



Introduction to IOC PLAN Grow Faster, Bolder and Stronger

**DXN Has grown Faster,
Bolder and Stronger in
the past 25 years
With its unique Strategy**



ICING ON THE CAKE

DXN System Strategy



- ✓ Keep it Simple
- ✓ Keep it Duplicable



DXN Business Model

Simplified model to make your Network Stronger

Make your Network Stronger with Two Basic Character of SIMP

- **Distribution of Products**
- **Recruitment of Distributors**

ICING ON THE CAKE

Seed Stock



An Additional / Optional Plan to activate
SIMP more effectively

Introducing
IOC – Icing On the Cake

IOC

Complimentary plan

- ❖ An effective complimentary plan to activate SIMP

The objectives for this project Icing On The Cake are:-

- 1) To become a powerful Distributor.
- 2) To increase Volume and Bonus.
- 3) To use, share and sell the products as seed stock.
- 4) To activate the existing non-active members.
- 5) To increase recruitment.
- 6) To compete well in the market.
- 7) To earn exponential income.
- 8) To create new excitement.

❖ It is a Pre-defined amount of package which member can buy of his own choice and with his own willingness.

Can be Purchased in Branches and Stock Points

IOC Package In India



- **DP – RS.20,000**
- **iSV – 10,000**

Can be Purchased in Branches and Stock Points

Purchase of one unit allows the member to buy any mix of DXN products worth of Rs.20,000.

Any purchase of DXN products in this project will be given equivalent PV for status promotion purpose (to become SA, but not considered for monthly PPV qualification, Overseas Incentive or Hand Phone Incentive) under the existing Marketing Plan.

However, there will be no SV point recognized for any bonus entitlement whatsoever under the existing Marketing Plan.

| | |
|--|----------------------------------|
| 1 st Generation | 15% of the 10000 iSV |
| 2 nd Generation | 10% of the 10000 iSV |
| 3 rd Generation | 5% of the 10000 iSV |
| 4 th Generation | 5% of the 10000 iSV |
| 5 th Generation | 5% of the 10000 iSV |
| 6 th Generation | 5% of the 10000 iSV |
| 7 th Generation | 5% of the 10000 iSV |
| 8 th Generation | 5% of the 10000 iSV |
| 9 th Generation | 5% of the 10000 iSV |
| 10 th Generation | 5% of the 10000 iSV |
| 11 th Generation | 5% of the 10000 iSV |
| 12 th Generation formula | PS of 1.5% basing on the onwards |

Formula for Profit Sharing



The Icing Profit Sharing Fund will be accumulated from all new members for 6 months and to be paid out according to the following formula:



$\text{Icing Profit Sharing Fund} = \text{Total new members} \times \text{iSV value} \times 1.5\%$

