

2018 INDEPENDENT STYLIST ANNUAL COMPENSATION SUMMARY - US

COMPANY OVERVIEW

Stella & Dot, celebrating 10 years of impact in 2018, is a Brisbane, CA-based social selling company that creates flexible business opportunities for women. Our boutique-style accessories and apparel line is available exclusively online and through in-home Style Sessions by Independent Stylists. Stella & Dot operates in the United States and Canada.

THE STELLA & DOT OPPORTUNITY

As a Stella & Dot Stylist, you are an Independent Business Owner who decides when and where to share and sell Stella & Dot products and how much time you want to invest in your own independent business. This allows you to create a business that fits your life, scaling up or down as you wish. As a Stylist, you are eligible to purchase our products at reduced prices, be a part of our amazing Stella & Dot Stylist community, and earn monthly commissions based on product sales volume.



INDEPENDENT STYLISTS EARN UP TO 35% RETAIL COMMISSION FROM PERSONAL SALES

Independent Stylists earn up to 35% commission on all personal sales based on Personal Qualified Volume (PQV) from Trunk Shows, via their personal websites or individual orders, and 5% commission from corporate referral orders.

MONTHLY SALES	MONTHLY PERSONAL SALES COMMISSION POTENTIAL
\$2,000	\$500
\$4,000	\$1,200
\$8,000	\$2,560
\$12,000	\$4,200

Independent Stylists earn a base 25% weekly commission and additional monthly Power Seller Bonuses as follows: +5% over 2,500 PQV in a month, +7% over 5,000 PQV in a month, +10% over 10,000 PQV in a month. Independent Stylists earn team sales commissions on the sales achieved by those they sponsor to their team. The percentage earned depends on Pay Rank. Stella & Dot Independent Stylists in North America are also eligible to earn commissions on the sales achieved by those Independent Business Owners they refer to another Stella & Dot Family Brand.

AVERAGE ANNUAL EARNINGS OF PAID STELLA & DOT INDEPENDENT STYLISTS

The figures below reflect the average aggregate earnings from all Independent Stylists each month who received a payout from Stella & Dot in 2018.

PAID INDEPENDENT STYLIST CAREER LEVEL	% OF PAID STYLIST AT THIS LEVEL	2017 INCOME*			
		HIGH	TOP 25%	BOTTOM 25%	AVERAGE
Stylist	71.3%	\$36,400	\$1,500	\$200	\$1,200
Lead Stylist	3.2%	\$9,900	\$1,700	\$300	\$1,300
Associate Stylist	11.2%	\$30,300	\$3,700	\$600	\$2,700
Senior Stylist	4.9%	\$28,900	\$5,700	\$1,000	\$4,200
Star Stylist	6.0%	\$94,100	\$14,300	\$2,900	\$10,600
Associate Director	1.8%	\$84,400	\$24,800	\$6,600	\$17,800
Director	1.0%	\$132,200	\$48,800	\$19,000	\$38,500
Senior Director	0.3%	\$151,000	\$72,600	\$30,600	\$55,000
Star Director	0.1%	\$144,900	\$104,900	\$80,000	\$94,300
Executive Director & above**	0.3%	\$699,600	\$236,100	\$104,400	\$200,900

*Based on monthly average commissions paid in 2018 for Paid Stylists at each Career Level rounded to the nearest \$100, presented in US Dollars.

INFORMATION ABOUT EARNING COMMISSIONS

Stella & Dot's Compensation Plan is based on product sales. Independent Stylists cannot earn income on recruitment or sponsoring of other Stylists.

The average earnings of all US Stylists, paid and non-paid in 2018 was \$829. Not all Independent Stylists are qualified to receive commissions each month. The figures in the chart above represent the average commissions paid in 2018 to Independent Stylists in the United States who qualified to receive commissions.

Paid Independent Stylists include Independent Stylists who sold at least \$1 in a given month. The average earnings of all paid Stylists who qualified to earn personal sales commissions and not team sales commissions in the United States earned \$1,209. The average earnings of all paid Stylists who qualified to earn both personal sales and team sales commissions in the United States earned \$9,556 on average in 2018. An average of 68% of Independent Stylists in the United States were not paid for any given month in 2018. Stylists who are not paid are still eligible to purchase Stella & Dot products at a discount.

The earnings represented herein are not necessarily representative of the income, if any, that an Independent Stylist can or will earn. There is no guarantee that any Independent Stylist will earn any income. The success of each Independent Stylist, like any other business, depends on individual skills and personal effort. For further details about the Stella & Dot Compensation Plan, speak to your Independent Stylist Upline, visit your Stylist Lounge or call the Delight Center at 866-444-7142.