

UFO

UnFranchise® Owner Magazine

["IT'S AN IDEA WHOSE TIME HAS COME."
#SHOPPINGANNUITY]

JR Ridinger

THE SHOPPING ANNUITY®



#MAIC2016

marketamerica® | SHOP•COM™

2016 INTERNATIONAL CONVENTION

PART 1 | LEADERSHIP

"You belong here. You are in the right place, at the right time,
with the right business model through Market America."

JR Ridinger

THE SHOPPING ANNUITY®



#MAIC2016



WELCOME TO THE 2016 INTERNATIONAL CONVENTION: #SHOPPINGANNUITY

Here we are once again, gathering together to gain six months' worth of knowledge in a single weekend; to have many magical moments; to edify, inspire, and be inspired by more than 23,000 of our closest friends and Market America | SHOP.COM family members. There is nothing like being at one of our major events, and you must recognize the value of that, because you are here! Prepare to have your life changed this weekend. Much of the life-changing magical moments that will happen can be summarized in three words: the Shopping Annuity.

Market America Worldwide | SHOP.COM has grown and evolved to be a leader in internet marketing and online shopping. It's no secret that the UnFranchise Business allows ordinary people to become extraordinary successes, but now word has spread: the Shopping Annuity is changing the global economy and lives around the world. By making smarter shopping decisions and leveraging the Cash-back, retail profit and BV/IBV generated through these purchases on SHOP.COM and UnFranchise.com, UnFranchise Owners are building lasting success with an ongoing income.

When I began on my entrepreneurial journey over 24 years ago we believed we could harness our collective buying power to aid consumers — because until now they were little more than pawns to global conglomerates that only sought to deliver marginal products at the highest prices all in the name of profits. The Shopping Annuity brings the power back to its rightful place — the people.

**PREPARE TO HAVE YOUR LIFE CHANGED
THIS WEEKEND. MUCH OF THE LIFE-
CHANGING MAGICAL MOMENTS THAT
WILL HAPPEN CAN BE SUMMARIZED IN
THREE WORDS: THE SHOPPING ANNUITY.**

Market America and SHOP.COM are built on the concept of cooperation rather than competition, so we work together as an organic community of entrepreneurs who seek to enrich each other's lives as well as those of our families and friends by forging a new economy driven by us — the consumers. The Shopping Annuity is the system that allows us to do this. It is the driving force with everything we do, and is taking the world by storm as consumers invest in themselves.

It took 24 years for our company to fully evolve and for the technology to finally catch up to our vision and to help us turn the tables on the system by wielding the most powerful thing on earth: People Power. We have the tools and the technology we need to see the Shopping

Annuity blossom into a revolution that's sweeping the globe — and empowering everyone by helping them convert the money they already spend into earning.

**AS MORE PEOPLE BEGIN TO UNDERSTAND
AND UTILIZE THE SHOPPING ANNUITY,
THE MORE POWERFUL IT BECOMES
— AND ULTIMATELY, THE MORE
OUR PEOPLE POWER GROWS.**

24 years may seem like a long time for the Shopping Annuity to fully manifest, but during that gestation period we still helped entrepreneurs from all over the globe make BILLIONS in commissions — and we weren't even close to full strength. Now, with the Shopping Annuity we finally have all the tools in place to beat the system and forge a new economy where we — the consumers — dictate and determine our own economic destiny. This weekend, you'll learn about the latest tools, technology and products that you can leverage to take your UnFranchise Business to new heights.

As more people begin to understand and utilize the Shopping Annuity, the more powerful it becomes — and ultimately, the more our People Power grows. When consumers finally wake up and realize that by working together and wielding the Shopping Annuity we can turn the tide and forge a new economy driven by People Power.

People used to ask me, "What do you do for a living?" and I would often reply by simply stating "I sell stuff." Now when people ask what I do for a living, I tell them I'm an economic alchemist helping people convert spending into earning with the Shopping Annuity. It's a revolutionary concept whose time has come. I remember a time when there was no Google, no Amazon, no internet, not even computers. One day, people will say they remember a time before the Shopping Annuity — and they will wonder how they ever lived without it.

I want you to be able to tell people that you, too, are an economic alchemist who can empower others to change their lives with the Shopping Annuity. If you don't already believe that, you will by the end of this weekend.

Welcome to the 2016 International Convention!

I believe in you. Keep growing. 

JR Ridinger, President & CEO



PART 2 | INSPIRATION

“You must have passion for your business, what you have created and what you are selling. You should be your brand’s biggest billboard and represent with confidence.”

Jordan Kaince



#MAIC2016

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DUANE MCLAUGHLIN

Actor/Singer and Creator, DNA Miracles

MICHELE MOLINARO

Conquer Lifestyle Liaison

BRANDI MURPHY

Director, nutraMetrix® Training

ELSI PACHECO

Director, UFO Marketing

MARTA PERALES

Country Manager, Market España

SUSAN PASQUAL

Director, Field Development and Sales TLS®

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CEO, Conquer Entertainment

APRIL RIDINGER

Director of Training, Conquer Entertainment

SARAH ROSE STACK

Director, Internet Sales and Training

CHRISTIAN VAZQUEZ

Special Projects Coordinator

GUEST SPEAKERS

LA LA ANTHONY

Actress & Entrepreneur

DR. STEVEN LAMM

Medical Director, NYU Langone Medical Center



#MAIC2016 AGENDA

WEDNESDAY, AUGUST 3

Sheraton Hotel, Koury Convention Center

10:00 A.M.-2:00 P.M.

BLUE ASHE BALLROOM

maWebCenters® All-Star Training

(Pre-Registration Required)

Jeremy Fennema and Sarah Rose Stack

4:00-5:15 P.M.

IMPERIAL BALLROOM

GMTSS Meeting (GMTSS Coordinators and Speaker Bureau Members Only)

5:30-6:45 P.M.

VICTORIA BALLROOM

The President's Reception (Invitation Only)

Challenge Winners and Advisory Council

6:45-10:00 P.M.

BLUE ASHE

Motives® Trainers Meeting (Trainers only)

Loren Ridinger and Kim Ashley

7:30-8:30 P.M.

AUDITORIUM IV

TLS® Trainer Meeting (Trainers only)

Susan Pasqual

7:30-9:00 P.M.

IMPERIAL BALLROOM

nutraMetrix Division Update Meeting

Brandi Murphy and Dr. Deedra Mason

THURSDAY, AUGUST 4

Greensboro Coliseum

9:00 A.M. — DOORS OPEN

9:35 A.M. Pre-Show Address and Opening Ceremony — Andrew Weissman

10:00 A.M.-6:15 P.M. — GENERAL SESSION

Welcome to the

2016 Market America I SHOP.COM

International Convention

Loren Ridinger

Tools for Duplication

Andrew Weissman and Jim Winkler

Shopping Annuity® Resources and Online

Shopping Annuity Assessment

Jeremy Fennema and Chris Peddycord

Marketing and Branding Your UnFranchise® with the Shopping Annuity

Elsi Pacheco

All the Way Up — Joseph "Fat Joe" Cartagena

Power Profile — Field Leaders

Powered By People:

Recognizing Your Success — Part 1

Steve Ashley and Jim Winkler

Be Radiant with Lumière de Vie®

Loren Ridinger and Amber Ridinger-McLaughlin

Be Powerful with Motives — La La Anthony

Build Your Business with Motives

Brandy Holden

Motives: New Colors and Campaigns

Kim Ashley and Maria Checa

Shopping Annuity Membership and the MPCP² (The Next Phase) — JR Ridinger

Power Profile — Field Leaders

B2B: WebSolutions, the Shopping Annuity and Your UnFranchise Business

Jeremy Fennema and Sarah Rose Stack

Leverage Your Network with nutraMetrix

Brandi Murphy

TLS: The Most Customizable Weight Loss Solution — Dennis Franks

6:30-8:30 P.M.

Mandarin-Speaking UFO Coring

Field Leaders

BREAKOUTS

Sheraton Hotel, Koury Convention Center

7:00-10:00 P.M.

BLUE ASHE

Motives — Kim Ashley and Brandy Holden

7:30-8:45 P.M.

IMPERIAL BALLROOM

nutraMetrix

Brandi Murphy and Deedra Mason

7:30-8:45 P.M.

VICTORIA BALLROOM

maWebCenters — Jeremy Fennema and

Sarah Rose Stack

9:00-10:30 P.M.

IMPERIAL BALLROOM

TLS — Dennis Franks and Susan Pasqual

9:00-10:30 P.M.

VICTORIA BALLROOM

UnFranchise Virtual Partner Program

Andrew Weissman, Jim Winkler and

Jeremy Fennema

FRIDAY, AUGUST 5

Greensboro Coliseum

9:00 A.M. — DOORS OPEN

9:45 A.M.

Pre-Show Address — Andrew Weissman

10:00 A.M.-5:15 P.M. — GENERAL SESSION

Adapting to Your Screen:

Responsive and Mobile Technologies

Steve Ashley and Kevin Curley

Shopping Annuity Technology Advancements and Much More — Part 1 — Marc Ashley

Power Profile — Field Leaders

Music Meets Lifestyle Marketing

Amanda Ridinger and Michele Molinaro

Translation headsets are available for Mandarin-speaking and Spanish-speaking participants at the bridge entrance. All Wednesday events take place at the Sheraton Hotel, Koury Convention Center; all Thursday, Friday, Saturday and Sunday events take place at the Greensboro Coliseum; all breakout sessions will take place at the Sheraton Hotel, Koury Convention Center.

