



SYNERGY & GLOBAL .TEAM

HOME BUSINESS SYNOPSIS

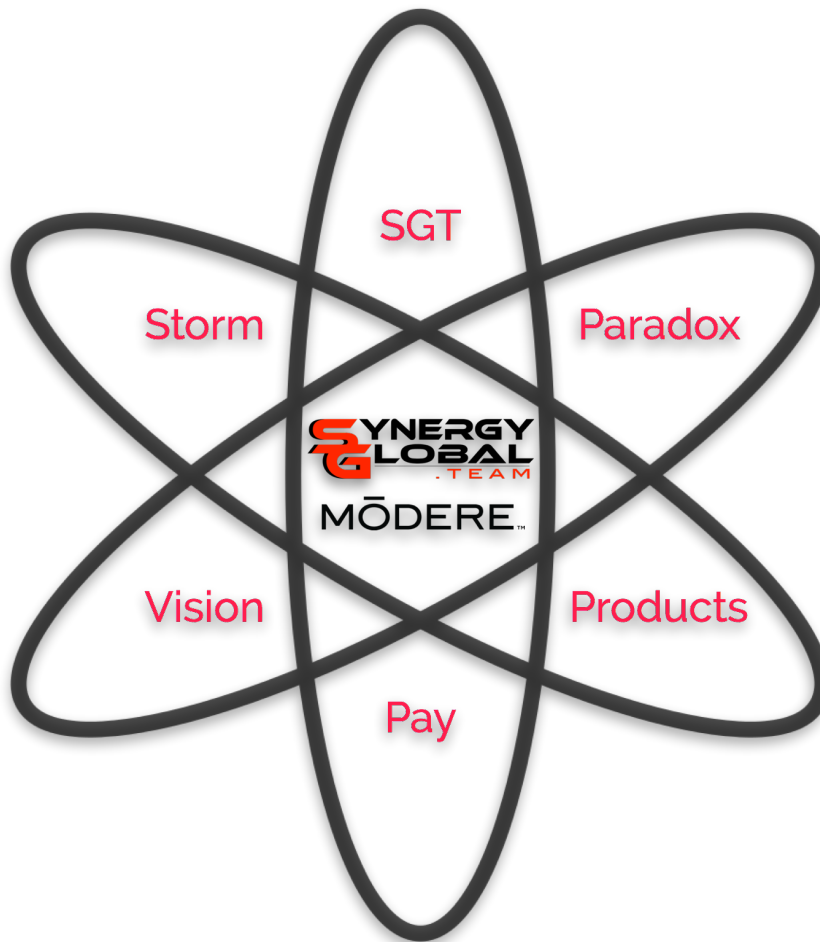
2016 EDITION

PARTNERSHIP



MÖDERE™

Thank you for evaluating Synergy Global Team and Modere, which we believe inarguably offer **the most powerful and timely work from home income opportunity in existence**. We are confident that you will feel the same way after **(1) reviewing this synopsis, (2) visiting Modere.com, (3) watching the videos at ShiftingRetail.com and RealSCurve.com (for experienced network marketers or business owners), and (4) getting your questions answered** by the person who thought enough of you to give you this information. To begin, here is an overview of Synergy Global Team and Modere:



Synergy Global Team (SGT) is destined to become the premier network marketing field organization in the world. We plan to accomplish this goal by providing our members with a full spectrum of the most sophisticated and advanced benefits ever offered in our industry. SGT offers extensive support services for every level of associate, from brand new to top performer. Whether you are already a network marketing “Rock Star,” or want to be one someday, you’ve come to the right place! SGT is truly the final destination for both first timers and peak industry performers and their organizations, and offers:

★ **World Class Support & Leaders**

SGT's leaders have literally earned tens of millions of dollars from our industry, and have successfully trained millions of distributors, which are both huge advantages to you and your team.

★ **Team Approach**

SGT's team building model specifically includes numerous strategies that empower every individual to leverage and benefit from our deep talent pool of world class network marketing leaders.

