



## COMPENSATION PLAN (JANUARY 30, 2021)

# Griddy Pro Overview

## About **Griddy Pro**:

- The Griddy Pro LLC ("**Griddy Pro**") is the network marketing sales channel for Griddy Energy LLC ("**Griddy Energy**" or "**Griddy**").
- Griddy Energy is a retail electricity provider ("**REP**") serving approximately 29,000 residential and commercial customers in Texas as at January 31, 2021.
- Griddy Energy is licensed by the Public Utility Commission of Texas (REP# 10243).
- Independent Contractors participating in the Griddy Pro opportunity are referred to as "**Griddy Pros.**"

## Griddy Pro Program **Highlights**:

- **No upfront fee to join:** Griddy Pros pay a \$14.99 monthly subscription fee for training, technology and business support.
- **Simple Compensation Plan:** \$25 customer referral bonus, monthly residual commissions for your personal customers, monthly revenue sharing bonus on the entire Griddy Pro customer base.
- **No Team Requirements:** Griddy Pros are not required to build a team to earn full compensation plan benefits.

THREE GREAT REASONS

# Why Become a Griddy Pro?



Customer Referral Bonus



Monthly Residual Pay



Monthly Revenue Sharing



ONE

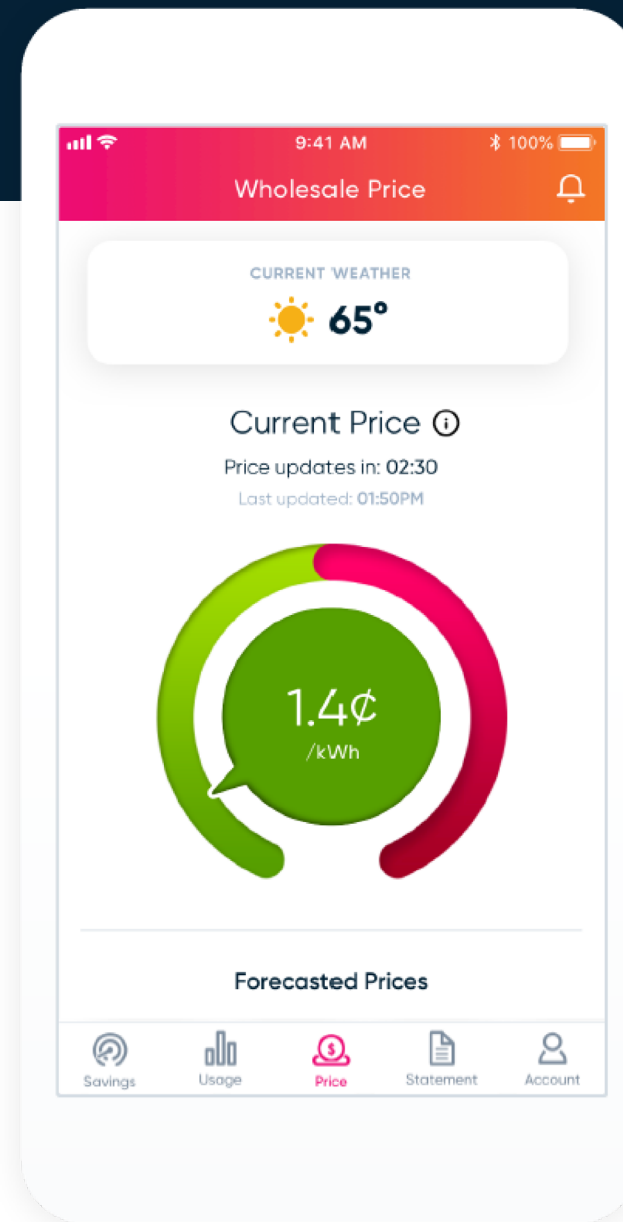
# Customer Referral Bonus



**Griddy Pros earn \$25 for each new customer they refer to Griddy.**

## Rules:

- All Active Griddy Pros are eligible to receive the Customer Referral Bonus.
- The Customer Referral Bonus is earned when a new customer's enrollment is accepted by the utility.
- Griddy Pros are not eligible for a Customer Referral Bonus if the new customer referred has previously received electricity service from Griddy within the last 12 months.
- If a customer refers another customer, you are not eligible for the Customer Referral Bonus as Griddy is paying the Referring Customer.
- The Customer Referral Bonus is paid weekly.





TWO

# Monthly Residual Pay



**Griddy Pros earn residual pay for each customer they and their customers refer to Griddy.**

**Rules:**

- All Active Griddy Pros are eligible to receive Monthly Residual Pay for customers in their Personal Team.
- A Griddy Pro's Personal Team is comprised of the customers that a) he or she has personally referred, b) the customers referred by the customers that the Griddy Pro has referred, c) all other customers linked by referral to the Griddy Pro.
- A customer who has not been enrolled in a product for the entire calendar month and/or is not in compliance with the Terms of Service is excluded from Monthly Residual Pay.
- Monthly Residual Pay varies based on the product(s) for each customer.
- Monthly Residual Pay is paid monthly.