#MAIC2016 AGENDA

**Recruiting and Upper Level Training:
The Method to the Madness**
JR Ridinger and Field Leaders

Power Profile — Field Leaders

**Powered By People:
Recognizing Your Success — Part 2**
Andrew Weissman and Jim Winkler

7:00 P.M.-MIDNIGHT
GUILFORD BALLROOM
Gala Awards Dinner and Ceremony

BREAKOUTS

Sheraton Hotel, Koury Convention Center

7:30-9:00 P.M.
IMPERIAL BALLROOM
SHOP Financial — Charles Baer

9:00-10:00 P.M.
IMPERIAL BALLROOM
**Intro to iTransact and How it Builds Your
Business Faster — Matt Sumsion**

7:30-9:00 P.M.
VICTORIA BALLROOM
Conquer Entertainment
Amanda and April Ridinger

9:00 P.M.-MIDNIGHT
THE BLIND TIGER
(see page 43 for details)
Conquer Entertainment Artist Spotlight

SATURDAY, AUGUST 6

Greensboro Coliseum

9:00 A.M. — DOORS OPEN

9:45 A.M.
Pre-Show Address — Andrew Weissman

10:00 A.M.-6:15 P.M. — GENERAL SESSION

SNAP™ Essentials
Marty Weissman

DNA Miracles®
Amber Ridinger-McLaughlin and
Duane McLaughlin

The Power of Pycnogenol®
Dr. Steven Lamm

Power Profile — Field Leaders

Breakdown to Breakthroughs
Loren Ridinger

**Powered By People:
Recognizing Your Success — Part 3**
Andrew Weissman and Jim Winkler

Power Profile — Field Leaders

**Shopping Annuity® Technology
Advancements and Much More — Part 2**
Marc Ashley

MPCP³ — JR Ridinger

BREAKOUTS

Sheraton Hotel, Koury Convention Center

8:00-9:30 P.M.
BLUE ASHE
Global Hispanic Breakout
Luzby Hernandez, Rubèn Jara and
Marta Perales

8:00-9:30 P.M.
IMPERIAL BALLROOM
**Shopping Annuity — Elsi Pacheco and
Shopping Annuity Ambassadors**

8:00-9:30 P.M.
VICTORIA BALLROOM
**Non-Profit Organization Development
with MeetON and Church MeetON**
Kevin Buckman, Chris Peddycord and
Christian Vazquez

8:00-9:30 P.M.
AUDITORIUM II
Market United Kingdom — Phil Guido

9:00 P.M.-MIDNIGHT
GUILFORD BALLROOM
Market America Official Party

SUNDAY, AUGUST 7

Greensboro Coliseum

9:00 A.M.
DOORS OPEN

10:00 A.M.-2:00 P.M.
GENERAL SESSION

Recruiting with the Shopping Annuity
Carl Eklund and Julie Landsiedel

**Special Presentation:
Great News About the GMTSS
(Why You Need to Be Involved and the
Logic Behind the System)**
JR Ridinger, Loren Ridinger, Jim Winkler
and Field Leaders

Shopping Annuity Panel Discussions
Sales Team and Field Leaders

Affiliate Publisher Network Launch
Michael Brady and Paul Dumas

SHOP Financial
Charles Baer

Global Unification: Asia and Europe IRC
Phil Guido

Build Your Business with TLS®
Dennis Franks and Susan Pasqual

Sheraton Hotel, Koury Convention Center

3:00-5:00 P.M.
VICTORIA BALLROOM
GMTSS Strategic Planning Session
(UBP, Local, District and Regional
Coordinators)

Translation headsets are available for Mandarin-speaking and Spanish-speaking participants at the bridge entrance. All Wednesday events take place at the Sheraton Hotel, Koury Convention Center; all Thursday, Friday, Saturday and Sunday events take place at the Greensboro Coliseum; all breakout sessions will take place at the Sheraton Hotel, Koury Convention Center.

PART 3 | MOTIVATION

“Market America events have grown to symbolize the aspirations of tens of thousands who want to achieve more than just making a living; they want to create a lifestyle.”

JR Ridinger



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VISIT OUR BLOGS

beingjrridinger.com, blog.unfranchise.com, lorensworld.com, myfashioncents.com, exploresupplements.com, shoppingannuity.com/blog

#MAIC2016

MILLION DOLLAR CLUB MEMBERS

An elite group of UnFranchise® Owners who have earned in excess of \$1 million in commissions, having qualified between Dec. 31, 2015 – June 17, 2016*

NEW MEMBERS



JINLIAN CAO &
BO LEE
USA



EDWARD CHEN
TAIWAN



ALLEN HU
TAIWAN



STELLA HUANG
TAIWAN



MAY LAI
USA



MELODY LEE
TAIWAN



YEN-JU TZENG
TAIWAN



WEI QIN WU
USA

NOT PICTURED: HONG WANG

EXISTING MEMBERS

Marc Aliotti
Marda Arkebauer
Doug & Lisa Aucclair
Charles & Peggy Baer
Jan Barbera
Mary Susan Bedard
Barbara Bielawski
Jeff & Jacque Birchman
Michael &
Evelyn Birkholz
Beth & Philip Black
Jacki & Chris Blasko
Fred & Barb Boldt
Tony & Pam Bowling
Carole Brubaker
Anderson
Bobby Cannata
Peter Cantone
Dani Canubas
Renfang Cao
Larry Cao & Qin Liu
Lisa & Paul Carlotta
Teresa & Paul Carney
Cynthia Carpine
Melisa Chan
Grace Chang
Alice Chen
Beauty Chen
Chiao Wei Chen
Dainy Chen
Gang-Chyi Chen
Hsiu-Ing Chen
Kun-Tsun Chen
Min Chen & Wei Wang
Rita Chen
Tina Chen
Yi Guang Chen &
Xue Qin Zhai
Zhong Liang Chen &
Duanmin Lai
Emily Cheng
Kathy Cheng
Lisa Cheng

Victor & Alice Chiou
Pauline Chiu
Ken & Madra Christian
Ty Clinton &
Leigh Ragonese
Melissa Conley
Maria Constantine
Enli Dai & Xiaolai Chen
Carol Derenne
Dan & Raquel DeTullio
Andy Docos
Mary Beth Docos
Freddy Dowdy
Sheryl Duchess &
Chuck Gilbert
Vicki Eide
Mischelle Endsley
Herman Eng
Marilyn Freese
Suzanne Gardner
Audra Garrison
Sue Gilad
Ben Ginder
Kim & Michael Glynn
Su-Min Goh
Shannon Goodberry
Richard Gorbaty
Lisa & Edward Grant
Joleen Guidi
Phil & Sue Guido
Bill & Ellie Haldeman
Nina Hale
Rick Hannon
Steve Harris
Trinity &
Cullen Haskins
Jian Qui He
Jing He
Larry & Terri Headings
Ernie &
Jeannette Heikes
Vickie & Paul
Hildebrand
Ginny & Ron Hillendahl-
Bueneman
Tom & Brandy Holden

Joanne Hsi
Alice Hsu &
Yung-Chin Hsieh
Christina Hsu
Peggy Lan-Hsu &
Victor Lin
Ling Hua
Alice Huang
Johnny Huang
Ling-Jung Huang &
An-Pin Tsou
Mel & Ruth Hurst
Esther Su Ching Hsu
William Izer
Peng & Eric Jian
Jane Jiang &
Qiang Zhao
Ting Jiang
Debbie & Jay Justice
Frank & Gingie Keefer
Dolly Kuo
James & Marian Kuo
Jimmy Kuo
Penny Lafferty
Connie Laire
Laura & Todd Laire
James &
Lisa Lamonica
Renee Laporte
Sharon Lawrence
Daisy Lee
Frankie Lee
Jane & Jerry Lee
Vikki Lee
Beatrice Li
Changshun Li
Lan Ying Li
Xiuyun Li
David Lin
Eileen Lin
Hsiao Ling Lin
Jessica Lin
Kun-Yu Lin
Sharon Shu Luan Liang
Lisa Lieberman-Wang
& Yardley Wang

Jon & Tracy Lin
Jim & Mimi Litterelle
Amy Liu
June Liu
Min Liu
Pao Kung Liu
Sha Sha Liu
Xiangqun Liu
Chih-I & Hui-Ying Lo
Anne Loke
Carol Long
Arlene Lowy
Bei Lu & Dawei Wang
Laurjie Lundgren
Yeong-Shi Lu
Chia-Lun & Truyen Luu
Kevin Lyu &
Tina Chuang
Su-Mei Chiu Ma
Tzyh-Jen Ma
Lou Manfredi
Don & Lisa Martin, Jr.
Ray Mathis
Lynn Mitschke
Nova Montgomery
Wendy & Joe Moquin
Donna Moran
Patricia Morasco
Tammy &
Barry Moskowitz
Douglas &
Melanie Nelson
Lana & Ken Obrist
Richard &
Deborah Oliver
Min Pan
Jamie & Peter Pan
John & Susan Parnell
Michael Pasquarella
Thomas &
Diana Pasternak
Rachel &
Shane Patterson
Mei-Shan Peng &
Chang-Hung Huang
Bonnie & Scott Philo

Lien-Shang Pi
Sam & Sharon Pitts
Terri Powell
Donald Qi &
Jingying Liu
Lixin Ran
Deborah Reed
George & Judy Reichley
Deborah Robbins
Rebecca &
Ronnie Robinson
Sandi &
Steve Rodriguez
Gary &
Stephanie Rogers
Norm & Mary Roth
Ann & William Ruggio
Bob & Theresa Russell
Mariano &
Catherine Scalisi
Kathleen
Schindler-Brown
Faith & David Scholl
Julie Scholl
William &
Patricia Seigh
Ren Shuang
Ming & Hui Shih
Isabelle Siciliano
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Gigi Souritzidis
Haiwang Sun
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Yuan Chen Wang
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Judith Wien
Jim & Lisa Winkler
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Jenny Wu
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Susan Wu
Lisa Wun
Amber Yang &
Michael Lu
Shu Yang &
Catherine Ma
Tsui-Li Yeh
Al & Debbie Yentsch
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Jinmei Yin
Ya Yuan Yao & Jian Xue
Wan Rong Yuan
Lian Sheng Zhang &
Qin Yang
Haidong Zhang &
Daniel Kao
Ying Zhao
Wei Zheng

**The examples of income shown for each of the UnFranchise Owners featured here are not intended to be representative of the earnings of any specific class of Independent UnFranchise Owners, nor are they intended to represent that any given Independent UnFranchise Owner will earn income in that amount. Rather, the income figures testify to the results that have been accomplished by Independent UnFranchise Owners who have devoted time, talent, hard work and a willingness to follow the UnFranchise proven business Plan in building their businesses. The success of any Independent UnFranchise Owner will depend upon the amount of hard work, talent and dedication that he or she devotes to the building of his or her business.

