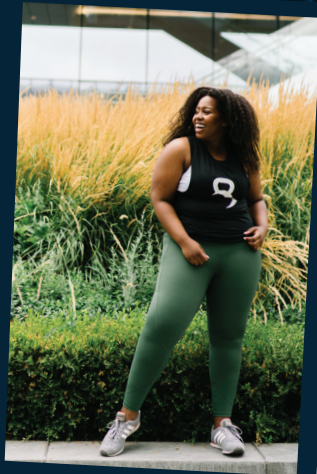




Startup GUIDE





Daily life can be challenging. Some days it can be downright frustrating.

As a wife and a mom to four young kids, I was managing a hectic and busy schedule. Staying upbeat required that I find an outlet. Fortunately, I discovered that getting outside, being active, and doing something adventurous was the perfect antidote to all life's stresses. I could be active with my family, or try a new sport with some girlfriends. Both returned enormous benefits and helped me get closer to being the wife, mother, and friend I aspired to be.

As I fell more in love with activity, I found my wardrobe shifting to consist mostly of—no surprises here—activewear! But, while I loved activewear, I wasn't always impressed with my options. Quality, comfort, and style were often lacking in the brands I could afford.

Then, one moonlit night, I found myself toward the back of a group of friends as we snowshoed up a mountain. I paused a moment, listening to their laughter, their breath, and their words of encouragement. The moonlight on snow was beautiful, but I was more struck by what we were doing to lift, support, and encourage one another on this adventure. Why couldn't every day feel more like this?

Getting outside,
being active, and
doing something
adventurous was the
perfect antidote to
all life's stresses.

That hike was the seed of an idea that snowballed. The more I talked about my idea, the more support I got from family and friends to start a business. Soon, we were a team, and our mission was twofold:

- Create fashionable, high-quality clothes that looked and felt great.
- Build that brand on a culture of activity, inclusiveness, teamwork, and personal development that could extend from the CEO, all the way to the customer.

We're building Zyia to be more than the perfect leggings. Our sales model creates opportunities: to be part of a team, to earn extra money, to meet new people, to be more active, to develop new skills, and even to travel the world.

Which opportunities will you seize?

Erin Bradley
CEO, Zyia Active

Zyia Active is a lifestyle brand
for an active life.

We believe in embracing activity with excitement, vigour, and delight. We know pushing yourself to your physical limits is easier—and more rewarding—with friends. Our mission is to make movement an essential part of more lives.