Product	Monthly Commission
Electricity – Residential	\$2.00
Electricity – Commercial	\$1.00 per 1,000 kWh



THREE

# Monthly Revenue Sharing



- Monthly Revenue Sharing bonus pools are funded with \$3 for every customer in the Referral Network.
- The \$3 contribution per customer is paid into the four bonus pools with \$1.50 in the Team Bonus pool, \$0.75 in the Leader Bonus pool, \$0.60 in the High Performer Bonus pool and \$0.15 in the Monthly Promotional Bonus pool.
- Griddy Pros participate in the Monthly Revenue Sharing bonus pools based on their own efforts and the size of their Team.
- Griddy Pros can earn multiple shares in each of the Monthly Revenue Sharing bonus pools.

## Rules:

- All Active Griddy Pros who meet the share eligibility requirements are eligible to earn the Monthly Revenue Sharing bonus.
- The Max Leg Contribution Per Share limits the number of customers that count towards meeting the Monthly Revenue Sharing bonus share eligibility requirements. The 40% rule means that no single leg can contribute more than 40% of the customers required to earn a share.
- The Max Leg Contribution Per Share does not apply to you Personal Team.
- The Monthly Revenue Sharing bonus is based on the number of shares a Griddy Pro earns, the number of products that all customers in the Referral Network are enrolled in, and the total number of shares earned by all Griddy Pros.
- A customer who has not been enrolled in the product for the entire calendar month and/or is not in compliance with the Terms of Service is excluded from the Monthly Revenue Sharing bonus pool and calculation of eligibility requirements.
- Monthly Revenue Sharing bonus is paid monthly.

## Monthly Contribution Per Product

Products	Team Bonus	Leader Bonus	High Performer Bonus	Monthly Promotional Bonus
Electricity – Residential	\$1.50	\$0.75	\$0.60	\$0.15
Electricity – Commercial	\$0.50 per 1,000 kWh	\$0.25 per 1,000 kWh	\$0.20 per 1,000 kWh	\$0.05 per 1,000 kWh

## Eligibility Requirements

	Team Bonus	Leader Bonus	High Performer Bonus	Monthly Promotional Bonus
Customers	10	100	10,000	N/A
Levels	3	10	Unlimited	N/A
Max Leg Contribution Per Share	40%	40%	40%	N/A

## Estimated Value of Shares:

### Team Bonus

\$10 - \$20

### Leadership Bonus

\$50 - \$150

### High Performer Bonus

\$5,000 - \$15,000

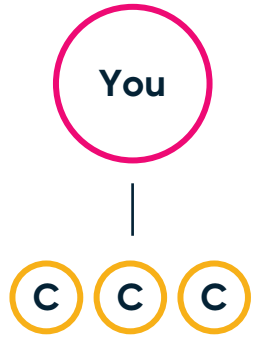
**Disclaimer.** The estimated share values are based on the January 2021 compensation plan and will fluctuate each month based on the number of Griddy customers enrolled through the Griddy Pro program and the number of shares earned by Griddy Pros in a month.



# Compensation Example



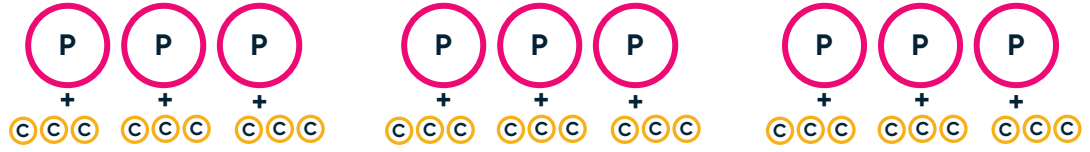
**L0**



**L1**



**L2**



## Refer, Recruit, Duplicate

- Refer 3 customers.
- Recruit 3 Griddy Pros.
- Duplicate your activity by teaching your team to do the same.



# Compensation Example



	Pros	Customers	Total Customers	
<b>L0</b>		3	3	
<b>L1</b>	3	9	12	<b>Team Bonus</b> 120 customers on your first 3 levels equals 12 TB shares (10 customers required)
<b>L2</b>	9	27	39	
<b>L3</b>	27	81	120	<b>Leader Bonus</b> 3,279 customers on your first 10 levels equals 32 LB shares (100 customers required)
<b>L4</b>	81	243	363	
<b>L5</b>	243	729	1,092	<b>High Performer Bonus</b> 3,279 customers to infinite levels equals 0 HPB shares (10,000 customers required)
<b>L6</b>	729	2,187	3,279	
<b>L10</b>	This example only shows 6 levels of Griddy Pros but your team will likely grow well beyond level 6 over time			
<b>L∞</b>				

