



Rate-N-Earn



★ Digital Marketing and Client Engagement Services



Business Overview

- Jurisdiction: Incorporated and operating under the applicable commercial laws of Dubai, United Arab Emirates.
- Rate-N-Earn is a Dubai-based digital marketing company specializing in online brand promotion and consumer engagement. The company acts as an intermediary between businesses seeking greater online visibility and clients willing to participate in rating and review-based promotional campaigns.
- Rate-N-Earn promotes a wide array of companies through digital platforms and encourages its registered users (clients) to provide ratings and reviews, ranging from 1 star to 5 stars, for those businesses. In consideration for the genuine feedback and ratings provided by users, the company disburses a bonus amount, calculated on the basis of the rating matrix.
- This unique rating-to-earn model not only assists businesses in expanding their digital footprint and credibility but also offers clients a legitimate opportunity to earn monetary bonuses in foreign currency (USD), thereby fostering mutual economic benefit.





Company Vision and mission



VISION

To become the world's leading client-powered digital marketing platform, where authentic feedback drives business growth, and users are rewarded fairly and consistently for their participation in brand promotion.

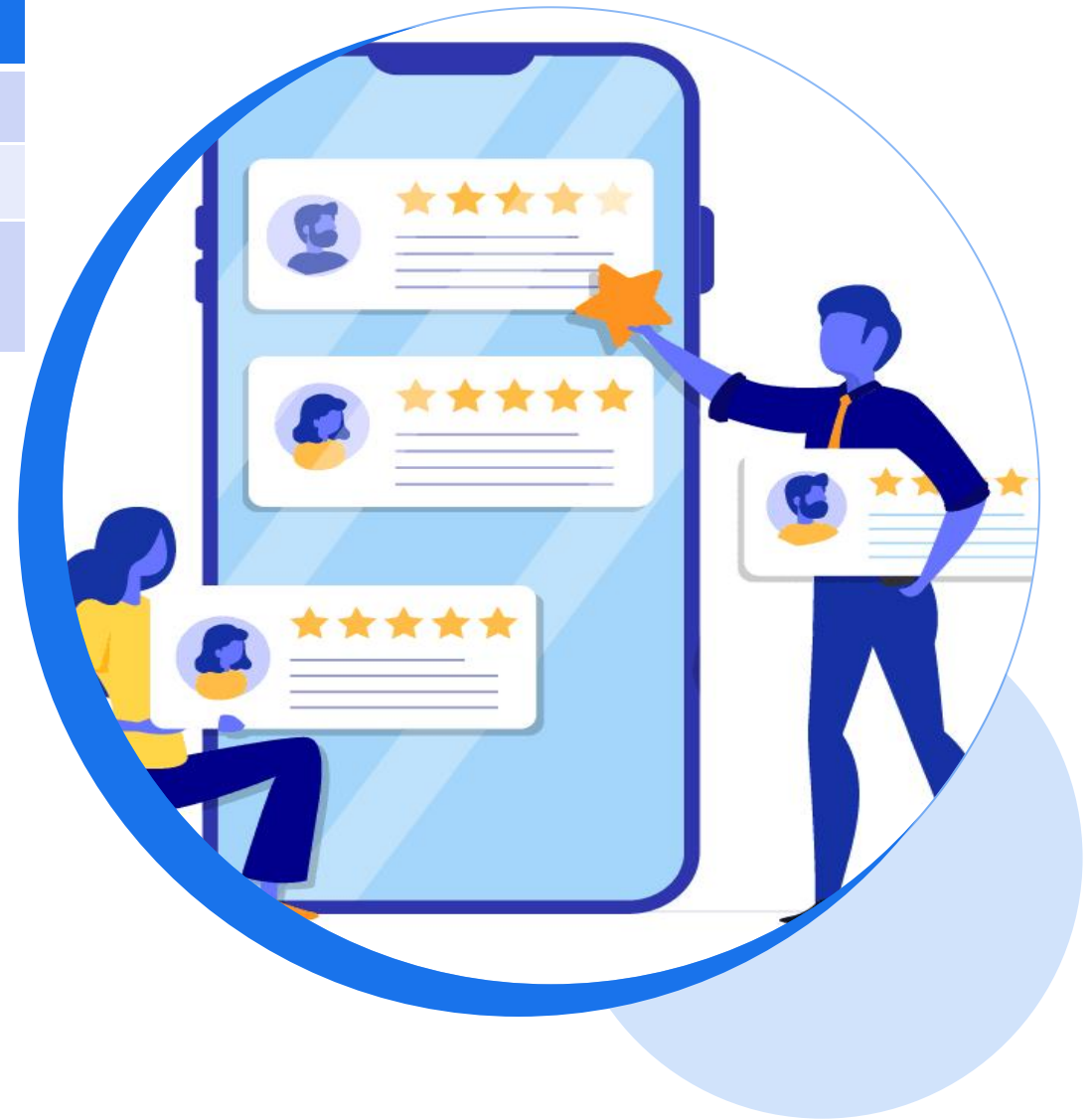


MISSION

To revolutionize digital marketing by creating a transparent, performance-based rating system that empowers users to earn while promoting genuine businesses, thereby creating a symbiotic ecosystem of trust, growth, and financial inclusion.