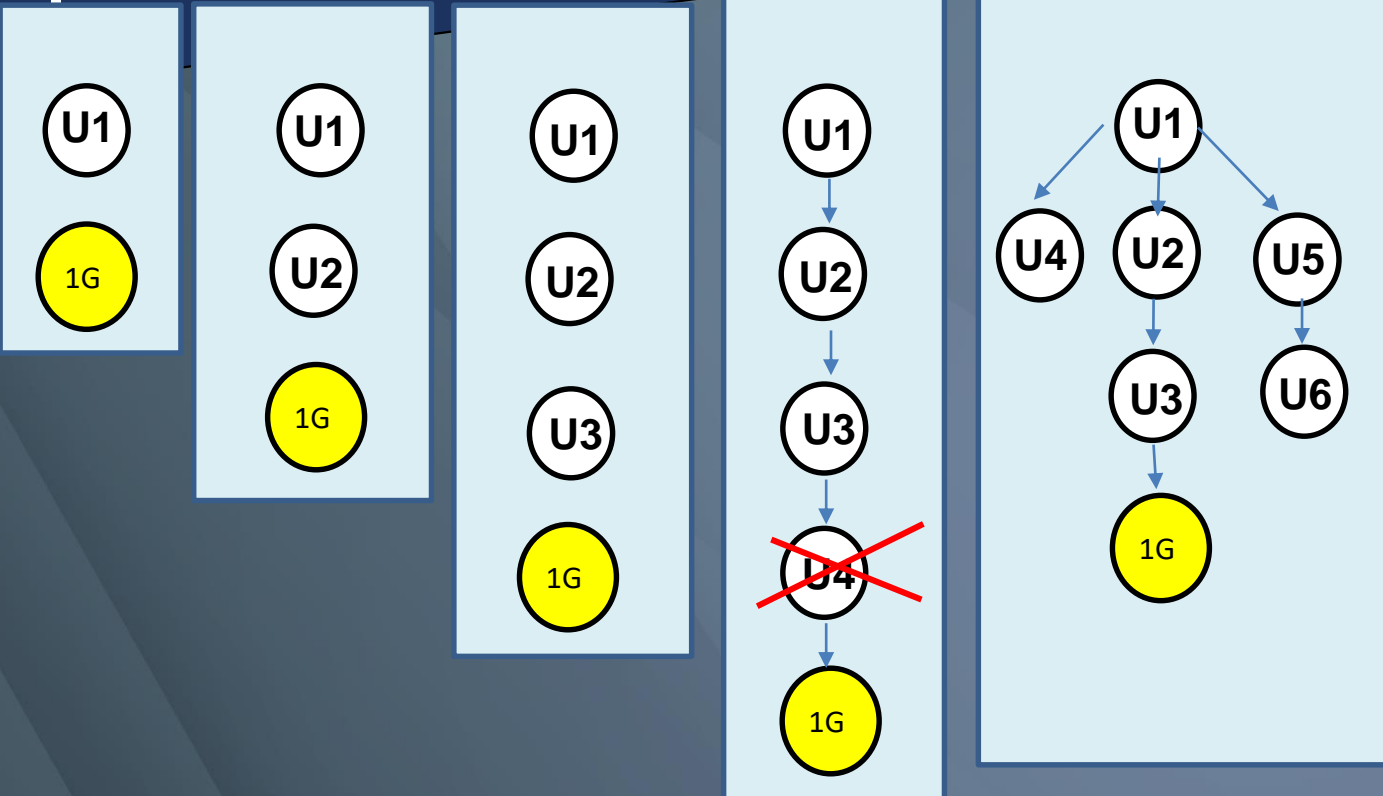
$\text{Percentage of Profit Sharing (\%)} =$

$$\frac{\text{Total new imember from 12th level onward (Individual)}}{\text{Total new imember of each member from 12th level onward (Each Member who have downlines more than 11th level)}} \times 100$$

$\text{Icing Profit Sharing (IPS)} = \text{Profit Sharing Fund} \times \text{Percentage of Profit Sharing(\%)}$

The example made on this page are hypothetical and merely meant to describe and explain the mechanisms of the compensation plan and its various bonus features. Any statements made on this page are not meant as earning claims, nor do they represent any promises or guarantees of specific earning or earning potential. Specific earning will be influenced by many other factors.