★ **Partnered With Modere**

We are powerfully aligned with Modere, which is hands down the most timely, disruptive and high potential network marketing type company on the planet, and which operates in 35+ countries.

★ **Launch Assistance**

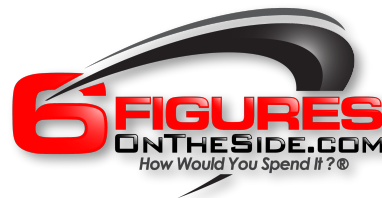
Experienced leaders who join our team will have a launch consultation with the appropriate upline leaders, who can help strategize and execute every facet of an explosive launch in coordination with corporate Modere.

★ **Powerful Team Events**

SGT leaders have personally produced and held numerous past events approaching 10,000 attendees, which will be repeated in the future for SGT as our numbers increase. We also conduct numerous state-of-the-art SGT webinars, Skype sessions and conference calls

★ **BUILD® Success System**

SGT offers our team members a simple, highly effective, time proven training and building system that includes concepts that have been protected by registered U.S. copyrights for 20+ years. Our system is strategically designed to produce maximum duplication and customer acquisition.



★ **Business Development System**

For those who desire a supplemental source of cold market team development, SGT offers a one-of-a-kind, state-of-the-art system which features full marketing automation and hyper-local direct mail, mobile and social marketing.

★ **Team Website**

Our innovative industry leading team web site at SynergyGlobal.team (coming soon), builds brand awareness, increases individual and team validity with warm and cold market prospects, and dramatically simplifies and enhances team building.

★ **Recognition**

Top SGT performers will have their pictures and bios featured on our team web site, and will also be spotlighted in national and global SGT events. In short, SGT intends to set the new industry standard for respect, support, opportunity and recognition.

SUPPORT & LEADERS



*Amee Gleave
Elite 1*



*Tony & Sarah Zolecki
Multi-Million \$ Career Earners*



*Margie Aliprandi
Top 250 All Time NM Earner
20+ Million \$ Career Earner*



*Rick & Michelle Teague
Top 250 All Time NM Earners
10 Million \$ Career Earners
Elite 1s*



*Bryan Bellville
Top 250 All Time NM Earner
Multi-Million \$ Career Earner
Elite 1*



*Larry & José Brooks, U.K.
Multi-Million \$ Career Earners
Elite 1s*



*Brad Clements
Multi-Million \$ Career Earner*



*Steve & Yvette Mitchell, Spain
Top 250 All Time NM Earners
Multi-Million \$ Career Earners
Director 2s*



*Gero Rinaldi, Italy
Director 3*



*Tammy Harris
Director 2*



*Mark & Debbie Bandy
Director 2s*



*Simone Gelsomino, Italy
Director 2*

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PARADOX | CORPORATE DREAM TEAM



Robert Conlee, **Chief Executive Officer**
"Billion \$ Company Creator"



Greg Horn, **Master Product Formulator**
"Ex-CEO of TWO #1 Companies"



Vic Catalfamo, **Chief Marketing Officer**
"Digital Marketing Guru"



Global Digital Marketing Manager
Lead Technology Engineer
Secured 24 Global Patents



Bob Finigan, **Chief Branding Officer**
"Branding Savant"



ANN TAYLOR



SEPHORA

bloomingdales



Josh Kirschbaum, **Chief Operating Officer**
"Ex-COO & Operations Manager"



COLGATE-PALMOLIVE

L'ORÉAL



Brad Christensen, **Chief Information Officer**
"Technology Wizard"



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PARADOX | PHYSICAL ASSETS

Modere is owned by Z Capital Partners (ZCap.net), a **\$2.3 billion** private equity group who has deployed over **\$17 billion** in capital over the past twenty years, and Modere's sister companies include:



Modere operates in almost **40 countries**, has physical offices in **11 countries**, over **600 global employees**, and the following physical assets:



