

THE VALUES THAT DEFINE US

- 01 **We put our Customers and Distributors first.**
We value each and every Distributor as a business entrepreneur, not just as a product seller. We make ourselves personally accessible to Distributors in the office and by phone for their success.
- 02 **We believe in the highest levels of customer service.** If there is any problem “we will make it right”.
- 03 **We believe compensation should be generous,** with a bias toward both early income and wealth creation. Every bonus in the Prosperity Plan is designed to be unlimited, as well as the plan overall.
- 04 **We believe in fairness.** We foster a level playing field where all can succeed. We avoid preferential treatment to any one Distributor or Distributor group. “We will not do for one what we cannot do for all.”
- 05 **We do not “buy” Distributors,** believing such practice to be unfair and economically unsound.
- 06 **We honor our obligations,** believing such is a measure of integrity, even if it is to our economic disadvantage. We believe our integrity sets us apart in our industry.
- 07 **We seek out world class products** that will:
 - a. Deliver the best technology available.
 - b. Perform to the highest standards.
 - c. Permit a legitimate retail sales opportunity.
 - d. Where possible permit demonstration of 100% of the product value BEFORE asking for the sale.
- 08 **We value loyalty** and reflect it in our long term relationships.
- 09 **We attempt to foster a community** of mutual respect, support, maturity, and positive motivation. We believe most field problems can be resolved by up line leadership who demonstrate and teach maturity.
- 10 **We believe in enthusiasm,** but not hype.
- 11 **We define leadership to mean helping others make money** – not public speaking ability or size of organization.
- 12 **We believe a Distributor “system” for self improvement** is critical to long term success of the individual Distributor and the Company. We believe there should be only one approved System in the Company and that it should be Distributor run for the benefit of all Distributors, without being a profit source for any one Distributor or Distributor group. In Juuva that system is Summit Success.
- 13 **We take seriously our tagline “Transform Your Life”** as a corporate mandate and an invitation to all participants.
- 14 **We seek out top tier leaders** in each country who will attract others who will follow them in Juuva. We invite such leaders to be shareholders of Juuva stock.
- 15 **We administer all policies without regard to color, creed, gender or nationality.**

THE MOST TRUSTED NAME IN NETWORK MARKETING