## Earnings Summary

### One-time Bonuses = \$75

- Customer Referral Bonus =  $\$25 \times 3 = \$75$

### Monthly Residual Commissions = \$3,386/month

- Monthly Residual Pay = 3 customers x \$2 = \$6/month
- Monthly Revenue Sharing = \$3,380/month
  - Team Bonus = 12 shares x \$15 per share = \$180
  - Leader Bonus = 32 shares x \$100 per share = \$3,200

*This income example is based on the January 2020 compensation plan. For the Monthly Revenue Sharing share values, this income example uses the midpoint of the estimated share value ranges (Team Bonus \$15, Leader Bonus \$100, High Performer Bonus \$10,000) and the 40% rule does not limit commissions given the assumed 3x3 growth pattern. Monthly Revenue Sharing bonus share values will fluctuate each month based on the number of customers enrolled through the Griddy pro program and the number of shares earned by Griddy Pros in a month.*



# Definitions

## Griddy Pro

An individual or business who has completed the Griddy Pro enrollment and agreed to the Griddy Pro Terms & Policies. Griddy Pros will not be able to enroll customers until they have completed any required Griddy Pro training.

## Customers

An individual or business who is purchasing electricity from Griddy Energy. Customers are referred to as "Members".

## Products

Products available to customers includes residential and commercial electricity.

## Referring Customer

A referring customer is a current Griddy customer who refers an individual or business who successfully enrolls with Griddy Energy.

## Personal Team

A Griddy Pro's Personal Team, also referred to as their "Personal Customer Count", is comprised of the customers that a) he or she has personally referred, b) the customers referred by the customers that the Griddy Pro has referred, c) all other customers linked by referral to the Griddy Pro.

## Referral Network

The number of Active customers acquired by either Griddy Pros or customers of Griddy Pros.

## Griddy Pro Status

A Griddy Pro will always be assigned a single status. Statuses include, but are not limited to the following:

- **Active:** The Griddy Pro has agreed to the Policies & Procedures, completed all required training and has paid the monthly Griddy Pro subscription fee.
- **In Grace:** The Griddy Pro was previously active but has failed to pay the monthly Griddy Pro subscription fee. A Griddy Pro may remain in this status for at most 60 days. While in this status, the Griddy Pro retains access to all sales tools, but any commissions earned during the period will be forfeited.
- **Inactive:** If a Griddy Pro does not meet the Griddy Pro requirements at any time after the 60 day grace period, the Griddy Pro status will be changed to Inactive. Once a Griddy Pro has switched to Inactive status, the Griddy Pro account will be closed. Once the Griddy Pro account is closed, the Griddy Pro will no longer receive compensation as a Griddy Pro but can still earn Customer Referral Rewards.
- **Suspended:** Griddy Pros who are under investigation for violating Griddy Pro Policies & Procedures are placed in this status. While in this status, no compensation is paid to the Griddy Pro.
- **Terminated:** Griddy Pros are typically placed in this status for violating Griddy Pro Policies & Procedures. Once a Griddy Pro has been Terminated, they can never participate again in the Griddy Pro program.

## Customer Status

A customer will always be assigned a single status. Statuses include, but are not limited to the following:

- **Active:** The customer is purchasing electricity from Griddy Energy.
- **Inactive:** The customer is no longer purchasing electricity from Griddy Energy.

# Definitions (Continued)

## Level

Level refers to the layers of Griddy Pros that are related by referral. For example, if Griddy Pro A refers Griddy Pro B and Griddy Pro B refers Griddy Pro C, Griddy Pro B will be on Griddy Pro A's First Level and Griddy Pro C will be on Griddy Pro A's Second Level. Griddy Pro C will be on Griddy Pro B's First Level.

## Weekly Compensation Period Cutoff

The cutoff time for earning compensation plan incentives that are paid on a weekly basis is 11:59pm CT. Weekly compensation plan incentives will pay out within one week. The cutoff time for of the Weekly Compensation Period Cutoff.

## Monthly Compensation Period Cutoff

The cutoff time for earning compensation plan incentives that are paid on a monthly basis is 11:59pm CT on the last day of the calendar month. Monthly compensation plan incentives will pay out within one week of the Monthly Compensation Period Cutoff.

## Join Date

The date on which the Griddy Pro completes enrollment which includes agreeing to the Griddy Pro Policies & Procedures.

## Referral Bonus Clawback

Griddy Pros will be required to repay the Referral Bonus for any Customer who terminates service within sixty (60) days.

## Max Leg Contribution Per Share

The Max Leg Contribution Per Share limits the number of customers that count towards meeting the Monthly Revenue Sharing bonus share eligibility requirements. The 40% rule means that no single leg can contribute more than 40% of the customers required to earn a share. For the Team Bonus share, no more than 4 customers can come from a single leg. For the Leader Bonus share, no more than 40 customers can come from a single leg. For the High Performer Bonus share, no more than 4,000 customers can come from a single leg.