Income - Plan

Particulars	Details
Company Name	Rate-N-Earn
Minimum Subscription	\$50 (USD)
Working Days	Monday to Friday (5 days/week)



Daily Rating Bonus Structure

Star Rating Given	Bonus % on Subscription	Daily Earning on \$100
★ (1 Star)	0.25%	\$0.25
★★ (2 Star)	0.50%	\$0.50
★★★ (3 Star)	0.75%	\$0.75
★★★★ (4 Star)	1.00%	\$1.00
★★★★★ (5 Star)	1.25%	\$1.25

Note: Bonus is credited only from **Monday to Friday** (No bonus on **Saturday & Sunday**).

Bonus on Bonus (Referral Level Income)

Level	Bonus Percentage (on Direct Bonus)	Eligibility Condition
Level 1	10%	1 Direct Referral Required
Level 2	9%	1 Direct Referral Required
Level 3	8%	1 Direct Referral Required
Level 4	7%	1 Direct Referral Required
Level 5	6%	1 Direct Referral Required
Level 6	10%	1 Direct Referral Required
Level 7	9%	1 Direct Referral Required
Level 8	8%	1 Direct Referral Required
Level 9	7%	1 Direct Referral Required
Level 10	6%	1 Direct Referral Required



Direct Referral Income

5%

Each user shall be eligible to earn Direct Referral Income at the rate of 5% on the subscription amount of every directly referred user. This income shall be credited instantly upon activation of the direct referral's ID.

Example: If User A refers User B who subscribes with \$100, User A will receive \$5 as Direct Referral Income.

Note: This is separate from the Level Income and Rank Royalty Income.





Rank No.	Rank Name	Team Business Requirement (USD)	Royalty Income in (%)	Weaker Leg (60%)	Stronger Leg (40%)	1 Direct Required
1	Star Associate	\$5,000	1.00%	\$3000	\$2000	✓
2	Silver Leader	\$7,500	0.90%	\$4500	\$3000	✓
3	Gold Mentor	\$10,000	0.80%	\$6000	\$4000	✓
4	Platinum Builder	\$12,500	0.70%	\$7,500	\$5,000	✓
5	Ruby Director	\$15,000	0.60%	\$9,000	\$6,000	✓
6	Emerald Achiever	\$25,000	0.50%	\$15,000	\$10,000	✓
7	Diamond Executive	\$50,000	0.40%	\$30,000	\$20,000	✓
8	Crown Ambassador	\$1,00,000	0.30%	\$60,000	\$40,000	✓
9	Royal Icon	\$2,50,000	0.20%	\$1,50,000	\$1,00,000	✓
10	Global President	\$5,00,000	0.10%	\$3,00,000	\$2,00,000	✓

Rank Royalty Income Plan (On Monthly Company Turn-over)

Terms for Rank Royalty Income Distribution :

- **Cumulative Royalty Distribution :** A rank holder shall be entitled to receive cumulative royalty income of all the ranks up to and including the rank he/she holds.
- **Example:** A “Platinum Builder” will receive royalty income not only for the Platinum Builder rank but also for the Star Associate, Silver Leader, and Gold Mentor ranks.
- **Equal Distribution Among Rank Holders :** The royalty income allocated for each rank shall be equally distributed among all qualified users holding that respective rank for the month.

Qualification Criteria:

To achieve rank, total team business must come from two legs :

- **Stronger Leg – 40% of total business.**
- **Weaker Leg – 60% of total business.**
- **Direct Referral Requirement:**
- For each level of team business to be included in qualification, 1 active direct referral is mandatory.
- Thus, to consider team business up to 10 levels, the user must have 10 qualified direct referrals, one corresponding to each level.

Royalty Income Distribution Rules:

- A rank holder shall earn royalty income from all ranks achieved and below.
- Royalty for each rank shall be equally distributed among all users holding that specific rank for the month.

ID Reactivation on 3X Income

➤ Top-Up Requirement:

- The subscriber shall be required to top-up with **an amount equal to or higher than the previous subscription** amount to reactivate the ID.
- A top-up less than the last subscription amount shall not be **permitted** for reactivation purposes.

➤ Sponsor Eligibility for Referral Income:

- Upon reactivation, the **sponsor of the subscriber shall be entitled to receive Direct Referral Income** at the rate of **5%** on the amount of the reactivated subscription.

➤ Example:

- If a user initially subscribed with **\$100**, earned **\$300** (3X income), and then reactivates with **\$100 or more**, the sponsor will receive **5% of the reactivation amount** as Direct Referral Income.