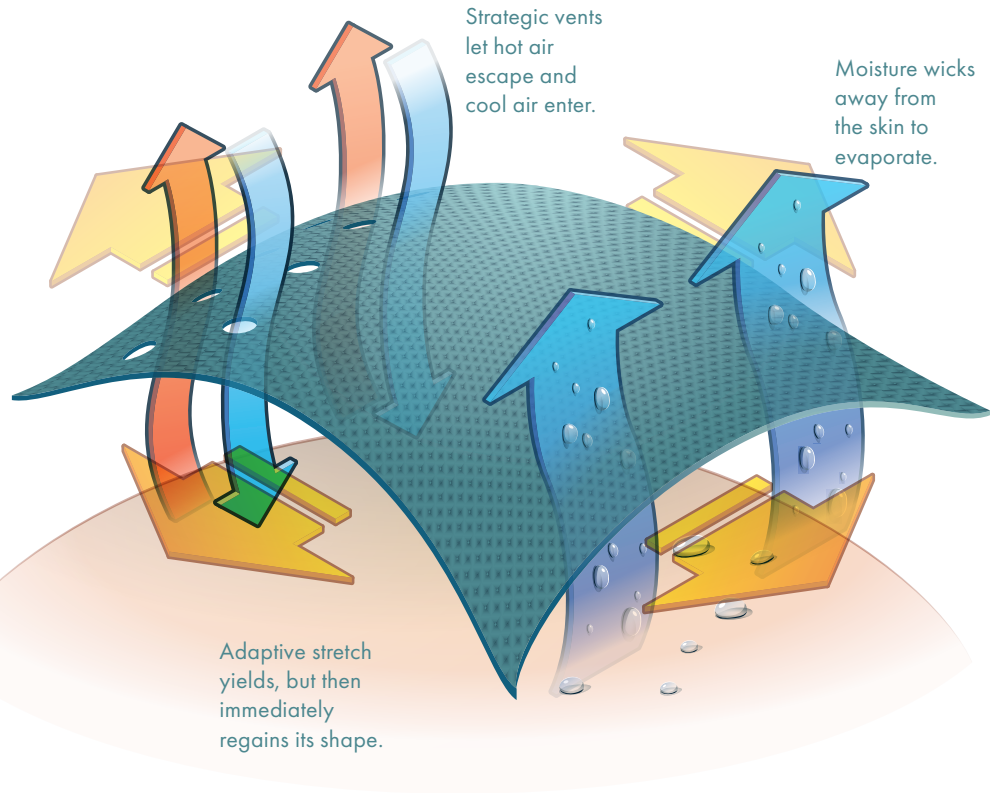
ZY|A
L|GHT
UPL|FT
ACT|VITY
COMMUNITY

OUR QUALITY *sets us apart*

Product Design

Most of the fabrics we use incorporate four-way stretch. This, along with thoughtful design, allows our clothing to move with you, constantly adapting to each twist, lunge, and bend. But adaptive stretch is just one piece of the puzzle.

To achieve the kind of performance-enhancing comfort a professional athlete expects from their clothing, we include many other design features and technologies.



Eco-Initiatives

Our innovation doesn't stop at our designs. We also pursue technologies to make our clothing more sustainable. From plant-based fibres to recycled fibres to compostable packaging, we're working hard to make sure the clothing we develop is as good for our planet as it is for your workout.



Anti-microbial Fabric

Our tops made from copper-infused fibres prevent the growth of odour-causing bacteria. These garments fight stink between washings and are ideal for those who perspire a lot or who have to pack their used workout wear around in a gym bag.



Sweat Wicking

Moisture control is the first rule of good workout wear. Our fabrics pull sweat away from the skin to where it can evaporate.



Chafe-free Construction

Poor sewing techniques can rub you raw. We employ thoughtful construction that avoids seams at friction points, or we create seams that are flat and smooth.



Temperature Control

These garments use insulation, ventilation, and/or layering to help balance core temperatures.



Breathability

When maximum airflow is the order, these garments use ventilation, fabric weave, and/or fibre content to deliver superior breathability.



High Compression

Firm compression staves off muscle fatigue, slims your figure, and supports circulation in extremities.



Muscle Support

Lighter compression offers muscle support, but with an intensity more suited to lower impact exercise and all-day wear.



Strategic Ventilation

Vents, pores, meshes, and eyelets are ventilation strategies we use to let heat escape from the body's hottest areas.



Adjustable Fit

Drawstrings, removable pads, buckles, and clasps that let you adjust the fit to suit your body or activity.



Zippered Pockets

Extra security for all your essentials. We offer traditional, invisible, and gasket-style zippers, depending on the garment's intended use.



Linings

For added support, opacity, and moisture control, linings can elevate a garment to new levels of comfort and utility.



Graduated Support

Not all workouts require the same kind of support. Our bras offer four levels of support to suit the intensity of your activity.

UNDERSTANDING the OPPORTUNITY



Chances are good that your first exposure to Zya began when you admired something a friend was wearing. If you've already started wearing your Zya pieces, you may even have noticed the compliments and questions beginning.

One of the best parts of the Zya opportunity is how seamlessly it folds into your active lifestyle. Not only do the clothes start conversations effortlessly, but they also tie in perfectly with the lifestyle goals most of us already share—to

be more active and more social. Perhaps you already attended or hosted a Zya party. If so, you've seen first-hand how the party concept offers a way for hosts to earn free clothing and for the Zya Rep to get more sales and book more parties.

That's a great understanding to start you off. But to maximise the Zya opportunity for yourself, let's dive into the nuances of how you can earn commissions, bonuses, and incentives.