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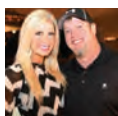
HERMAN ENG
ED



**ERNIE &
JEANNETTE
HEIKES**
ED



LIYEN HO
ED



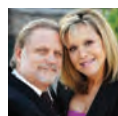
**TOM &
BRANDY
HOLDEN**
ED



**STELLA
HUANG**
ED



**LING-JUNG
HUANG & AN-
PIN TSOU**
ED



**DEBBIE
JUSTICE**
ED



**KUEI HSIANG &
JIMMY KUO**
ED



JOHNSON LI
ED



**JOHN &
TRACY LIN**
ED



AMY LIU
ED



**JINGYING LIU
& DONALD QI**
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**CLARK WU &
MEI-LIN PENG**
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LISA WUN
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**AL & DEBBIE
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**KATHERINE
YIN**
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**SHIZHEN
ZHENG**
ED



PAULINE CHIU
DIR



RICK HANNON
DIR



CHRISTIN HSU
DIR



**SHARON
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DIR



**SHARON SHU
LUAN LIANG**
DIR



GARY ROGERS
DIR



ANDY WEBB
DIR



**LIHUA WU &
YIMIN HUANG**
DIR



DING YU
DIR

International Field Chairman (IFC) \$125,000 – \$149,999, International Field President (IFP) \$100,000 – \$124,999, Field President (FP) \$80,000 – \$99,999, Senior Executive Field Vice President (SEFVP) \$63,000 – \$79,999, Executive Field Vice President (EFVP) \$45,000 – \$62,999, Field Vice President (FVP) \$36,000 – \$44,999, Executive Director (ED) \$25,000 – \$35,999, Director (DIR) \$18,000 – \$24,999*

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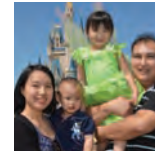
ZHI HENG CHIU

AMY
BRILLIANT DONG

NICOLE DONG



DAWN FLORIO

AUBREY
GLASKIN-CLAY

KYSUNG HAN



TING HU



WYLENE JIANG



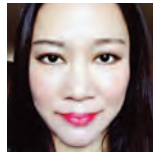
YANG KE



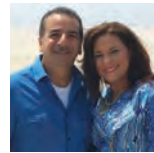
LIXIAN LI



ZHEN HUA LIU



YAN MEI MO

MICHELE & TONY
MOLINARO

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PRANEE POYNS

RYAN & SARAH
ROSE STACK

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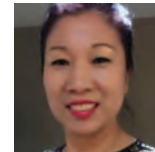
YANSHUANG TAN



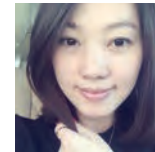
JIAN TING



BOXUAN WILSON



YIXIAO WU



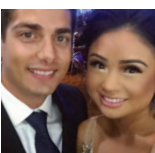
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Yuan Chen Wang
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Yi-Di Wang
Yi Guang Chen &
Xue Qin Zhai
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Chung-Ling Chou
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Wenyu Hu
Qing Fang Hu &
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Ban Huang
Chien Yu Huang
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Tianshu Wu &
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Qing-Yao Yang
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Si Tan Chen & Lynn Lin
Huei-Ling Chen &
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Hie-Lain Hsi

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The UnFranchise® Levels listed reflect Independent UnFranchise Owners who have reached Supervising Coordinator and above by July 8, 2016. Resident UnFranchise Owners of Australia are indicated in **BLUE**, Canada in **PURPLE**, Taiwan in **RED**, Hong Kong in **GREEN**, Singapore in **MAGENTA** and U.S. in **BLACK**.

Elizabeth Hsiao & Vincent Jen
Yen-Cen Hsieh & Chi-Xiang Chen
Kai-Ping Hsieh & Peng-Rui Huang
Barry Hsu
Pei-Fang Hsu
Ting-You Hsu
Yin-Hsu Hsu
Luk Hsu & Rui-Yin Biao
Li-Ying Hsueh
Joe Hu
Jing Hu
Jinghua Hu
Preamchit & Liang-Hsiung Hu
Sarah Hu
Shen-Hung Hu
Ai Hua Huang
Bo-Zhong Huang
Hui-Ping Huang
Joan Huang
Mary Huang
Qi Wen Huang
Qiu-Rong Huang
Sheng-Fu Huang
Song-Heng Huang
Vivian Huang
Yan-Kai Huang
Shu-Min Huang & Ping-Xun Lin
Sherry Hubbard
Christy Hung
Elyse Hung
Li-Ching Hung
Shin-Yu Hung
Bonnie Hunter
Boulou Jau
Wenji Jiang
Zi-Hui Jiang
Chao-Qing Jiang & Pei-Chen Tsai
Daohang Jiang & Wenjing Zheng
Ai Ping Jin
Amos Johnson
Lillian & Steven Johnston
Tsuei-Mei Ju
Chia-Yang Kao
Kathy Kaufman
Jinghan Kenia
Joseph Keonine & Sunanee Veplain
Ron & Kathy Kiepert
Kelly Kinsey
Katherine & Phillip Knapp
Peng Kong & Qingerile Si
Hsiu Hua Ku & Yin Lin
Lupe & Robert Kunes
Yi-An Kung
Lori & Rich Kwarciany
Teresa Lai-Wong
Pui Kei Alfred Lam
Anh Lam & Tuan Chau
David & Michele Larson
Cheng-Chia Lee
Deng-Kun Lee
Eric Lee
Henry Lee
Mei-Chen Sun Lee
Min-Hua Lee
Rita Lee
Shao-Chen Lee
Tai-Hua Lee
Yin Chieh Lee
Yi-Chun Lee &

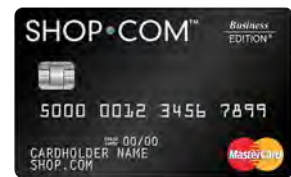
Wei-Teng Peng
Chunning Li
Ge Li
Hong Li
Jia Li
Juan Li
Liqin Li
Mengmeng Li
Qian Li
Feng Li & Hong Wang
Jun Liang
Wei Hua Liang & Fei Liao
Yaping Liang & Wenyu Liu
Aimin Lin
Ching-Hung Lin
En Biao Lin
Fen-Jen Lin
Jasper Lin
Raphael Lin
Sam Lin
Steven Lin
Ta-Hsiung Lin
Ting Lin
Tsai-Chieh Lin
Wan-Syuan Lin
Ya-Fang Lin
Yi-Liang Lin
Ying-Chu Lin
Mei Yun Lin & Jinrong Chen
Lynn Lin & Otto Kong
Ze-Xun Lin & Jia-Ru Lin
Zhi-Gong Lin & Zu-Lin You
Doreen Ling
Baoli Liu
Chao-Yang Liu
Chi-Peng Liu
Hui Juan Liu
Jingbin Liu
Judy Liu
Mei-Yin Liu
Miao-Hua Liu
Rui-Qi Liu
Will & Alice Liu
Xiaohong Liu
Xiaomei Liu
Yue-Ying Liu
Gary Liu & Yan Zhang
Laurence Lo
Kang-Hung Lo & Jo-Nan Hsieh
Li-Chin Lo & A-Su Tsai
Edward Lowy
Fu-Jia Lu
Shiow Ju Lu
Tao Lu
Wennlan Lu
Youming Luo
Yu-Xin Ma
Richard & Carol Mattes
Yi Meng
Thomas Milano
Gayle Miller
Michele & Tony Molinaro
Barbara Montgomery
Lily Moy
Carolyn Mullen
Yunping Na
So Yee Ng
Stephanie & Richard Ng
Thuy-Linh Quach & Dr. Doan Andrew Nguyen
Jing Nie
Richard & Deborah Oliver

Melinda & Michael Osbourne
Cindy Pan & Yong-Chin Lin
Baoping Pang
Jinzhong Pang
Nicole & Jeffrey Gary Parmley
Qinxian Pei
Nipuna Perera
Sylvia & Stephen Pierce
Yu-Chi Poon
Tish & Jay Powell
Kathleen Quintiliani
Reece-Anna & James Reece
Katalin Reimann
Zengcheng Ren
Ann Riedy
Christine Ristaino
Bruce Roethle & Lauren Clyde
Jane & Fredrick Santangelo
Christopher Sarli
Faith & David Scholl
Michelle & David Scott
William & Patricia Seigh
Guojie Shen
Hui Shen
Sophia Fy Shen
Yang Shen
Ying-Ying Shen
Wan-Yu Shih
Yu-Yen Shih & Yueh-Ting Lai
Li Hwa Shih & Wayne Hong Lin
Kuo-Ping Shin
Wing Shum
Yuanzheng Si
Dale Solarz
Hsian Tsin Soong
Ryan & Sarah Rose Stack
Martha & Bob Stover
Elizabeth Suen
Jeffrey Suffes
Siew Lee Tan
Victoria Tan
Chia-Meng & I-Te Tang
Huali Tang
Miao-Lan Teng
Ming-Yi Teng
Jianyao Tian & Ronghua Liu
Li-Wei Ting & Ming-Lun Pien
Shi Ni Ting & Cheng Da Tsai
Bon Qi Towe & Shian-Chang Wang
Sheila Traber
Chang-Yu Tsai
Lisa Tsai
May Tsai
Song-Yuan Tsai
Wei-Liao Tsai
Lili Tsang
Kitty Tsao
Wen-Lin Tseng
Wen-Zhi Tseng
Ping-Yu Tu & Tien-Chen Kung
Nancy Vacca
Michelle Vasapolle
Debi & John Waldeck
Chih-Yu Wang
Clifford & Jean Wang