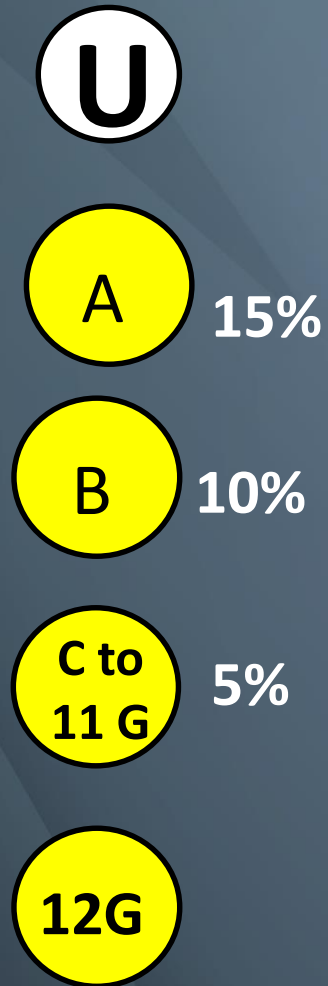
Rules For Participation



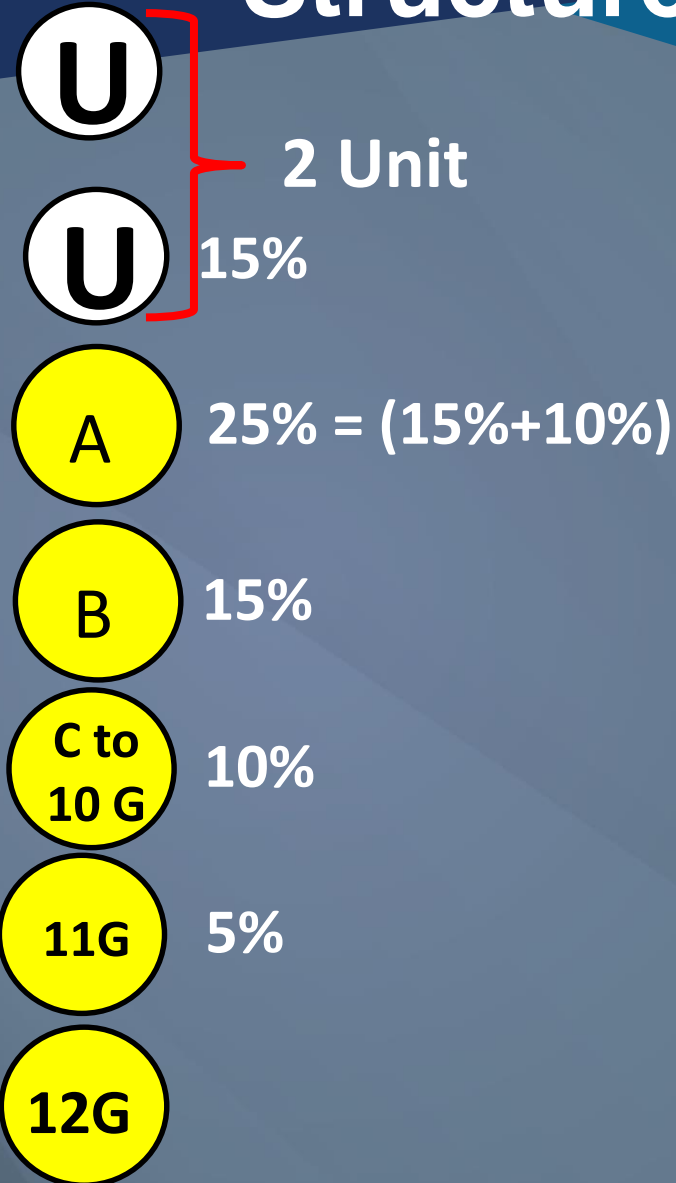
1. Member can buy any number of units to create new lines. But only 2 generations can be created. Using units bought in his/her own name.
2. From the 3rd generation onwards, it should be real new members in their iMembership code.
3. If a member opts to buy more than 1 unit, all the units shall be purchased under the same hierarchy.
4. The iupcode must be defined if the member wishes to park his/her own units or downlines under any specific line other than the 1st unit.

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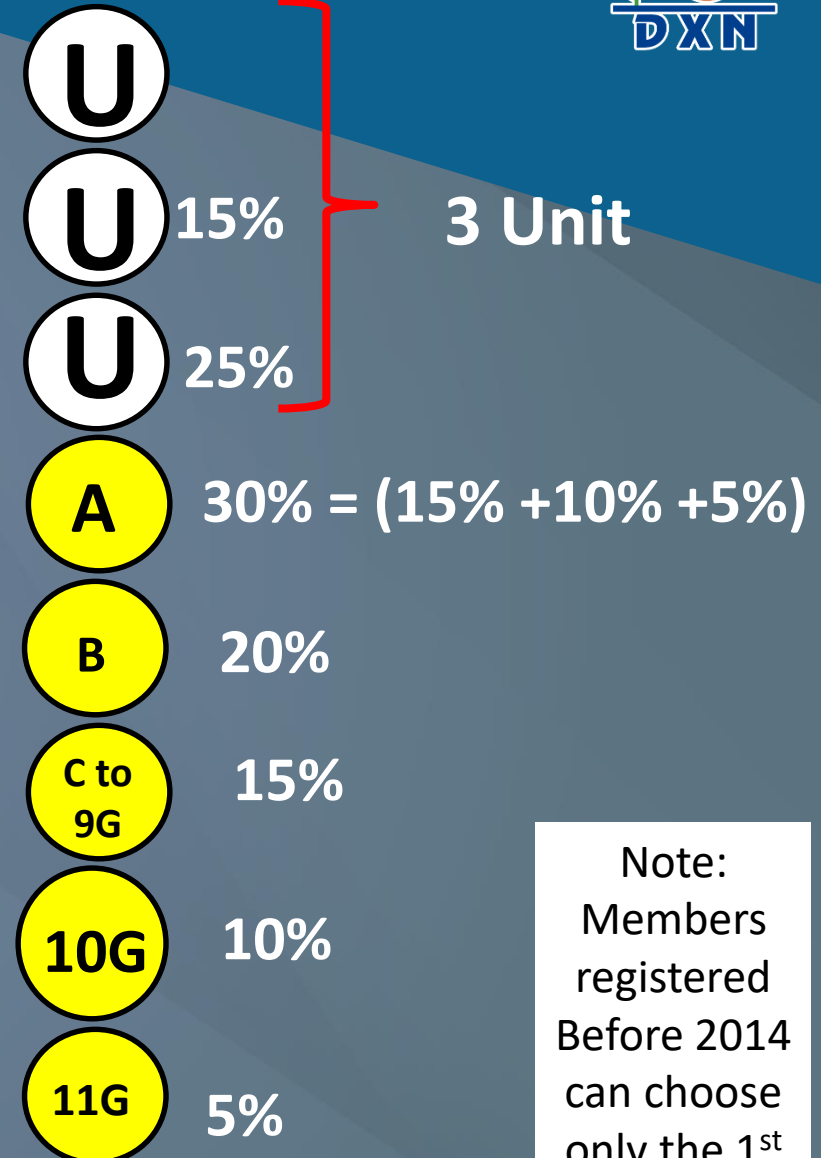
Structure