RANK ADVANCEMENT REQUIREMENTS

Rank	Personal Volume	Lifetime Personal Volume	1st Level Vol.	Qualified 1st Level Directors	Qualified 1st Level Zya Double Exec.	Total Group Volume
Representative	200	200	0	0	0	200
Junior Representative	200	1,500	600	0	0	600
Senior Representative	300	3,000	1,200	0	0	2,000
Director	500	10,000	2,000	0	0	10,000
Senior Director	500	15,000	2,500	0	0	20,000
Executive	600	20,000	3,000	2	0	50,000
Zya Executive	600	25,000	3,500	4	0	100,000
Double Zya Executive	600	30,000	4,000	7	0	250,000
Zya Elite	600	40,000	4,000	10	2	500,000
Presidential	600	75,000	10,000	12	3	1,000,000
Zya Presidential	600	150,000	20,000	15	4	5,000,000

Pay period is equal to one month. All qualifications are monthly except the Lifetime Personal Volume.

Executives and above who have another Rep qualifying at a higher rank within their first 2 levels will not be eligible for commissions on levels 8-10.

For Senior Reps through Senior Directors, a commission cap of \$3,000 (USD) applies to the earnings from levels 2-10.

The Zya Pay Plan

Our pay plan was carefully designed to meet several goals and to help everyone succeed together:

- **Reward Those Who Share Zya:** In addition to product commissions, we bonus based on the activities that share and promote Zya's message.
- **Help New Reps to be Successful:** We bonus for teamwork, so Sponsors have every incentive to help their new Reps be successful. This encourages cooperation, training, and mentoring.
- **Make Work More Fun:** We all work harder when we're having fun, so we always have promotions based on exciting retreats, trips, and gifts.
- **Recognise Achievement:** We want Reps to know without question that their hard work is noticed and appreciated. Our plan gets more rewarding as your rank increases, plus we pay cash bonuses for each rank advancement. We also commemorate rank achievements with gifts and public recognition.

How You Get Paid!

1. Personal Sales Commission

Earn 20-25% commissions on every product you sell.

2. Personal Commission Override

Sell over 1000 PV (personal volume) in one month and get an 8% bonus on your Personal Commission.

3. Team Sales Commissions

Earn 2% to 11% on the volume of the first three levels of your organisation. (This number goes up as your rank goes up.)

Earn 5% on the total volume of your total organisation's first ten levels.

4. Rank Advancements

In addition to higher team sales commissions, you can earn cash bonuses each time you achieve a new rank. These grow with rank and can be as high as \$15,000.

REPRESENTATIVE REWARDS

Rank	Personal Sales Comm.	Personal* Comm. Override	1st Level	2nd Level	3rd Level	4th-5th Levels	6th-7th Levels	8th-9th Levels	10th Level	Rank Bonus
Representative	20%	8%	0%	0%	0%	0%	0%	0%	0%	
Junior Representative	20%	8%	5%	0%	0%	0%	0%	0%	0%	\$50†
Senior Representative	20%	8%	5%	2%	0%	0%	0%	0%	0%	\$75
Director	20%	8%	5%	3%	1%	.5%	0%	0%	0%	\$100
Senior Director	20%	8%	6%	3%	1%	1%	1%	0%	0%	\$200
Executive	25%	8%	7%	4%	1.5%	1%	1%	1%	0%	\$500
Zya Executive	25%	8%	8%	4%	1.5%	1.5%	2%	1%	0%	\$1,000
Double Zya Executive	25%	8%	10%	5%	2%	2%	2%	2%	1%	\$5,000
Zya Elite	25%	8%	11%	5%	2%	2.5%	3%	2%	2%	\$10,000
Presidential	25%	8%	11%	5%	2%	3%	3%	3%	2%	\$12,000
Zya Presidential	25%	8%	11%	5%	3%	3%	4%	3%	3%	\$15,000

*Commission Override is added to Personal Sales Commission if PV is over 1,000 for the month.

†Rank Bonus if Done Within the First 3 Full Months.

You're paid 75% on your Total Downline's QV.

Rank bonus given in US dollars and values exclude GST.

SETTING YOURSELF UP for SUCCESS

Your sponsor, your team, and we at Zya are cheering for your success. We've seen many successful Reps and know the keys to launching a new Zya business are clear goals and good habits.

These pages help you plan for the success you want to achieve. But before we dive in, take a moment to consider why you want to take this leap. What is your "why"?

Why I want a Zya business: _____

How much do I want to earn each month with my business?

How many parties will I have each month?