100,000 SF HEADQUARTERS
SPRINGVILLE, UTAH



MARKETING CENTER
NEWPORT BEACH, CA



380,000 SF RESEARCH, DEVELOPMENT & MANUFACTURING PLANT
SPRINGVILLE, UTAH

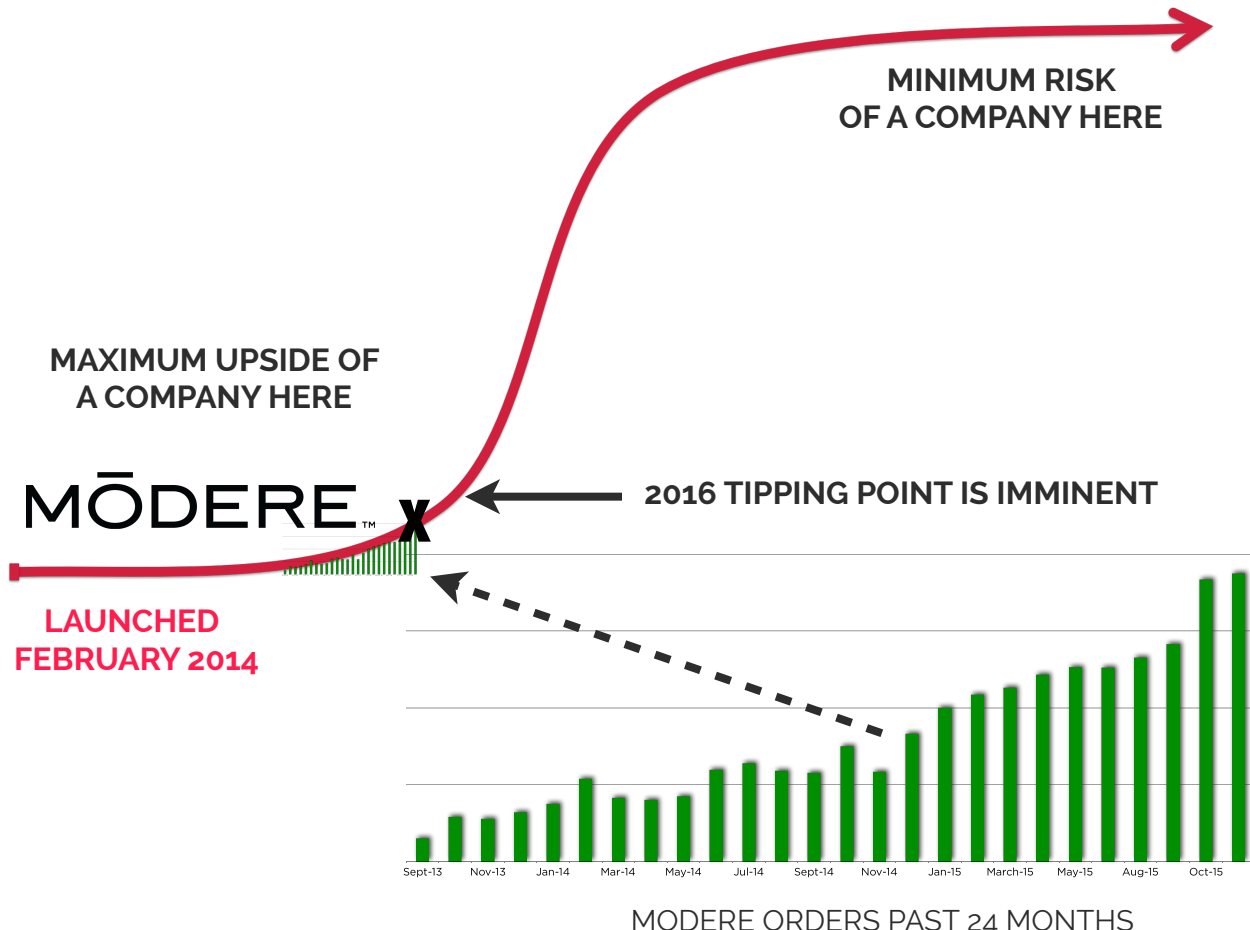
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PARADOX | START UP TIMING