Daolong Wang
Fiona Wang
Hushan Wang
Jheng-He Wang
Lei Lei Wang
Xiaoyu Wang
Ya-Chi Wang
Yan Wang
Chunyun Wang & Shibo Li
Min Wang & Jiande Qin
Fu-Mei Wang Lee
Chi-Hsiu & Chang-Yu Weng
Atha White
Cheryl Wiens
Diane Winkler
Mary-Clare Wojcik
Jeffrey & Siu Shan Wong
Thelya Wong
Bo Hua Wu
Chiu-Hsiang Wu
Pei-Fen Wu
Zhenzhi Wu
Zongmin Wu
Roy Xiao
Xiaobo Xiao & Lijing Yang
Jue Hong Xie
Lejian Xin
Ya-Ting Xu
Yanfeng Xu
King Fong Yam
Lei Yan
Liwen Yan
Fan Yang
Ying-Ying Yang
Rich Yang & Avon Kuo
Sofia Yang & Wen-Rui Wang
Wei Yao & Zhe Li
Jian Xiong Ye
Rong Yi & Xuemei Zhang
Ning Yin
Sheu Hong Yip
Wenxi Yong
Jianping Yu
Keren Yu
Hsiao-Ling Yu & Min-Hui Cheng
Ling Yu & Guoxun Sun
Jenny Yuan
Rui-Li Yuan
Tzungan Yuan
Kwok-Tung Yuan
Changxu Zeng
Chuan Zhang
Juan Zhang
Marina Zhang
Pusu Zhang
Sharon Ji Zhang
Suzhen Zhang
Tiffany Zhang
Ying Zhang
Jian Zhang & Zheng Zhao
Min Zhang & Magdy Salib
Xinli Zhao
Jun Zheng & Ju Chen
Yuyin Zheng & Qiao Xia Liu
Feng Zhou
Jane Zhou
Weiyou Zhou
Sasha Zhou & Yu-Ming Lu
Ling Zhu
Yi Zhuge
Suki Zhuo

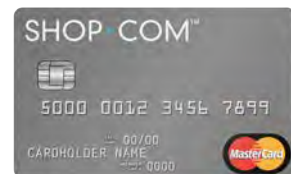
Received in commissions and management bonuses within a four week pay cycle. The examples of income shown for each of the UnFranchise Owners featured in Advisory Council are not intended to be representative of the earnings of any specific class of Market America UnFranchise Owners, nor are they intended to represent that any given UnFranchise Owner will earn income in that amount. Rather, the income figures testify to the results which have been accomplished by UnFranchise Owners who have devoted time, talent, hard work and a willingness to follow the UnFranchise proven business plan in building their Market America businesses. The success of any Market America UnFranchise Owner will depend upon the amount of hard work, talent and dedication that he or she devotes to the building of his or her Market America business.

SIGN UP
TODAY!

SIMPLE. EASY.
SMART.


SHOP.COM™ Business Edition MasterCard® for UnFranchise Owners

- 1% BV on all qualifying purchases every day
- 50 BV BONUS after first \$500.00 in qualifying transactions*
- 50 BV BONUS for each of your customers who gets our SHOP.COM Platinum Consumer MasterCard
- 0% introductory APR on purchases and balance transfers¹
- NO ANNUAL FEE



SHOP.COM™ MasterCard® for Preferred Customers

- Earn an extra 3% Cashback for every \$1.00 spent on qualifying purchases of Market America products on SHOP.COM every day
- Earn 1% Cashback for every \$1.00 spent everywhere MasterCard is accepted, every day²
- \$25.00 Cashback BONUS after first \$500.00 in qualifying transactions*
- NO ANNUAL FEE

¹See all Rewards Terms and Conditions and more information on rates, fees, costs, conditions, limitations and Annual Percentage Rates at UnFranchise.com > My Account > My Services > The SHOP.COM Business Edition MasterCard. ²For qualifying transactions posted to the account within the first three billing cycles. Other terms and conditions apply. ³See all Rewards Terms and Conditions by clicking the MasterCard link at the top of the page of SHOP.COM. Cards are issued by First Bankcard®, a division of First National Bank of Omaha, pursuant to a license from MasterCard International Incorporated. MasterCard and the MasterCard Brand Mark are registered trademarks of MasterCard International, Incorporated.

PART 3 | MOTIVATION

“Social networks offer instant information and communication, which provides the perfect opportunity to seamlessly fold retail recommendations into everyday life.”

JR Ridinger

THE SHOPPING ANNUITY®



#MAIC2016



PART 4 | KEEP GROWING

“If you run into obstacles, know how to overcome them. By having a plan in place, it will also help you learn to minimize risks and help keep you focused on reaching your hopes and dreams.”

JR Ridinger

THE SHOPPING ANNUITY™



#MAIC2016



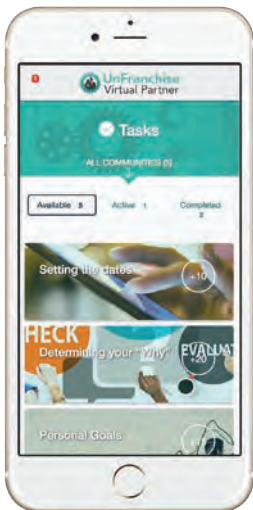
INTRODUCING THE NEW UNFRANCHISE VIRTUAL PARTNER

This innovative app, available globally, will revolutionize developing and maintaining an UnFranchise® Business.

BY RYAN SNYDER

The UnFranchise Virtual Partner (UFVP) is a revolutionary new mobile and web app designed to support you in the launch and development of your UnFranchise Business while providing you the ability to help your team develop as you do. It empowers you to develop your UnFranchise Business, train, grow sales, coach, stay on track with your goals and succeed!

IT EMPOWERS YOU TO DEVELOP YOUR UNFRANCHISE BUSINESS, TRAIN, GROW SALES, COACH, STAY ON TRACK WITH YOUR GOALS AND SUCCEED!



The UFVP provides a series of informational videos and associated tasks that work together with the *Getting Started Guide* to provide a clear, concise plan of action to support you as you launch your new business and continue to grow. The UFVP is available on all of your mobile devices, anytime and anyplace.

In addition, the UFVP incorporates the powerful concept of “gamification,” or the application of gaming principles (point scoring, leaderboards, achievements, badges, and competition with others) to non-gaming situations. Gamification principles are all around you, from the badges that you earn on your

fitness app to the mileage points you accrue when flying on an airplane. This results in helping to make hard or challenging things fun and exciting.

The UFVP also provides training and accountability. The tasks and activities included in the UFVP are result producing and follow the *Getting Started Guide*. There are one-time activities (e.g. determining your two-minute commercial, creating a goal statement) and recurring activities (e.g. presenting the UnFranchise Business weekly, adding new prospects to your possibilities list).

You earn points and collect achievement badges for completing result-producing activities. There are short instructional videos within the UFVP that provide further coaching and support.



Not only does the UFVP support your efforts to stay on track performing result-producing activities, but it also allows you to share the growth happening with your team via social media and take part in friendly competitions.

The UFVP provides metrics and activity of your personally sponsored UnFranchise Owners. You can even use it to chat with your sponsor and your personally sponsored UnFranchise Owners.

The UFVP is available in all market countries and supports English, Chinese, Spanish, and French Canadian. To access the UFVP, simply visit UnFranchise.com

> My Account > UFVP and click “Log into UFVP” or for the mobile version, visit the App Store or Google Play Store, search “UFVP,” download the free install, and you’re off and running! ☐

CONVERGING ON SUCCESS

Just as Market America's websites are increasingly responsive across all platforms, so too are the company's business and marketing strategies becoming ever more responsive to the needs of UnFranchise® Owners and customers.

BY MIKE SHARSKY

Shopping technology at Market America these days is all about convergence: bringing together many separate elements so that UnFranchise Owners (UFOs) and their customers can enjoy the simplest, easiest and most convenient path to higher retail sales and more Cashback earned.

At the same time, UFOs and customers will find that their user experiences on every Market America website continue to become simpler and more intuitive, with the right information provided at the right time to let you and your customers quickly access what you want, when you need it.

Two of the most crucial website improvements debuting at Market America's 2016 International Convention are SHOP Local and the SHOP.COM Shopping Trip. They emphasize the convergence of technologies with needs to increase success.

SHOP LOCAL LETS CUSTOMERS EARN CASHBACK AT THEIR LOCAL STORES WHO PARTICIPATE IN THE PROGRAM. (UNFRANCHISE OWNERS WHO SHOP AT THESE STORES WILL EARN IBV, TOO!)

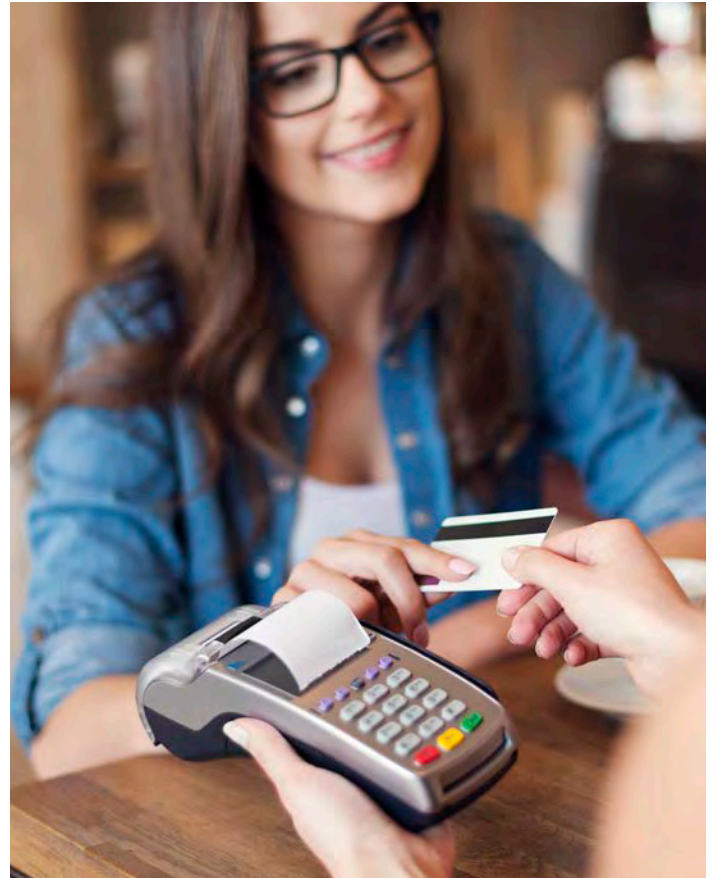
SHOP Local

SHOP LOCAL

Your customers love the convenience of SHOP.COM and the Cashback they earn there. But many people enjoy going to a favorite local store, where personal relationships become part of community life. And buying local has become a strong trend in retail. Launching at International Convention, SHOP Local is the perfect example of how Market America responds to a trend with a SHOP.COM enhancement that both meets customer demand and helps build your business.