12 Generation Onward
1.5% Profit Sharing



12 Generation Onward
1.5% Profit Sharing



12 Generation Onward
1.5% Profit Sharing

Note:
Members
registered
Before 2014
can choose
only the 1st
iupcode

Rules For The SV



- Purchase of any unit is effected upon full payment
- Each unit of purchase is accorded with a i-Sale Value equivalent of 10,000 for Rs.20,000 package.
- The i-sales value (iSV) is solely meant for this project only.

Rules For Sponsorship



- Sponsorship is not allowed from cross line.
- Any purchase under this project is optional.
- Sponsorship is not allowed to change in whatever circumstances.

Icing Is An International Package

3 Sources of Bonus From The Purchase of Icing by:-

- New Recruits
- Future Recruits
- Existing Members
 - ✓ Within the country
 - ✓ Overseas

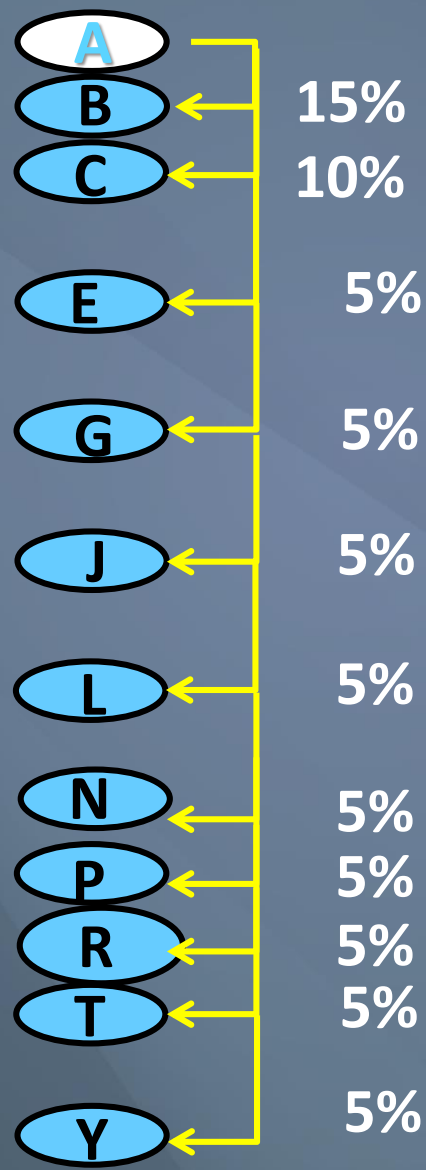
The Benefits of IOC In Relation To SIMP

1. It is an International package.
2. Products purchased under IOC as Seed Stock.
3. PV recognition for status promotion & ITSI.
4. Compression on a monthly basis.

Compression For Month 1

Assuming that **A** has 25 generations starting from **B** to **Z**.