Although Modere has the assets and infrastructure of a multi-billion company, and has in fact done close to **\$7 billion in total revenue since 2000**, it also has the timing and upside of a **“ground floor,” start-up type business**. This is because Modere is actually the brand new metamorphosis of an existing 29 year old legacy company called Neways, that for several very unique reasons just completed perhaps **the most complete transformation in American business history**, especially for a company of our size. This unprecedented transformation included, among other things, brand new:

- ★ Ownership
- ★ Management
- ★ Name
- ★ Financial Power
- ★ Branding
- ★ Business Model
- ★ Product Lines
- ★ Compensation Plan

Further, it is equally unique that Modere is headquartered in the U.S.A., the largest global marketplace for a company of our type, yet **95%** of it's past and current business is derived internationally. In short, Modere offers the **maximum upside potential** of a virtually unknown, authentic ground floor opportunity in the U.S.A., Europe and most of Asia, but with the **minimal risk** that only comes with a stable, multi-billion dollar giant.



MÖDERE™ PRODUCTS



Modere's mission is to simplify your ability to "live clean," which is one of today's **hottest trends** as evidenced by the rise of businesses like Whole Foods. This is because of the increasing correlation between not living clean and such major problems as **weight gain, fertility issues, premature aging and manmade disease**. Accordingly, for almost 30 years, we have created a **pattern of innovation** that includes cutting edge wellness products and removing controversial chemicals and toxins from a wide range of personal care products:

INTRODUCED IN	PRODUCT	REVENUE RESULTS
1980s	Paraben Free Personal Care	\$1 Billion+
1990s	SLS Free Hair Care	\$200 Million+
2000	Liquid Mineral Supplement	\$1.5 Billion+

Even more importantly, we strongly believe our biggest innovations are both in our current product line and yet to come, including the following:



I/D ANTI-AGING SYSTEM



M3 WEIGHT LOSS SYSTEM



MODERE / SAVI VITAL

80+ LIVE CLEAN
EVERYDAY ESSENTIALS

<p>SKIN Indulge, improve, and exfoliate.</p> <p>Our skin care line consists of 100% natural products, created to keep you looking as good as you feel, so you can live your best life.</p>	<p>HAIR Get your hair shiny, silky, and soft.</p> <p>Infused with natural ingredients and the latest technology, our hair care products are designed to help you get the hair you've always dreamed of.</p>	<p>BODY Illuminate, revitalize, and enhance.</p> <p>Rehydrate and boost the effectiveness of your skin care routine with our body care products.</p>
<p>MEN'S CARE Clean, style, and impress.</p> <p>Be a better man with our topicals, including styling products, deodorants, and more, designed for men and the sensitive skin they have.</p>	<p>MOUTH Maintain a clean, bright smile.</p> <p>Our safe, effective dental products clean and whiten your teeth, so you can have that confident, bright smile.</p>	
<p>LAUNDRY Brighter colors, whiter whites, and light, soft fabric.</p> <p>Our products allow you to live the life you want to, stress and all, without worrying about how you'll clean your clothes.</p>	<p>KITCHEN Sparkling dishes and a fragrant, stylish kitchen.</p> <p>Get the perfect combination of heat and steam with our safe, effective, and convenient kitchen cleaning products.</p>	<p>CLEAN Gentle, effective, and stylish.</p> <p>Our gentle but effective cleaning products are safe for your home and your family's health.</p>
<p>TARGETED HEALTH The ultimate formulas for distinct health requests.</p> <p>Targeted Health Category: Support and enhance specific health goals of your life with our safe, effective products designed to focus on you.</p>	<p>WEIGHT MANAGEMENT Maintain a healthy diet and enjoy the tastes you love.</p> <p>Our safe, effective products help you achieve your weight goals and maintain a healthy lifestyle. Free customer support or 24/7 orders.</p>	
<p>ANTI-AGING Age-defying formulas for the perfect look.</p> <p>Our combination of natural ingredients and cutting-edge technology, designed with anti-aging products to help you prevent and reverse signs of aging.</p>	<p>ACTIVE HEALTH Gain energy, increase stamina, and invigorate your life.</p> <p>Increase your body's vitality and get the energy you need with our revolutionary products for your health.</p>	<p>GENERAL NUTRITION Essential nutrition for overall health.</p> <p>Provide overall health with our safe, powerful, natural supplements that are the result of your life.</p>