SHOP Local lets customers earn Cashback at their local stores who participate in the program. (UnFranchise Owners who shop at these stores will earn IBV, too!) Customers simply link their credit or debit cards to SHOP Local, and when they complete a transaction at the participating business using their linked card they earn Cashback. They can feel good about supporting their local merchants, while your commissions increase from those purchases.

SHOP Local was previewed at World Conference so that merchants could be brought into the program before its official launch. Since then, according to Eddie Alberty, Vice President of Strategic Partnerships, more than 2,500 local merchants have signed up for the



program — about 10 are in the Greensboro area, ready for International Convention shoppers — and Market America expects to have more than 10,000 on board by the end of the year.

UFOs can and should reach out to their own local merchants and invite them to participate: Owners who successfully refer a local merchant will receive 1 percent IBV on all SHOP Local customer purchases as long as a minimum 10 percent commission is provided by that merchant. To date, more than 80 merchants have signed up for SHOP Local as a result of UFO referrals.

"Now that we have vendors in the pipeline, you can start referring customers to SHOP Local and start converting their local spending into earning," says Kevin Curley, Executive Director of Front-End/Interactive/Mobile Development.

SHOP.COM SHOPPING TRIP

Many customers want a way to quickly check their shopping history and where their Cashback is. The Shopping Trip user interface will

initially let customers see a Cashback activity report; this will be followed later by the ability to make detailed queries of that data. This will work on all customer-facing sites, including isotonix.com and motivescosmetics.com.

“Customers told us they wanted more visibility about when they were earning Cashback,” Curley said. “All of the customers’ shopping trips will be captured across all customer sites, so they will be able to see those shopping trips and the Cashback in their accounts.”

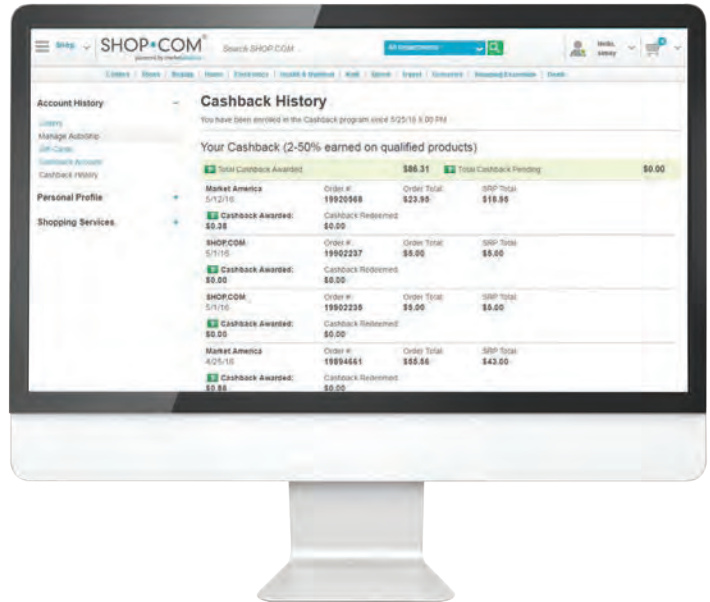
OTHER WEBSITE ENHANCEMENTS

- Search on SHOP.COM has now been tweaked so that customers who search for a specific item available in Partner Stores will first see the range of such products available; when they click on one, they will immediately be taken to the store that offers that product at the best price. Should they then wish to buy the item elsewhere, they can click on a “See all other offers” button and be taken to a page with links and prices for all the other Partner Stores offering that item.
- On the purchase of certain electronics products, customers are now given the option to buy a warranty that is sold through SHOP.COM by a third party.
- UnFranchise Owners can now purchase OneCart items via UnFranchise.com.
- Cashback will now be redeemed only by direct deposit; paper checks will no longer be sent.
- New, streamlined, more easily navigated “My Account” pages now make it easier for SHOP.COM customers to see their orders, manage AutoShip, check their Cashback and more.
- A new gift registry is available at shop.com/registry, perfect for weddings, anniversaries and other special occasions. Earn Cashback and IBV along with that happy event!
- The nutraMetrix.com site has been refreshed — its first new look in several years — and is fully responsive across desktop and mobile.
- VISA Checkout and PayPal are now available on all customer-facing sites.

MARKET AMERICA IS RAPIDLY ACHIEVING GOALS THAT DRIVE MODERN WEBSITE DEVELOPMENT: AN EASY AND INTUITIVE FLOW FROM ONE PLATFORM TO ANOTHER, LOSING NO INFORMATION OR FUNCTIONALITY ALONG THE WAY.

THE ART OF RETAIL TECHNOLOGY

A Preferred Customer switches between SHOP.COM on her desktop and the same site on her mobile phone, and enjoys a virtually identical experience. Another customer, having downloaded an app to his phone, enjoys a seamless transition from either a desktop or mobile website to what he can see and do in that app. Market America is rapidly achieving goals that drive modern website development: an



easy and intuitive flow from one platform to another, losing no information or functionality along the way.

“Most of what we’ve done is taking the technology to a single code base for desktop and mobile,” says Kevin Curley. But there’s a tremendous amount of work that goes into the smooth and easy experience your customers enjoy.

For example, says Curley, “tlsSlim.com is a new site, revised for mobile and desktop. It’s actually easier to do two versions, one for desktop and one for mobile devices, than it is to do a single responsive version that works seamlessly across all platforms.”

Market America now also has a rich and growing suite of apps (see story on page 20), and having those apps integrate seamlessly with the company’s customer-facing websites is another major goal.

“Anyone that uses a mobile phone expects things to just work,” Curley says. “If I’m brand-specific enough to go download your app, I expect the same rich experience.” But there’s a catch. People generally use about eight apps on their mobile devices — but industry-wide, retail apps are a tough sell. Even on their phone, people generally use a website when they shop. “But when you can get somebody into the app, conversion rates go up,” he says. Basically, those who are loyal enough to a store or a brand to actually download a shopping app are then more likely to purchase.

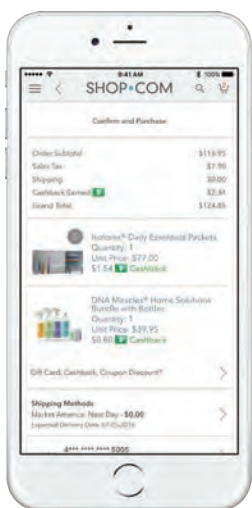
That’s good news for UnFranchise Owners who keep their customers educated about all that SHOP.COM has to offer. Customers who are actively engaged will be more likely to follow responsive sites on mobile devices, download the SHOP.COM app, and use Market America’s cutting-edge technologies to earn even more Cashback. □



BUILD THE UNFRANCHISE BUSINESS FROM THE PALM OF YOUR HAND

Growing your business on the go has never been easier with these newly enhanced
Market America | SHOP.COM mobile apps.

BY ROXANNE RAYNOR



Market America's commitment to technology and staying on trend with industry advancements is just one of the reasons it is recognized worldwide as one of the top internet-marketing companies. In today's fast-paced society where mobile devices are as prevalent as computers, a business's success hinges on its ability to stay connected to its business owners and customers, and nobody does that better than Market America.

While Market America's current apps continue to help UnFranchise® Owners (UFOs) start, grow and expand their business, several apps have gotten a technological makeover and are now even more user-friendly for seamless application of business growth as they sync to their desktop counterparts. Apps like SHOP.COM, Shopping Annuity®, UnFran-

MARKET AMERICA'S COMMITMENT TO TECHNOLOGY AND STAYING ON TREND WITH INDUSTRY ADVANCEMENTS IS JUST ONE OF THE REASONS IT IS RECOGNIZED WORLDWIDE AS ONE OF THE TOP INTERNET-MARKETING COMPANIES.

chise Prospecting and UnFranchise Media all have new features to help you grow your business to the next level.

SHOP.COM 5.0

Market America continues to revolutionize the way the world shops with the SHOP Mobile app. The app has since been improved to include push notifications for when orders are processed and shipped, products are reordered or items are left in a cart.

The SHOP.COM app mirrors the SHOP.COM website, so if you're browsing online or on your smartphone, the experience is uni-



fied, as the app offers most all of the functionality of the main site in a mobile-friendly form. The app gives you access to SHOP Local, expected delivery date for orders, updated product details, new product reviews, and improved search functionality.

SHOPPING ANNUITY® 2.0

The new features on the Shopping Annuity app make building a Shopping Annuity even easier. The app now syncs with the website so that users can start on the app and finish on the website, or vice versa. The updated interface of the app allows users a better experience when completing the Shopping Annuity Assessment.

Partner Store product recommendations have been added so that all shopping needs can be met and customers can still earn Cash-back on purchases. Lastly, customers can see a breakdown of their spending to see exactly how changing their buying habits can build a Shopping Annuity for their household.

UNFRANCHISE PROSPECTING (UFP) 2.0

Previewed at World Conference in February and officially launching at International Convention, the UnFranchise Prospecting (UFP) app is a great resource for UFOs to build their business on the go. With the UFP, important business-building resources — such as the Flip Chart and Annual Report — are available right at your fingertips in a centralized, digital format.

MARKET AMERICA CONTINUES TO REVOLUTIONIZE THE WAY THE WORLD SHOPS WITH THE SHOP MOBILE APP, PLACING THE BEST TECHNOLOGY AND ACCESS TO MILLIONS OF PRODUCTS IN THE PALM OF CONSUMERS' HANDS.

UFOs can add and store a prospect's contact information and can interact with them based on specific needs or a specific aspect of the business. As a UFO, you can select which material you wish to share with a prospect, in PDF format or through links, and send it via text message or email. The app will let you know when the prospect has opened the material, allowing you to time your follow-up accordingly. This new feature allows you to build relationships with new prospects and stay engaged with them.