If **B, C, E, G, J, L, N, P, R, T, & Y** join, then the compression of bonus paid out for **A** will be as follow:



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Compression In Month 2

If **D**, **H**, & **M** join, then the compression of bonus pay out will be as follow:

| | Bonus from D | Bonus from H | Bonus from M |
|----------|------------------------|------------------------|------------------------|
| A | 5% | 5% | 5% |
| B | 10% | 5% | 5% |
| C | 15% | 5% | 5% |
| D | | 5% | 5% |
| E | | 10% | 5% |
| G | | 15% | 5% |
| H | | | 5% |
| J | | | 10% |
| L | | | 15% |
| M | | | |
| N | | | |
| P | | | |
| R | | | |
| T | | | |
| Y | | | |

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Compression In Month 3

If **F**, **K**, & **W** join, then the compression of bonus pay out will be as follow:



| | Bonus from F | Bonus from K | Bonus from W |
|----------|------------------------|------------------------|------------------------|
| A | 5% | 5% | |
| B | 5% | 5% | |
| C | 5% | 5% | |
| D | 10% | 5% | |
| E | 15% | 5% | |
| F | | 5% | 5% |
| G | | 5% | 5% |
| H | | 10% | 5% |
| J | | 15% | 5% |
| K | | | 5% |
| L | | | 5% |
| H | | | 5% |
| N | | | 5% |
| P | | | 5% |
| R | | | 10% |
| T | | | 15% |
| W | | | |
| Y | | | |

Profit Sharing

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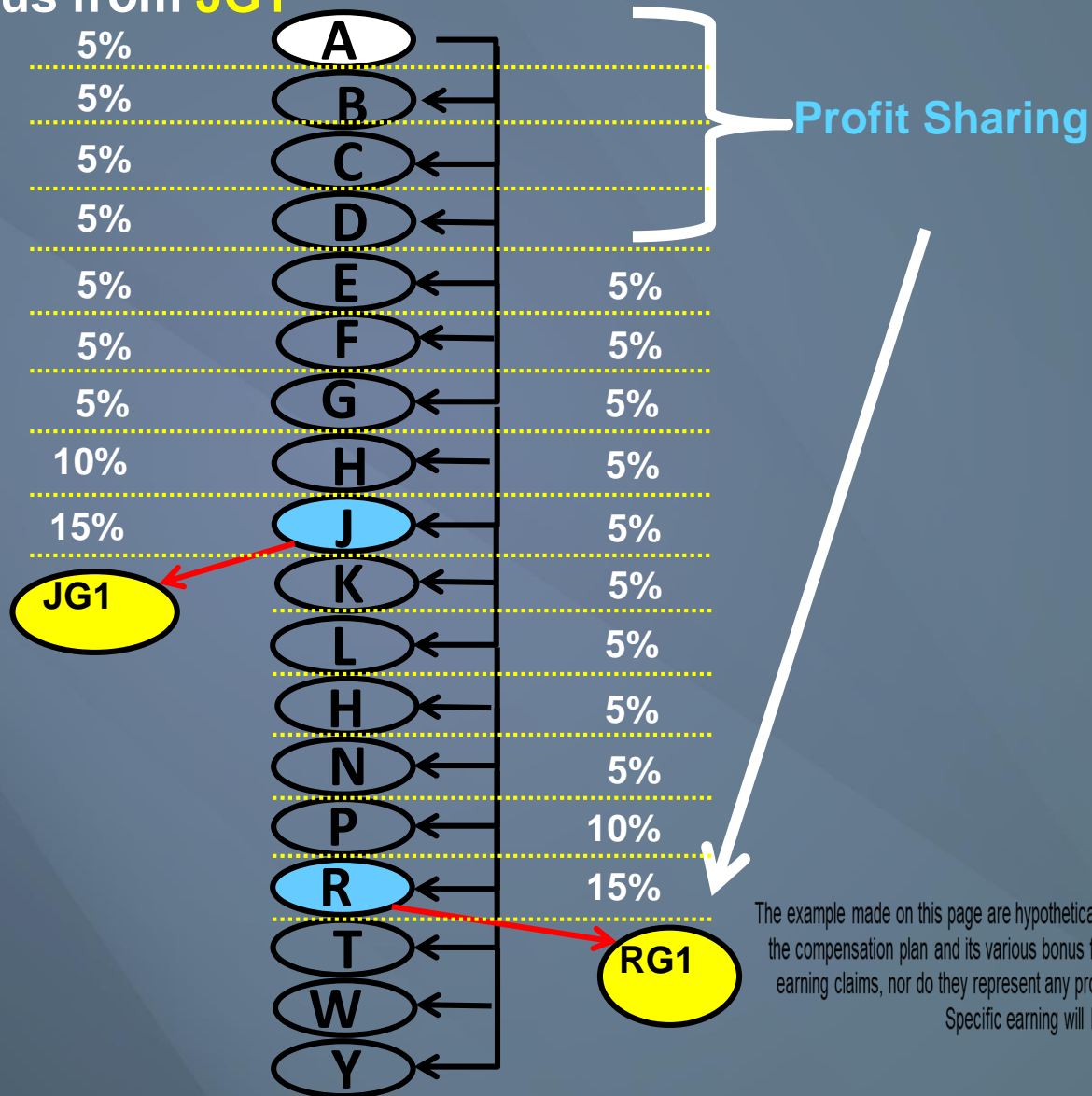
ICING ON THE CAKE

Compression In Month 4

If **J** & **R** will recruit someone under them.