Month 1: _____ Month 4: _____

Month 2: _____ Month 5: _____

Month 3: _____ Month 6: _____

How many new Reps will I sponsor each month?

Month 1: _____ Month 4: _____

Month 2: _____ Month 5: _____

Month 3: _____ Month 6: _____



One powerful way to launch your business is to outline the daily, weekly, and monthly tasks you'll complete to create momentum. Just like physical training, little these actions add up! What kind of habits does your Sponsor think are critical for meeting party and sales goals?

Daily

Weekly

Monthly

Mine Your Contacts



Eventually, your Zya business can expand to customers all across the country and from all walks of life. But to kick off your business in the first weeks, leveraging your contacts is a powerful start. These are the people that will come to your launch party and ask the questions that will help you become an expert in all things Zya.

Our clothing appeals to a broader audience than just fitness enthusiasts, so don't be overly selective. You never know who might be interested, or who *they* might know.

See if you can list 100 potential contacts between these overlapping social circles:

- | | |
|--------------|-------------------|
| Family | Lessons & Sports |
| Friends | Church |
| Neighbours | Volunteering |
| Health Clubs | Office Colleagues |
| Social Clubs | Social Media |
| Schools | Contacts |



Running Your Business, Your Way

In-home parties are not the only path to success. With your Zyia website, you can take orders 24/7, nationwide.



Host a Virtual Party: This is perfect for hosts who live far away or whose social circle lives farther away. You can create a group or an event, promote it, and run your party all from your own home, using your preferred social media platform.

Share Zyia Through Social Media:

As you build a customer base, they will look to you for style tips and new product recommendations. Give them what they want by sharing your best ideas and photos on social media. You can also share special promotions, sales, and exciting product releases. With Zyia, there is always something new to talk about.



Host a Pop-up Event: Local fairs, farmer's markets, and small businesses (especially gyms and yoga studios) can all be great places to share Zyia. With a few demonstration pieces, your catalogues, and your online store, you can use these events to book parties and get new customers.



Party Goals

To keep growing your business, each of your parties should fulfill these three goals:

1. Get \$200 in orders.
2. Find your next host.
3. Enrol another Rep.

Throwing Your First Party

If you haven't already, it can be helpful to make your first party a launch party you throw yourself. This gives you an opportunity to get familiar with presenting in the company of friends. It can also be a great way to get a sampling of all the typical questions that come up at parties. You can even ask your Sponsor to attend and lend a hand.

Once you begin booking parties, it's vital that you come prepared. This checklist will help you get your first party off to a great start:

- Be ready fifteen minutes early with your catalogues, host brochures, and order forms.
- Keep the presentation portion to ten minutes or less, focusing on the brand first, then products.
- Wear your favourite Zyia pieces—you represent the brand!
- Lay your other sample pieces out so they can be handled.
- Print a few copies of the sizing guide from your back office to help answer sizing questions.
- Provide a full-length mirror so your guests can try on the pieces you have available.
- Have cards ready with your contact information and social media accounts so guest can order from your online store.
- Offer a simple refreshment, or bundle a to-go treat with your business card.

Your launch party can also be virtual. Turn the page for tips for a successful virtual party.

PLANNING a SUCCESSFUL Party



The best parties are well-planned, and Zylia gives you tools and tips to help you plan for success.

In-Person Party

- Set a date about two weeks out. This will give you time to build the guest list.
- Help your host create a guest list.
- Create the invitation. Your back office includes tools to help your host send invitations via email. But you can also send invitations via social media, text messages, phone calls, cards, and more. Coach your host to follow up on every invitation individually through an alternate communication method. If the first invitation went out via email, encourage her to follow up with a text or call.
- Make sure your host knows what you'll need to present. Usually, a table and adequate seating are enough. But, if she owns Zylia pieces, ask her to wear them or bring them.
- Talk about the refreshments your host will offer. These should be simple.
- Make sure there is a room nearby for trying on clothing. A large mirror is also useful.