UNFRANCHISE® MEDIA (UFM) 3.0

Set to launch after International Convention, the updated UnFranchise Media (UFM) app will soon allow UFOs to build customized playlists of Market America's audios. Once a new UnFranchise Owner is added to your organization, you can create specific playlists to share with them in the order in which you want the audios to be listened to or viewed so that all members in your organization can be trained the same way. The audios can be shared via email or text message.

Market America continues to revolutionize the way the world shops with the SHOP Mobile and Shopping Annuity apps, placing the best technology and access to millions of products in the palm of consumers' hands, while the UnFranchise Prospecting and UnFranchise Media apps help UFOs expand their businesses. If you aren't currently utilizing these apps, download them now! [□](#)



A FRESH LOOK FOR THE BUSINESS

Market America has recently updated the most prominent business-building materials to give your UnFranchise® Business a revamped look with the most up-to-date information and terminology.

BY HEATHER SYKES



Market America has always been committed to leveraging the latest marketplace demands and technology to maintain its place in the forefront of entrepreneurial success. Keeping the UnFranchise Business brand current is part of this commitment. Market America has always provided and will continue to provide UnFranchise Owners with every tool for success within the business.

THE INFORMATION HAS BEEN UPDATED TO FULLY INCORPORATE THE SHOPPING ANNUITY® AND OUR MOST RECENT TERMINOLOGY TO PROVIDE THE MOST CURRENT INFORMATION TO YOUR PARTNERS AND PROSPECTS.

The materials available to help you introduce and promote your UnFranchise Business have been updated recently to keep them fresh and enticing. The information has been updated to fully incorporate the Shopping Annuity® and our most recent terminology to provide the most current information to your partners and prospects.

Be sure to keep your collection of business-building materials current so that you are representing the most up-to-date image of the company.

UNFRANCHISE BUSINESS PRESENTATION

The UnFranchise Business Presentation (UBP) was given a total facelift that matches the look of the Market America Catalog to keep branding consistent. Images were modernized, information and statistics were updated and the Shopping Annuity was fully incorporated.

UNFRANCHISE BUSINESS FLIP CHART

The Flip Chart was also updated with a fresh look that reflects the updates to the UBP.

GETTING STARTED GUIDE

The core of the UnFranchise Business has not changed since the company's inception, thus the information within the Getting Started Guide is largely the same. However, the guide has been given a new look, and updates such as the Shopping Annuity, Shopping Advisor and Shopping Annuity Bonus Program have been added where necessary.

GLOBAL ANNUAL REPORT

This year, the Annual Report is being reintroduced as one global piece, which contains the latest company information in four languages. This presents Market America Worldwide in a beautiful, professional way for our UnFranchise Owners all over the world. This report reflects Market America Worldwide's global presence and universal opportunity. Your customers and prospects will be impressed, whether they speak English, Spanish, Chinese or French. □



SHOP LOCAL OFFICIALLY LAUNCHES

Start spreading the news: SHOP Local is live, and the time is now to start inviting your favorite local businesses to join in on the fun!

BY HEATHER SYKES

The SHOP Local program allows local businesses to become SHOP.COM partners, enabling SHOP.COM customers to earn Cashback and UnFranchise® Owners to earn IBV with every purchase made offline at those stores. Plus, UFOs who sign up new merchants for the SHOP Local program will earn 1 percent IBV on monthly sales from SHOP Local customers. The program is officially live!

The most powerful part of this new program is the opportunity that SHOP Local provides for UnFranchise Owners to partner with business owners in your own neighborhoods. Do you have a favorite pizza place down the street? Does the local bakery where you like to meet people for coffee need a business boost? The beauty of the SHOP Local program is that the opportunities are endless — from childcare centers to coffee shops, the sky is the limit. If you know a business that would be perfect for SHOP Local, here is what you can tell the business owner to get them on board:

BIG RESULTS, LITTLE EFFORT

Save out-of-pocket marketing and advertising expenses by partnering with SHOP Local. Businesses who join the SHOP Local program are connected with more than 180,000 independent UnFranchise Owners, their networks (who understand the power of word-of-

mouth marketing) and millions of customers who are motivated to make purchases at participating businesses.

SEAMLESS SOLUTION

SHOP.COM requires no additional hardware, staff training or effort from your business. Simply join the SHOP Local network and we will begin working to drive new customers to you, increasing your revenue and providing you with repeat customers.

INCREASED EXPOSURE

SHOP.COM influences consumers through enticing offers and loyalty rewards, such as the revolutionary Cashback program! SHOP Local will help you build loyalty and grow your business locally with ease.

CONVERT SPENDING INTO EARNING

Members simply link their Visa and American Express cards (MasterCard is coming soon) to the SHOP.COM network and use them at participating SHOP Local businesses to earn and instantly be notified of earning Cashback. The result? More NEW SHOP Local consumers and increased spending from your favorite customers!

To make a referral, go to shop.com/shoplocal/merchants. ☐

PART 5 | MEET US @ THE BOOTH

“From its inception, Market America’s central management philosophy has been one of partnership and teamwork. It permeates everything we do both internally and externally.”

JR Ridinger



 SHOP SMART — Enter a product’s name or code number in the search bar to find that product quickly and easily.





3 TICKETS TO SUCCESS

Surge ahead in the growth of your business with three tickets to 2017 World Conference — one for a prospect in your left organization, one for a prospect in your right organization, and one for you.

During this event only, get your three tickets onsite and receive one bottle (30-day supply) of Isotonix® Activated B Complex, one bottle (30-day supply) of Isotonix Multivitamin without Iron, one bottle (30-day supply) of Heart Health™ Essential Omega III, two Awake™ Energy Shots, two Isotonix Daily Essentials packets and ma® WebCenter* — **all FREE!**

GET YOUR 3 TO GO!

Purchase your tickets without ever having to leave your seat! Visit your UnFranchise Business Account on your mobile device to purchase your tickets. Your tickets and FREE promotional products will be shipped automatically within 10 business days.**

A
\$500
Value



MARKET AMERICA 2017 WORLD CONFERENCE FEB. 9-11, 2017 (RECEPTIONS FEB. 8)

America Airlines Arena Area

Host Hotel: Hilton Miami Downtown 305.374.0000 (Be sure to ask for the Market America group rate)
Marriott Biscayne Bay 305.374.3900 (Be sure to ask for the Market America group rate)

*You must visit the WebCenter booth on the concourse to receive your free WebCenter. Free WebCenter activation is subject to a monthly service fee.

**For mobile and online ticket purchases, please refer to the information provided on UnFranchise.com for the specific promotional items provided.



Let your makeup do the talking with the Motives Autumn/Winter 2016 Collection. This season is about taking risks, being confident in your own skin and believing that your diversity makes you beautiful. Discover the look that defines you – POWERFUL, BEAUTIFUL, UNIQUE.

MOTIVES EYE ILLUSIONS



Perception | 109MEIS



Limitless | 110MEIS

New bold, beautiful Eye Illusion shades to lust over this season. These creamy, deep, metallic hues are ideal for any fall inspired look that speaks to you. Wear your Motives with confidence.

Code: Varies | UC: \$14.25 | SR: \$19.95 | BV: 11

MOTIVES ALL DAY LIQUID MATTES



Concord
109DLS



Blackberry
110DLS



Dragon Fruit
111DLS



Guava
112DLS

Our fan favorite All Day Liquid Sticks with a BOLD matte twist. The creamy formula gives you a rich, kissable matte color that lasts for hours. From fierce to tender, these trend-setting colors offer a look that Motives has never seen before. Find the shade that speaks to you.

Code: Varies | UC: \$17.00 | SR: \$23.95 | BV: 12

MOTIVES LASH ADHESIVE



Packaged in five small, needle-nose tubes that can be resealed, precise application is accomplished with ease. Create luscious, volumized lashes without the application drama.

Code: 105MLG | UC: \$6.00 | SR: \$8.50 | BV: 0

MOTIVES COLOR CORRECTION QUAD



No. 1 (Light to Medium) | 200CCW

No. 2 (Tan to Deep) | 201CCW

Don't just cover your imperfections, correct them! Eliminate your complexion concerns with this 4-in-1 color correction quad. Whether it's dark under-eye circles, redness, dark spots, or dullness, Motives has you covered (and corrected). With our simple Color Correction Guide you will be a color correcting pro in no time!

Code: Varies | UC: \$27.50 | SR: \$38.50 | BV: 21

MOTIVES KHOL EYELINER



Bare

A new must-have shade of the Khol Eyeliner that you love – Bare, a multitasking shade, is perfect for applying to the waterline and inner corners to create a wide-awake effect, or highlighting the brow bone.

Code: 45MEP | UC: \$12.00 | SR: \$16.95 | BV: 8.5

MOTIVES FIBER LUSH MASCARA



Black

Available
Holiday
2016

Get the look of false lashes without the work. Fiber Lush Mascara is formulated with fibers that adhere to your lashes, making them look longer, fuller and drop-dead luscious. This one-step formula has been perfectly paired with a brush designed for flawless application that resists smudging, clumping and flaking all day.

Code: Coming Soon | UC: \$21.00 | SR: \$29.95 | BV: 15

MOTIVES SHIMMER POWDER



Rose Diamond | 200GSP



Starshine | 201GSP



Goddess | 202GSP



Bombshell | 203GSP

An ultra-fine silky powder enriched with pressed pearls designed to reflect light for a shimmery, glam look. This glam collection of gorgeous shades adjust to your skin's natural undertone, creating a sought-after glow that beautifully highlights your natural features.

Code: Varies | UC: \$17.00 | SR: \$24.00 | BV: 12

MOTIVES CRÈME CONCEALER



Peach

A long-wearing concealer that diminishes the appearance of redness, blemishes and dark, under eye circles. Covers blemishes and problem areas for beautiful skin that looks flawless.

Code: 005MC | UC: \$14.25 | SR: \$19.95 | BV: 10

MOTIVES MY PARTY WEAPON



Moodlight

MOTIVES PRESSED EYE SHADOW



Timeless

My Party Weapon's Moodlight and Pressed Eye Shadow in Timeless are featured in the *Motives Autumn/Winter 2016 Collection*.

