

YOLI

IMPACT 90

Challenge Official Rules

October 17, 2026 – January 15, 2027

The Yoli IMPACT 90 Challenge rewards Brand Partners for the consistent activities that build a Yoli business: starting conversations, following up, using third-party validation, and bringing people to Yoli University.

IMPACT 90 builds on the 90-Day Action Plan introduced through Yoli University. Take consistent action, track your progress in the Yoli Life App, and stay accountable for the next 90 days.

AT A GLANCE

Kickoff	Saturday, October 17, 2026, at the IMPACT U.S. Conference
Challenge ends	Friday, January 15, 2027, at 11:59 p.m. Mountain Time
Who can join	Active Brand Partners in good standing, in every Yoli market
Where to log	The Yoli Life App
Recognition	Weekly leaderboard, point milestones, and final standings

CHALLENGE PERIOD

- IMPACT 90 will be announced on Saturday, October 17, 2026, at the IMPACT U.S. Conference.
- The challenge period runs from Saturday, October 17, 2026, at 12:00 a.m. Mountain Time through Friday, January 15, 2027, at 11:59 p.m. Mountain Time.
- Only qualifying activity completed during the challenge period and logged in the Yoli Life App earns points.
- Additional Yoli University events, including events outside the United States, may be added during the challenge period.

ELIGIBILITY

- The challenge is open to Brand Partners in every Yoli market who are active and in good standing under the Yoli Policies and Procedures.
- Brand Partners who enroll during the challenge period may join at any time and earn points from their enrollment date forward.
- Each Brand Partner account participates as one participant. Accounts held jointly (for example, by spouses or a business entity) are treated as a single participant.

- A Brand Partner must remain active and in good standing through the end of the challenge period and at the time rewards are awarded to receive final recognition or rewards.
- Yoli employees and members of their households may participate for recognition but are not eligible to receive rewards.

HOW TO EARN POINTS

IMPACT 90 reinforces the activities you learn through Getting Started Training and Yoli University. There is no cap on total challenge points. Limits on how often a specific activity can earn points are listed below.

Activity	Points	How It Counts
A New Invite to Share Yoli	2	Once per contact, per Brand Partner
Follow-Up	1	Up to 3 follow-ups per contact
3rd Party Validation (3-way call, Zoom, or in-person meeting)	3	Each qualifying call, meeting, or event; both participating Brand Partners earn points
You Attend a Yoli University	5	Once per Yoli University event
Your Guest Attends a Yoli University (prospect, customer or Brand Partner)	10	Per guest, per Yoli University event; credited to the referring Brand Partner

Not seeing a Yoli University near you? Assemble a group of 10 or more and email yolisaless@yoli.com to request a Yoli University in your area.

DEFINITIONS AND POINT RULES

A New Invite to Share Yoli. A personal, one-to-one conversation with someone who is not currently a Brand Partner about Yoli products, the Yoli opportunity, a Yoli event, or another approved Yoli resource. Direct messages on social media, individual texts, phone calls, and in-person conversations qualify. Group posts, social media posts, broadcasts, and group texts do not qualify. Each contact counts as a New Invite only once per Brand Partner during the challenge. All New Invites must be logged in the Yoli Life App to earn points.

Follow-Up. A meaningful, personal follow-up with someone after the initial conversation, such as answering questions, sharing a resource, or checking in on their interest. Up to 3 follow-ups with the same contact may earn points during the challenge. Follow-ups must be logged in the Yoli Life App to count.

3rd Party Validation.

3rd-Party Validation. A follow-up in which another Brand Partner joins to provide third-party validation or support. Qualifying activities include a 3-way call, a 3-way Zoom, an in-person meeting, a Better Body

Party (BBP), or another event with the contact. When both Brand Partners meaningfully participate, both earn 3 points. This reinforces the Yoli University TEACH IPA: Do, Help, Watch. 3rd-Party Validation activities must be logged in the Yoli Life App by each Brand Partner claiming points.

You Attend a Yoli University. You earn points for your own registration and attendance at each Yoli University held during the challenge period. Attendance is verified through event check-in.

Your Guest Attends a Yoli University. You earn points when a person you invited, whether a prospect, customer, or Brand Partner, registers for and attends a Yoli University during the challenge period. Points are credited to the referring Brand Partner listed at registration or check-in. A guest who attends more than one Yoli University earns points for the referring Brand Partner at each event.

Shared Contacts. IMPACT 90 does not use a "first to log owns the person" rule. Brand Partners earn points only for qualifying activity they personally complete. Yoli University guest points go to the referring Brand Partner listed at registration or check-in.

RECOGNITION

Points are recognized in three ways throughout IMPACT 90. Leaderboards are posted weekly in the Yoli Life App and on Yoli social channels.