Virtual Party

- Set a date several days out. This will give you time to build the guest list and plan the event.
- Help your host create an invitation list.
- Share the invitation. It's ideal to contact people on the social media platform you plan to use for the party, but not required. However you contact them, make sure your host contacts each guest *individually*, and also follows up at least once before the event.
- Coach your host on being involved. She can like and comment on your posts, chime in with her own favourite styling tips, tag friends in your posts, and post about the event to her own profile. The more interest she creates, the greater her hosting rewards.
- Offer specials, drawings, and promotions during the event. These are great ways to build engagement and keep a multi-day shopping event fun. You can offer your host another entry into your drawing for every comment she makes in the event or every image she shares of herself in Zylia wear.
- If your event is live, have your host join you. Her friends and family want to know what *she* likes and recommends, and having her there helps you make connections with her party guests.
- Invite the guests to follow you for styling tips, deals, and new product drops long after the event ends. You can offer additional drawing entries or discounts for follows.

Tip: A good party goal is ten to fifteen guests. To get ten guests, you will need fifteen who RSVP. And to get fifteen commitments, you'll need to invite about thirty people.

Party Sales	Host Credits	50% Off Items
\$2,800 AUD +	\$420 AUD	8
\$1,400 AUD +	\$210 AUD	4
\$840 AUD +	\$91 AUD	3
\$280 AUD +	\$28 AUD	2

The host program makes it simple to earn rewards, and it encourages the host to invite as many guests as possible. The more the party earns, the greater the rewards.





Whether your party is in-person or virtual, keep the demonstration portion brief. You'll quickly learn a format that works for you, but this is a good start:

Welcome:

- As guests arrive and get refreshments, be sure to welcome them and talk about how you both know the host. Look for something you have in common.
- Talk about the host and thank her for putting together the party.

Demonstration:

- Tell the story of how Zyia began, and its mission.
- Demonstrate the quality of the product and explain some of the features.
- Share your own reasons for loving your favourite items and invite your host to share their reasons.

Closing:

- Explain how Zyia Wednesdays work and how the catalogue functions as a "look book" for staples.
- Thank the host again and touch on some of the benefits of hosting.
- Ask if any of the guests would like to earn free clothes by hosting.

Shopping:

- Demonstrate how to place an online order.
- Answer questions, and share the sizing guide.
- Ask the host which items she's most looking forward to receiving.

Running Your Party

These tips from experienced Zyia Reps can help you get off and running more quickly:

Understand from day one that **you** are the brand for your Zyia business. Your party guests want to see you wearing the clothes. Whichever format your party takes, be sure to share lots of images of you wearing Zyia for different activities.

Talk about the company, what it stands for, how it began, and its mission. People want quality clothing, but they also want to buy it from a brand they respect and that has values that match their own.

It doesn't matter if you don't know everything about the products, or if you've never run a live video event. The important thing is that you dive in and schedule those parties. You'll learn and build momentum more quickly if you just go for it.

If you're nervous about being on live video, you can pre-record your first events until you build confidence. There's no one right way, but your Sponsor can offer a lot of guidance on what has worked for their business.

Finding New Hosts

To reach your goals, it's important to find new party hosts. Fortunately, it's simple.

- As people compliment your clothing, let them know you can help them get a discount on a similar piece, or tell them how they can follow you online for deals.
- If guests comment that they want something they cannot afford, tell them how they can get it free or discounted by hosting a party.
- Show how fun and easy hosting is and how the benefits add up.

Every party will have some guests that want to host, and their party will have more guests, and on it goes.

SHARING *the* OPPORTUNITY

Financially, the most rewarding part of the Zyia pay plan comes from sponsoring new Reps. But, many of our Reps would argue that the benefits of building a team go far beyond the financial. For many, the relationships built through mentoring and supporting one another are the most precious part of their Zyia experience.

New Reps are often the best at building a team. Their enthusiasm is contagious, so don't hold back. **Share what you love about Zyia, even if you're still learning some of the details.**

As you look for people to share Zyia with, don't rule out people who don't seem like "legging people."

Active people may come to mind first, but also consider those that could benefit from some extra income, more activity, a business they can run while at home, or more recognition. A dynamic team is diverse and can include team members of every age, background, gender, and physical ability.

Tip: You're now a business owner. Consult your tax preparer to understand how to take advantage of the tax benefits and which expenses you should be tracking.

For many, the relationships built through mentoring and supporting one another are the most precious part of their Zyia experience.