Bonus from **RG1**

Bonus from **JG1**



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One Stone Targeting 8 Birds

1. It is an International package.
2. No matching of pair is required.
3. No maintenance is required.
4. Seed stock for sales.
5. PV recognition for status promotion.
6. Purchase once and lifetime entitlement.
7. Can Earn exponential Income even from one single level.
8. Qualify for a Free Travel –TSI.

Other Advantages



1. Can buy any mix of products.
2. The package is affordable to most of the people.
3. Help to increase recruitment and bonus under the existing Marketing Plan.
4. Help to be promoted faster under the existing Marketing Plan.



Food and dietary supplement products sold by Daxen are intended to contribute to the daily diet and overall health and are not intended for use in the prevention, treatment, mitigation, or cure of any disease or health related condition. Consult an appropriately licensed health care practitioner for a medical history evaluation, diagnosis, treatment, and health recommendations.

Seed Stock for sales



- Buy the products as seed stocks
- Don't use the products for personal consumption
- Sell the products and Don't spend the money
- Use the money to replenish the same products sold to:-
 - ✓ Members
 - ✓ Non members (Users / Consumers)

Countries With Icing




1. Philippines
2. Hungary
3. Romania
4. Bulgaria
5. Slovakia
6. Greece
7. Czech Republic
8. Germany
9. Italy
10. Ukraine
11. Hong Kong
12. USA
13. Mongolia
14. Indonesia
15. Russia
16. Peru
17. Mexico
18. Colombia
19. Bolivia
20. Canada
21. Singapore
22. Australia

ICING ON THE CAKE

ICING ON THE CAKE LETTER OF INTENT





FOR EXISTING MEMBERS, PLEASE SUBMIT THIS

☐ LOI LETTER TOGETHER WITH YOUR ☐ PRODUCT ORDER FORM

FOR NON MEMBERS, PLEASE SUBMIT THIS

☐ LOI LETTER TOGETHER WITH YOUR ☐ PRODUCT ORDER FORM AND MEMBERSHIP APPLICATION FORM

NAME _____


DATE _____ MEMBERSHIP CODE _____ (LEAVE IN BLANK IF NON-MEMBER)

| NO. OF PACKAGE PURCHASE | PLEASE TICK (I) | UNDER ICODE OF | FOR OFFICE USE ONLY (TO FILL THE ACTUAL IUPCODE) |
|-------------------------|-----------------|--|--|
| 1ST UNIT | | A <small>(* FOR MEMBERSHIP BEFORE IOC IMPLEMENTATION DATE (XXX), LEAVE THIS COLUMN BLANK AS SYSTEM WILL AUTO ASSIGN THE IUPCODE.)</small> | |
| ADDITIONAL UNITS | | B | |
| | | C | |
| | | D | |

* IF YOU DO NOT HAVE THE ICODE OF CURRENT PURCHASED (PACKAGE, PLEASE INDICATE THE LETTER (EX. A, B, C ETC) AS THE ICODE.

TOTAL UNIT(S) PURCHASED _____

NOTE / COMMENT _____



ICING ON THE CAKE (IOC) LETTER OF INTENT

FOR EXISTING MEMBERS, PLEASE SUBMIT THIS

☐ LOI LETTER TOGETHER WITH YOUR ☐ PRODUCT ORDER FORM

FOR NON MEMBERS, PLEASE SUBMIT THIS

☐ LOI LETTER TOGETHER WITH YOUR ☐ PRODUCT ORDER FORM AND MEMBERSHIP APPLICATION FORM

NAME _____

DATE _____ MEMBERSHIP CODE _____ (LEAVE IN BLANK IF NON-MEMBER)


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TOTAL UNIT(S) PURCHASED _____

NOTE / COMMENT _____

SIGNATURE OF MEMBER



ICING ON THE CAKE (IOC) LETTER OF INTENT

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TOTAL UNIT(S) PURCHASED _____