Code: PRESH16 | UC: \$36.00 | SR: \$49.95 | BV: 27

Code: 220MES | UC: \$10.75 | SR: \$14.95 | BV: 7.5

WHAT'S YOUR WHY?



WHAT MOTIVATES AND INSPIRES YOU?
WHAT DEFINES YOUR PURPOSE?

As a Market America UnFranchise® Owner, your WHY may be to strive for financial freedom — a lifestyle that gives you flexibility, time with your family, and the ability to mentor and build a team.

As a breast cancer survivor, your WHY may symbolize your survival — the love of family and friends, the opportunity to support and encourage fellow survivors, a healthy lifestyle.

Your WHY serves as the driving force that gives you the strength to overcome obstacles, the passion to achieve your dreams and the purpose to live life fully.

Join us in supporting every individual's WHY by purchasing the limited-edition MY WHY bracelet. For every bracelet sold, \$2.50 will be donated to Earlier.org, to continue the fight against breast cancer.



Get yours at the MY WHY booth outside section 114.

Limited quantities will also be available on motivescosmetics.com
and SHOP.COM beginning October 1.

#MYWHY

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NEW FROM LUMIÈRE DE VIE



**LUMIÈRE DE VIE®
PORE MINIMIZING SERUM**
Code: I2215 | UC: \$42.50
SR: \$59.95 | BV: 32



**LUMIÈRE DE VIE®
MICELLAR CLEANSER**
Code: I2216 | UC: \$32.00
SR: \$45.00 | BV: 24



**LUMIÈRE DE VIE®
SUPER CRÈME**
Code: I2214 | UC: \$57.00
SR: \$79.95 | BV: 45

INTRODUCING THE LATEST PRODUCTS FROM LUMIÈRE DE VIE® TO ADD TO YOUR SKINCARE REGIMEN.

Lumière de Vie Pore Minimizing Serum is a lightweight serum that instantly blurs imperfections and reduces the appearance of pores. This innovative formula is designed to reduce the appearance of wrinkles, moisturize and eliminate shine. Perfect for all skin tones, this universal shade gives your complexion a semi-matte finish.

Lumière de Vie Micellar Cleanser is an all-in-one, waterless cleanser that gently removes makeup and purifies skin with no need to rinse or scrub. Scientifically designed with micelle molecules that lift dirt, makeup and impurities on contact, this advanced formula cleanses and conditions without clogging pores, making it the perfect choice for all skin types.

Lumière de Vie Super Crème is a luxuriously rich crème that reduces the appearance of dark spots and hyperpigmentation. This triple-action formula is designed to brighten and hydrate. Scientifically formulated with tranexamic acid, Lumière de Vie Super Crème transforms dull and uneven skin to enhance its natural radiance.

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ESSENTIALS KIT COMING SOON!



INTRODUCING THE NEW SNAP™ ESSENTIALS KIT! Create a clean home in a snap with our collection of essential and economical household cleaners. The Snap Essentials Kit contains everything you need to clean your home — all in one easy-to-use pack! To keep every room in your home spotless, each kit includes three packs each of All-Purpose Cleaner, Sanitary Bathroom Cleaner, Dishwashing Liquid, All Fresh™ and Stain Remover. The kit also includes five labeled bottles for added convenience. Crafted with high-quality and durable materials, these bottles are a reusable one-time buy, making them easier on the environment and your wallet!

To get started, all you need to do is drop a pack into its matching labeled bottle, fill with water and shake, and in one minute you'll be ready to go! Let our cost-effective, cutting-edge formulas eradicate tough dirt and grime — saving you time and money. Each product is derived from plant compounds, and is mild enough for everyday use. Discover the ultimate home cleaning solution with the innovative Snap Essentials Kit!

CODE: Coming Soon | UC: \$29.95 | SR: \$39.95 | BV: 20

PRIME™ | Isotonix®



INTRODUCING NEW HEALTH AND NUTRITION PRODUCTS

PRIME FEMINENE We are proud to introduce a new and improved formulation for Prime™ Feminene. The benefits of the female botanicals you loved from our original formula, like dong quai, wild yam, chaste berry and GLA, will remain, with added high-quality ingredients like methylcobalamin and Tribulus terrestris, a botanical known to support healthy energy while protecting the cardiovascular system. The formulation was carefully selected to offer you and your customers all of the benefits of female hormone and mental emotional support while helping maintaining energy and stamina.*

ISOTONIX MULTIVITAMIN FIFTY PLUS Adequate nutrition during the golden years has its challenges. As we age our bodies become less efficient at absorbing crucial nutrients, so it's important to be sure we're getting the right vitamins and minerals. Isotonix® Multivitamin Fifty Plus is an isotonic-capable food supplement that has been specially formulated with a broad spectrum of nutrients that help support the health of adults 50+ and help keep your clock ticking efficiently. Isotonix Multivitamin Fifty Plus supplements dietary deficiencies and helps maintain normal functioning, to help keep you healthy as you age.*

Isotonix® Multivitamin Fifty Plus (45 servings)
Code: Coming Soon | UC: \$35.75 | SR: \$49.95 | BV: 25
Prime™ Feminene (30 servings)
Code: 13181 | UC: \$25.50 | SR: \$35.00 | BV: 20



*These statements have not been evaluated by the Food and Drug Administration. This product(s) is not intended to diagnose, treat, cure or prevent any disease.



welcome to the dna miracles family

dna miracles® chewable multivitamin

DNA Miracles Chewable Multivitamin includes vitamin D for the bones and vitamins C and E, plus zinc to support the immune system. These delicious mixed berry chewable tablets will make vitamin time your little miracle's favorite time!



Code: 6946, 6946NM
UC: \$14.25
SR: \$19.95 | BV: 10



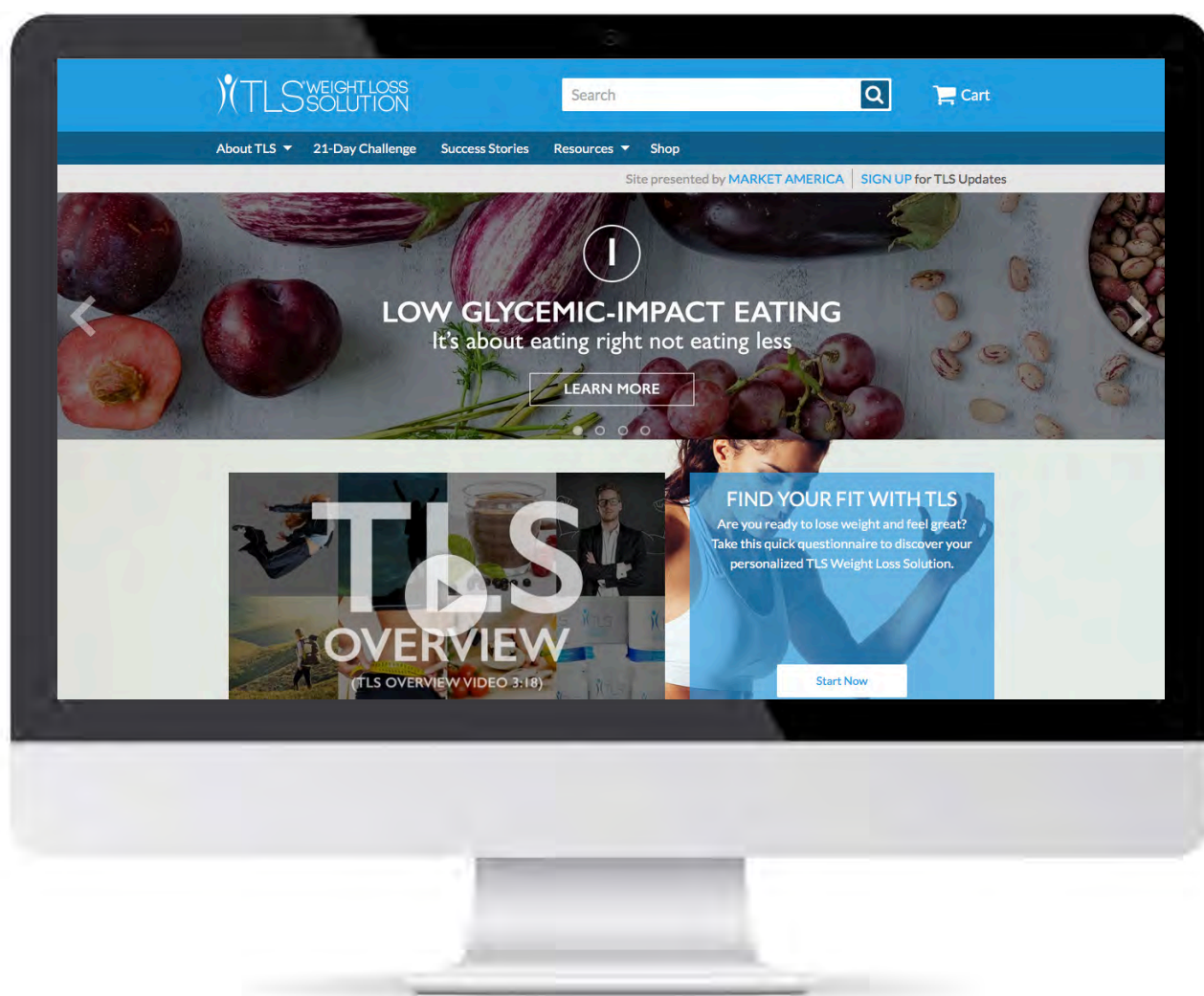
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*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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- Health and wellness blog
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*Every Market America UnFranchise Owner around the globe owns their own [TLSSLim.com/yoururl](https://www.tlsslim.com/yoururl).

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WEBSITE DESIGN & MANAGEMENT ASSESSMENT	DIGITAL & SOCIAL MEDIA MARKETING ASSESSMENT	BUSINESS SPENDING ASSESSMENT
Name: _____	Name: _____	Name: _____
Address: _____	Address: _____	Address: _____
Phone: _____	Phone: _____	Phone: _____
ABOUT YOUR BUSINESS What is the primary focus of your business? What is the secondary focus of your business? What is your ideal customer demographic? Where do you do most of your business? Do you do any advertising? If you could improve the efficiency of your operations by implementing technology solutions, would you consider this?	GENERAL MARKETING What is your ideal customer demographic? Do you advertise anywhere else? How do you measure the efficiency of your current advertising? Do you do any advertising? If you could improve the efficiency of your operations by implementing technology solutions, would you consider this?	GENERAL MARKETING Office location? Equipment such as computers, printers, desks, etc? Cellular or office network? Internet connection? Fax machine and/or fax? Email or other electronic mail? Other equipment or software?