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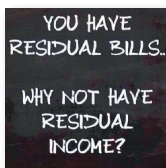
PAY | LER INCOME

Because we will pay you **lifetime commissions on everyone you refer to Modere**, the income you can potentially earn is staggering, especially when you consider that this income can also be “LER,” which means **Leveraged, Exponential, and Residual**:

- ★ **Leveraged** – Most people, including perhaps you, earn non-leveraged income because they earn 100% of their income from their own personal efforts. In short, this typically puts a “**glass ceiling**” on your income in two major ways:
 1. It usually means you “**trade time for money,**” and since there are only a limited number of hours in a day you can work, it automatically limits your earning potential, and
 2. It usually also means that your income is **active**, which means the second you stop your income stops.

In contrast, in Modere your income is **leveraged**, because you can personally involve an unlimited number of other customers and “Brand Partners” and typically earn 5-10% on the revenue they produce...which automatically breaks you through the “glass ceiling” described above. This leverage is very similar to law or medical partners hiring associates, company founders hiring employees, etc., except that in Modere this leverage can happen **much faster** and with **little or no overhead, business debt, geographic boundaries, etc.**

- ★ **Exponential** – In Modere your income can also become “exponential” because every customer and Brand Partner that joins your team can also leverage themselves by referring other customers and Brand Partners who can do the same, etc., etc. This “exponential leverage” principle empowers you to build a team of customers and Brand Partners that can number into the hundreds, thousands or even tens of thousands, and that even further shatters the glass ceiling above.
- ★ **Residual** – Perhaps most importantly, your Modere income can become residual because our products are **consumable**. Consequently, as people perpetually use and re-order our products you get perpetually re-paid...**for life!**



This very powerful principle empowers you to develop “**residual royalties**” very similar to those earned by authors on books, actors on movies, performers or songwriters on songs, or oil & gas companies on oil & gas wells.

The bottom line is that LER income is one of the smartest and most powerful types of income on the planet, and Modere offers you the very real potential to develop a life long stream of it from 4-5 years worth of serious effort, even while doing Modere part-time (or as we like to say, “**on the side**”).

MÖDERE™

PAY | OVERVIEW

ACQUIRE CUSTOMERS

SHARING BONUS

Earn up to 20% on customer purchases.

CUSTOMER POINTS	PERCENTAGE
LESS THAN 300	10%
300+	15%
500	20%

SELLING REWARDS

Earn up to an additional \$500 every month

CUSTOMER POINTS	ACTIVE CUSTOMER COUNT	TOTAL MONTHLY SELLING REWARD	TOTAL SHARING BONUS	3 MONTH CONSISTENCY BONUS
1,000	5	\$200	\$200	\$100
2,000	10	\$350	\$400	\$250
3,000	15	\$600	\$600	\$500
5,000	25	\$850	\$1000	\$750
7,000	35	\$1,100	\$1400	\$1,000

START YOUR TEAM

FIRST ORDER BONUS AND GET 3 DOUBLER

When you enroll 3 Social Marketers within 2 months, your first order Bonus goes from 20% to 40%.

EXAMPLE WITH 480 POINT ORDERS

GET 3	\$576
GET 6	\$1,152
GET 9	\$1,728
GET 12	\$2,304

SOCIAL MARKETER TITLES AND CAREER PATH

SHORT TITLE	LIFETIME CUSTOMER	LEGS	ORG. POINTS	ORG POINTS MAX LEG
C				
SC	1	1	1,500	750
TL	3	1	3,000	1,500
STL	3	1 SC	6,000	3,000
D1	6	1 TL	12,000	7,000
D2	6	2 TL	25,000	15,000
D3	6	3 TL	50,000	35,000
E1	6	3 TL	100,000	70,000
E2	6	3 TL	200,000	140,000
E3	6	3 TL	400,000	280,000

BUILD YOUR TEAM

GENERATIONAL UNILEVEL

Earn up to 7% on 8 generations of Social Marketer and Customer purchases.