NOTE / COMMENT _____

SIGNATURE OF MEMBER

ICING ON THE CAKE

PRODUCT ORDER FORM






1. DXN DISTRIBUTOR INFORMATION

NAME (FIRST, MIDDLE, LAST) _____

DISTRIBUTOR ID. NUMBER _____

SHIP TO: NAME _____ ADDRESS _____ CITY _____



PRODUCT ORDER FORM

☐ REGULAR ORDER ☐ AUTOSHIP ORDER

DATE (MM/DD/YY) _____

1. DXN DISTRIBUTOR INFORMATION

NAME (FIRST, MIDDLE, LAST) _____

DISTRIBUTOR ID. NUMBER _____ PHONE NUMBER _____

SHIP TO: NAME _____ PHONE NUMBER _____

ADDRESS _____ APT. _____

CITY _____ STATE _____ ZIP CODE _____

2. PRODUCT ORDER INFORMATION

1. Unit price: refer to distributor list.
2. Sales tax: Based on suggested retail price.

| DESCRIPTION | DP | QTY | DESCRIPTION | DP | QTY | DESCRIPTION | DP | QTY |
|-------------------------|----------|-----|------------------------------|---------|-----|----------------------|---------|-----|
| MEMBERSHIP KIT | \$43.00 | | LINGZHI TEA LATTE | \$20.00 | | DXN FRUZZIM (380 ML) | \$18.50 | |
| REISHI GANO (RG30) | \$13.20 | | WHITE COFFEE ZHINO | \$20.00 | | GANOZHI TOOTHPASTE | \$8.20 | |
| GANOCELIUM (GL30) | \$13.20 | | LINGZHI COFFEE (3 IN 1) LITE | \$15.90 | | GANOZHI SOAP | \$8.20 | |
| REISHI GANO (RG90) | \$36.40 | | LINGZHI COFFEE (3 IN 1) | \$15.90 | | GANOZHI SHAMPOO | \$12.70 | |
| GANOCELIUM (GL90) | \$36.40 | | LINGZHI BLACK COFFEE | \$14.90 | | GANOZHI BATH GEL | \$12.70 | |
| REISHI GANO (RG360) | \$121.40 | | VITA CAFE | \$20.00 | | GANO MASSAGE OIL | \$9.20 | |
| GANOCELIUM (GL360) | \$121.40 | | CORDYCEPS COFFEE | \$16.40 | | TEA TREE CREAM | \$10.00 | |
| SPIRULINA (500PCS) | \$50.90 | | SPICA TEA | \$14.00 | | VEGI CLEEN | \$9.20 | |
| DXN LION'S MANE (120) | \$23.90 | | ZHI MINT PLUS (12 SACHETS) | \$31.60 | | DXN CHUBBY BABY OIL | \$8.20 | |
| POTENZHI 30'S | \$27.80 | | ZHI CAFE CLASSIC | \$14.90 | | DXN LIPSTICK COLOR | \$18.90 | |
| POTENZHI 90'S | \$77.70 | | CREAM COFFEE | \$17.00 | | ALOE V | \$- | |
| CORDYCEPS (60 CAPSULES) | \$51.00 | | MORINZYME (1 BOTTLE) | \$15.40 | | GANOZHI E | \$- | |
| SPIRULINA CEREAL | \$44.70 | | MORINZYME (1 BOTTLE) | \$15.40 | | TRY PACK I | \$6.00 | |
| CORDYCEPS CEREAL | \$48.90 | | ROSELLE JUICE | \$13.90 | | TRY PACK II | \$9.50 | |
| COCOZHI | \$21.60 | | CORDYPINE 285 ML | \$37.60 | | TRY PACK III | \$7.50 | |
| | | | CORDYPINE 700 ML | \$86.20 | | | | |

3. PAYMENT INFORMATION

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS
☐ CASH ☐ CHECK ☐ DISCOVER

DRIVER'S LICENSE NUMBER (CHECK ONLY) _____ EXP. DATE _____

CREDIT CARD NUMBER _____ EXP. DATE _____ CVV # _____

IF PAYING BY CREDIT CARD, PLEASE PROVIDE CREDIT CARD BILLING ADDRESS _____

I hereby authorize DXN INC. to charge my credit card for order I place directly for the amount that I order, plus applicable shipping and handling. Please provide copy of driver's license if you are paying by check.