Website Design & Management Assessment
Code: 663B2B (pad of 50) | \$3.00

Digital & Social Media Marketing Assessment
Code: 662B2B (pad of 50) | \$3.00

Business Spending Assessment
Code: 664B2B (pad of 50) | \$3.00

GET ALL 3! Business Spending Assessment
Code: 660B2B (includes all three pads) | \$9.00

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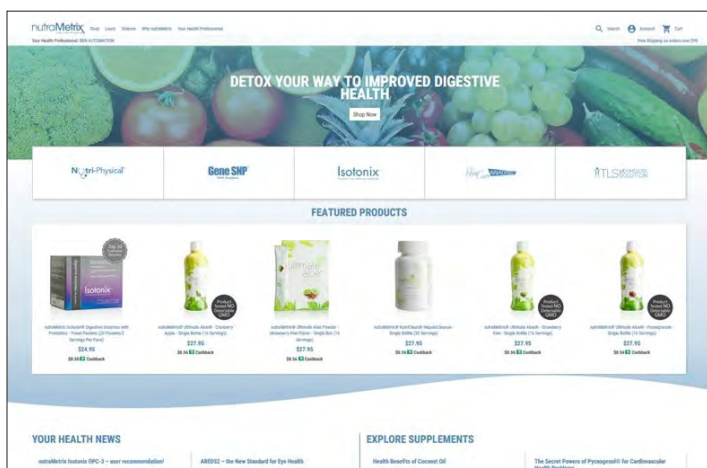
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Gene SNP™ DNA Analysis Website

This comprehensive website is patient-friendly and will answer common questions about the role of gene polymorphisms (a.k.a. SNPs), the impact of particular SNPs and ways to easily contact their own health professional about this “Test, Don’t Guess” solution. Visit genesnp.com.

Enhancements to help grow your nutraMetrix business

New and Improved Business Presentation

Highlight your plans for implementing success with the new nutraMetrix Business presentation — located under nutraMetrix downloads on UnFranchise.com.

“About nutraMetrix” marketing PDF

Promote your nutraMetrix business via email with this complete detailed marketing PDF that explains all of the great features of the nutraMetrix program — located under nutraMetrix downloads on UnFranchise.com.

Patient Education Series

New product-specific patient education videos are available that are usable in the patient waiting room — available on the nutraMetrix YouTube channel at youtube.com/user/officialnutrametrix.

Consultant specific Gene SNP Reports

A new Gene SNP *Getting Started Guide* is available to support nutraMetrix Consultant implementation of the Gene SNP DNA Analysis program — located under nutraMetrix downloads on UnFranchise.com.

TLS® Select Overview Brochure

The TLS Select Weight Loss Solution is a customizable, science-based program designed by health professionals to fit their patient’s weight loss needs. Brochures now available for purchase.

Code: 160 (pack of 20) | \$6.00

TLS Select Implementation Guide

Introducing a new Implementation Guide for Health Professionals on Implementation of TLS and TLS Select — located under nutraMetrix downloads on UnFranchise.com.

nutraMetrix Product/Tool Promotion Cycle

Keep your HPs and NC team members up to date with the newest releases from nutraMetrix. This infographic will serve as a guide for how to introduce new products and tools to your team quick and efficiently — located under nutraMetrix downloads on UnFranchise.com.

Meet us at the nutraMetrix booth on the plaza to see these items firsthand and for more details about our new products and services!



SHOW HOW MUCH YOU CARE DURING CONVENTION

MA CARES HAS BIG PLANS FOR #MAIC2016.

Memorabilia for Sale

- New notecards with the faith Cares service dogs sketched by UnFranchise® Owner and artist Irene Farone!
- faith Cares shirts and ma Cares blankets
- Hand-painted glassware featuring the different branches of service and etched glassware sporting the ma Cares logo, all created by UnFranchise® Owner Cindy Faser.

As always, 100 percent of proceeds go to helping animals, children and families, as well as faith Cares veterans with PTSD and/or TBI and their service dogs.

#faithCares

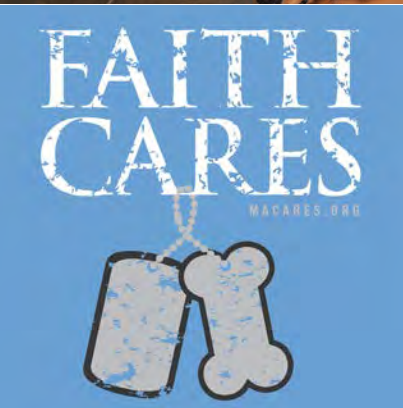
Make a donation and strike a pose with one of our faith Cares veterans and their service dog. Please post using our hashtag #faithCares to help us build awareness!

Get Your Spin On

Donate one dollar per spin on the ma Cares prize wheel for a chance to win big!

Meet the ma Cares Family

Learn about the charitable initiatives ma Cares is participating in and meet the ma Cares family.



Dine for Donations

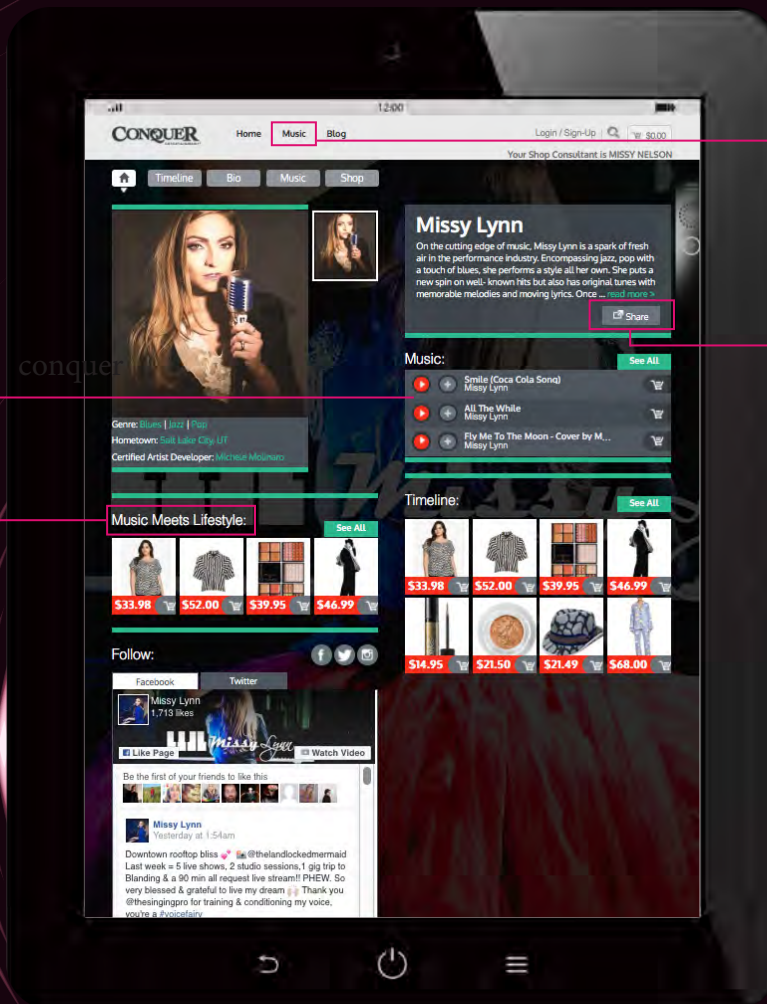
ma Cares has partnered with local restaurants that will donate a portion of sales to us when you show our Dine for Donations flyer. Please visit these restaurants from August 4-6.

- (1) 3025 W Gate City Blvd, Greensboro, NC 27403 336.855.1228
(2) 2206 W Gate City Blvd, Greensboro NC 27403 336.299.9888



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Did you know that every UnFranchise® Owner (UFO) already has a music store through Conquer Entertainment? It's available now at getconquer.com/usa-YourPortalName. Site visitors can listen to full-length music streams by the best up-and-coming and established acts after registering as Preferred Customers at SHOP.COM or getconquer.com. You receive BV for every song downloaded, along with retail profits, BV and IBV from qualifying items purchased through Artist Trend Shops and SHOP.COM.

CONQUER CERTIFIED ARTIST DEVELOPER TRAINING

CAD DAY 1 Training (Monday, Aug. 8)
9:30 a.m. – 5:30 p.m.

CAD DAY 2 Training (Tuesday, Aug. 9)
9:30 a.m. – 5:30 p.m.

JOIN US AT THE CONQUER BOOTH FOR OUR PANEL DISCUSSIONS:

- Thursday - How to Increase BV and IBV
- Friday - Building an Online Brand
- Saturday - Conquer's Vision to Change the Industry

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Sept. 18-19, 2016 New York, N.Y.

Nov. 4-5, 2016 Miami Beach, Fla.

Nov. 6-7, 2016 Miami Beach, Fla.

**Dates and location subject to change.*

**For questions or to reserve your spot for a Moving Up Seminar,
visit the booth on the plaza near ticket sales.**

For more information, contact Stacey Amick at (336) 389-6729 or staceya@marketamerica.com.



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LET THE GOOD TIMES ROLL

Come celebrate at our official parties
with your fellow UnFranchise® Owners!

CONQUER ENTERTAINMENT PARTY & ARTIST SPOTLIGHT — Friday, Aug. 5, 2016 9:00 p.m. — midnight
The Blind Tiger, 1819 Spring Garden St, Greensboro, NC 27403

To RSVP for free, visit getconquer.com/party.

MARKET AMERICA OFFICIAL PARTY — Saturday, Aug. 6, 2016 9:00 p.m. — midnight
Sheraton Greensboro, Guilford Ballroom

Free to all Market America UnFranchise® Owners with a valid 2016 International Convention badge.

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UP NEXT

#MAWC2017

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