	SC	TL	STL	D1	D2	D3	E1	E2	E3
GEN 1	4%	7%	7%	7%	7%	7%	7%	7%	7%
GEN 2	4%	7%	7%	7%	7%	7%	7%	7%	7%
GEN 3		7%	7%	7%	7%	7%	7%	7%	7%
GEN 4			4%	5%	5%	5%	5%	5%	5%
GEN 5					4%	4%	4%	4%	5%
GEN 6						4%	4%	4%	4%
GEN 7							4%	4%	4%
GEN 8								4%	4%

DYNAMIC TEAM LEADER & DIRECTOR BONUS

Earn 12% to 15% on your largest paid generation within 3 generations of the Unilevel Commissions*.

FOUR AND MORE BUILDER BONUS

Elite Social Marketers earn an additional 4% on the 4th team and beyond within the Generational Unilevel*

DEVELOP LEADERS

LEADERSHIP DEVELOPMENT BONUS

Earn a match on team member's Generational Unilevel and Sharing Bonus earnings..

SALE TITLE	TL	STL	D1	D2	D3	E1	E2	E3
7%	10%	10%	12%	14%	16%	18%	20%	22%

LIFESTYLE CONSISTENCY BONUS

When a Social Marketer advances for the first time to a new title of Team Leader, Director One, or Elite 1 and beyond, they are eligible to earn a Lifestyle Consistency Bonus of more than \$250,000.

\$250,000+

*For full details and qualification visit the Compensation page at shiftingretail.com.

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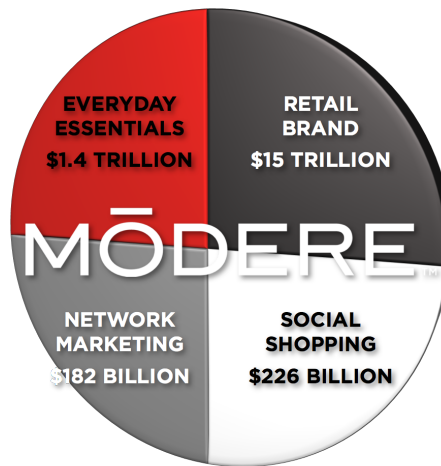
VISION | DISRUPTIVE

When you **compete**, you confine yourself to an existing market space which you fight with your competition over. But when you **disrupt**, you separate from your competition by creating new **uncontested market space** which you dominate...which is exactly what Netflix did to get a 57% market share in movies, Uber did to get a 46% market share in taxis, and Amazon did to get a 41% market share in books. Further, this is exactly what Modere is doing by combining the most powerful features of 4 huge industries, **products** from the **\$1.4 trillion** Every Essentials industry, **branding** from the **\$15 trillion** retail industry, **marketing** from the **\$226 billion** social shopping industry, and **compensation** from the **\$182 billion** network marketing industry...and this disruptive hybrid model is called **Social Retail**.

EVERYDAY ESSENTIALS BILLIONS PER YEAR:

Hair Care - \$83
 Skins Care - \$121
 Anti-Aging - \$261
 Weight Loss - \$586
 Supplements - \$104
 Energy Drinks - \$61
 Laundry - \$85
 Home Care - \$141

= **\$1.442 TRILLION**



SOCIAL MARKETING TACTICS USED BY MODERE & OTHER BRANDS:

- DEDICATED RETAIL SITE
- PROMO CODES
- "SKIP THE TRIP" HOME DELIVERY
- CUTTING EDGE SMARTPHONE APPS
- APP BASED 1 CLICK ORDERING
- APP BASED BAR CODE SCANNING
- FLASH SALES
- PUSH NOTIFICATIONS
- ORACLE ELOQUA MARKETING AUTOMATION
- VIRAL SOCIAL MEDIA SYSTEMS
- GIVE \$10, GET \$10 SHARE PROGRAM
- CUSTOMER LOYALTY PROGRAM

