY PRIZES?

A: Quarterly prizes will be announced at the beginning of each qualifying quarter. In January, earners will receive an exclusive MONAT + ROOTS Toque and a special dinner with all 10 earners in their region and a member of MONAT corporate staff.

For example:

- January event → Prizes for Q1 are announced
- April event → Prizes for Q2 are announced
- September event → Prizes for Q3 are announced

Q: WHAT IF I AM UNABLE TO MAKE IT TO MONAT UNIVERSITY?

A: Earners must be registered and in attendance in order to claim their prize.