NAME ON THE CARD _____

SIGNATURE OF THE CARD HOLDER _____

Calculate local states sales tax of total retail if applicable.
(Total retail) X () % = Total Sales tax.

1. TOTAL WHOLESALE _____

2. SALES TAX IF APPLICABLE _____

3. SHIPPING & HANDLING _____

4. (1+2+3) TOTAL DUE: _____


Please add \$7.00 for all Shipping & Handling FOR AUTOSHIP ORDER
Please add \$5.00 for all Shipping & Handling

If you wish to return any product, you may do so within 30 days upon receiving the product. Before returning any merchandise, please call the Country Branch to obtain a return merchandise authorization number. No return will be honored without this number. You will be responsible for shipping and insurance of the returned products. A restocking fee may apply, and any applicable bonus paid out or duty charges will be deducted from your refund.

DXN Inc. cannot accept return of opened products or merchandise damaged due to shipping, abuse or neglect.

☐ I wish to discontinue my Autoship Agreement

SIGNATURE OF DXN DISTRIBUTOR _____



1. DXN DISTRIBUTOR INFORMATION

NAME (FIRST, MIDDLE, LAST) _____

DISTRIBUTOR ID. NUMBER _____

SHIP TO: NAME _____ ADDRESS _____ CITY _____

2. PRODUCT ORDER INFORMATION

| DESCRIPTION | DP | QTY |
|-------------------------|----------|-----|
| MEMBERSHIP KIT | \$43.00 | |
| REISHI GANO (RG30) | \$13.20 | |
| GANOCELIUM (GL30) | \$13.20 | |
| REISHI GANO (RG90) | \$36.40 | |
| GANOCELIUM (GL90) | \$36.40 | |
| REISHI GANO (RG360) | \$121.40 | |
| GANOCELIUM (GL360) | \$121.40 | |
| SPIRULINA (500PCS) | \$50.90 | |
| DXN LION'S MANE (120) | \$23.90 | |
| POTENZHI 30'S | \$27.80 | |
| POTENZHI 90'S | \$77.70 | |
| CORDYCEPS (60 CAPSULES) | \$51.00 | |
| SPIRULINA CEREAL | \$44.70 | |
| CORDYCEPS CEREAL | \$48.90 | |
| COCOZHI | \$21.60 | |

3. PAYMENT INFORMATION

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS
☐ CASH ☐ CHECK ☐ DISCOVER

DRIVER'S LICENSE NUMBER _____


CREDIT CARD NUMBER _____

IF PAYING BY CREDIT CARD, PLEASE PROVIDE CREDIT CARD BILLING ADDRESS _____

I hereby authorize DXN INC. to charge my credit card for order I place directly for the amount that I order, plus applicable shipping and handling. Please provide copy of driver's license if you are paying by check.

NAME ON THE CARD _____

SIGNATURE OF THE CARD HOLDER _____



1. DXN DISTRIBUTOR INFORMATION

NAME (FIRST, MIDDLE, LAST) _____

DISTRIBUTOR ID. NUMBER _____

SHIP TO: NAME _____ ADDRESS _____ CITY _____

2. PRODUCT ORDER INFORMATION

| DESCRIPTION | DP | QTY |
|-------------------------|----------|-----|
| MEMBERSHIP KIT | \$43.00 | |
| REISHI GANO (RG30) | \$13.20 | |
| GANOCELIUM (GL30) | \$13.20 | |
| REISHI GANO (RG90) | \$36.40 | |
| GANOCELIUM (GL90) | \$36.40 | |
| REISHI GANO (RG360) | \$121.40 | |
| GANOCELIUM (GL360) | \$121.40 | |
| SPIRULINA (500PCS) | \$50.90 | |
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| COCOZHI | \$21.60 | |

3. PAYMENT INFORMATION

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS
☐ CASH ☐ CHECK ☐ DISCOVER

DRIVER'S LICENSE NUMBER _____

CREDIT CARD NUMBER _____

IF PAYING BY CREDIT CARD, PLEASE PROVIDE CREDIT CARD BILLING ADDRESS _____

I hereby authorize DXN INC. to charge my credit card for order I place directly for the amount that I order, plus applicable shipping and handling. Please provide copy of driver's license if you are paying by check.

NAME ON THE CARD _____

SIGNATURE OF THE CARD HOLDER _____

It's Simple,
It's Easy,
It's IOC

TAKE ADVANTAGE;
JOIN IMMEDIATELY!

ICING ON THE CAKE