MÖDERE™



GILT

WANELO

NETFLIX



UBER

amazon.com®

MÖDERE™

VISION | MACRO VIEW

Let's look at the **big picture** of Modere by boiling down what we've covered this synopsis to 3 key strategies. We provide superior, safer versions of **products that people already buy**, with **superior convenience** and a **superior experience**, which are the identical strategies that Netflix used to annihilate Blockbusters, Uber is using to crush the taxi industry, and Amazon used to torpedo Barnes & Noble...all with much smaller product markets than we have with Modere. So as shown in the chart below and to reduce it to the ridiculous, if Modere only captures a **2% sliver of our \$1.4 trillion product market**, our annual sales would exceed **\$28 billion**.



3 IDENTICAL STRATEGIES:

1. Products People Already Buy
2. Superior Convenience
3. Superior Experience



DISRUPTIVE COMPANY/MODEL	PRODUCTS PEOPLE ALREADY BUY	MARKET SIZE (BILLIONS PER YEAR)	MARKET SHARE	RESULT
	MOVIES	36	57%	50+ MILLION SUBSCRIBERS
	TAXIS	100	46%	\$51 BILLION VALUATION
	BOOKS	104	41%	\$89 BILLION ANNUAL SALES
	EVERYDAY ESSENTIALS	1,442	IF MODERE CAPTURES <u>JUST</u> 2%	ANNUAL SALES WOULD BE \$28+ BILLION

MÖDERE™ 2014 OSCARS

THE
OSCARS®



MÖDERE™ 2015 EMMYS



MÖDERE™ SUMMARY



THE BRAND

- 28 YEARS IN BUSINESS/\$300 MILLION ANNUALLY
- OWNED BY \$2.3 BILLION PRIVATE EQUITY
- WORLD LEADER IN CLEAN LABEL PRODUCTS
- \$6 BILLION IN REVENUE AND \$3 BILLION IN COMMISSIONS SINCE 2000
- DISRUPTIVE - VIBRANT - AUTHENTIC - HUMBLE - COMPASSIONATE



LIVE CLEAN MISSION

- 70% OF AGING DUE TO ENVIRONMENTAL FACTORS
- WE MANUFACTURE TO CONTROL SAFETY AND PURITY
- 100% SAFE AND EFFECTIVE
- SAFETY ICONS AND SEAL
- SHARE A PRODUCT STORY



DISRUPTIVE MODEL

- SOCIAL RETAIL COMPANY
- SOCIAL SHOPPING AND NETWORK MARKETING
- \$10 GIVE/GET
- 10/1 CUST TO SM RATIO
- 20% OF CUST REFERRED BY OTHER CUST
- TRANSFER MONTHLY PURCHASES TO MODERE



ON TREND

- \$265 BILLION ONLINE RETAIL VS \$279 BILLION TRADITIONAL RETAIL
- HEALTH & WELLNESS MARKET \$17 TRILLION
- PERSONAL CARE MARKET \$150 BILLION
- HOUSEHOLD CARE \$174 BILLIONS
- FEATURED AT OSCARS AND EMMYS STYLE LOUNGE



MODERE LIFESTYLE

- UP TO 42% COMMISSIONS
- DEEP GENERATIONAL PAY
- 10-22% MATCH ON ALL LEADERS' CHECKS
- OWN YOUR OWN GLOBAL BUSINESS
- CREATE RESIDUAL INCOME/TIME FREEDOM
- EARN EXPERIENCES AND ESCAPES

GET STARTED

- ENROLL WITH 480 POINT FIRST ORDER TO QUALIFY FOR THE PATH TO ESCAPE
- LIVE CLEAN FOR FREE WITH 3 CUSTOMERS - \$299 TOTAL
- GET YOUR 3 - EARN A GET 3 DOUBLER