Weekly Recognition. Challenge weeks run Sunday through Saturday, with two exceptions: Week 1 runs from Saturday, October 17 through Saturday, October 24, 2026, and Week 13 (the final week) runs from Sunday, January 10 through Friday, January 15, 2027. There are 13 challenge weeks in total. The top point earners each week are recognized after the week closes.

Milestone Recognition. Brand Partners are recognized when their cumulative points reach 100, 250, 500, and 1,000 points. Each milestone may be earned once.

Cumulative Recognition. A running leaderboard ranks Brand Partners by total verified points throughout the challenge. Final recognition is awarded to the top cumulative point earners.

REWARDS

Weekly Top 10

The 10 Brand Partners who earn the most points during each challenge week receive Yoli Rewards.

Weekly Place	Reward
1st – 5th	\$50 in Yoli Rewards
6th – 10th	\$25 in Yoli Rewards

Milestones

Each milestone reward is earned once, when your cumulative points first reach that level.

Points	Reward
100	Yoli swag item
250	Yoli pin
500	One ticket to the 2027 Yoli conference
1,000	A second ticket to the 2027 Yoli conference (two tickets total, including the ticket earned at 500 points)

Conference tickets cover event admission only and do not include travel, lodging, or meals. The second ticket may be used by a guest of the Brand Partner's choosing.

Final Cumulative Standings

Rewards stack: Brand Partners in the Top 10 also receive the Top 20 reward, and Brand Partners in the Top 3 also receive the Top 10 and Top 20 rewards.

Final Place	Reward
Top 20	A branded Yoli jacket
Top 10	\$250 in Yoli Rewards
Top 3	Dinner for the Brand Partner and one guest with the Yoli founders at the 2027 Spring Incentive Trip

The founders' dinner is available only to Top 3 Brand Partners who qualify for and attend the 2027 Spring Incentive Trip, and the guest must be attending the trip. The dinner does not include trip qualification, travel, or accommodation for the Brand Partner or the guest, and no substitute is provided if the Brand Partner does not attend the trip. Yoli Rewards are issued in the local currency equivalent of the U.S. dollar amounts shown, in the Brand Partner's home market.

TIEBREAKERS

Ties are broken by:

1. Most verified Yoli University guest points
2. Most verified 3rd-Party Validation activities
3. The Brand Partner who reached the tied point total first

TRACKING, VERIFICATION, AND AUDIT

- All qualifying activity must be logged in the Yoli Life App. Activity that is not logged in the app does not earn points.

- Activity must be logged by 11:59 p.m. Mountain Time on the Sunday after the challenge week in which it occurred. Final-week activity must be logged by 11:59 p.m. Mountain Time on Sunday, January 17, 2027.
- Yoli University attendance is verified through event check-in.
- Yoli reserves the right to audit any logged activity at any time, during or after the challenge period. Yoli may ask a Brand Partner to substantiate logged activity, for example with the contact's name and phone number or social media handle, or with a screenshot of the conversation. Activity that cannot be substantiated will be removed.
- Points appear on the leaderboard after verification. Yoli may adjust points at any time to correct errors or remove activity that does not meet these rules. All final standings are subject to audit before rewards are awarded.
- Brand Partners are responsible for reviewing their points and reporting discrepancies within seven days of results being posted.

YOLI UNIVERSITY SCHEDULE

Attendance at any eligible Yoli University held during the challenge period may earn IMPACT 90 points for the attending Brand Partner and for the referring Brand Partner of each guest.

Date	Location	Address	Time
Saturday, November 7, 2026	Iowa	TBD	TBD
Saturday, November 21, 2026	South Dakota	TBD	TBD
Saturday, December 5, 2026	New York	TBD	TBD
To Be Announced	Additional Locations	TBD	TBD

IMPORTANT NOTES

Respectful Outreach. Invites and follow-ups must involve real people the Brand Partner is personally communicating with. Purchased lists, automated messaging, unsolicited bulk messages, and fictitious contacts are not permitted. Brand Partners must honor any request to stop contacting an individual.

Messaging and Privacy Laws. Brand Partners are responsible for complying with the laws that apply to calls, texts, and messages in their market, and for handling any contact information they log in the Yoli Life App responsibly. Contact information logged in the Yoli Life App is used to track and verify challenge activity in accordance with Yoli's Privacy Policy.

Compliance. All activity must follow the Yoli Policies and Procedures, including the rules on income claims and product claims.

Cross-Recruiting. Inviting Brand Partners from another Brand Partner's organization to change sponsors is prohibited.

Disqualifying Conduct. Yoli may remove points or disqualify a participant for false or duplicate entries, fictitious contacts, self-invites, coordinated point trading, multiple accounts, or any other attempt to manipulate results.

No Cash Value. IMPACT 90 points have no cash value, are not part of the Yoli Compensation Plan, and do not count toward rank, volume, or other incentives.

GENERAL TERMS AND CONDITIONS

Participation. By participating in IMPACT 90, a Brand Partner agrees to these Official Rules and to Yoli's decisions, which are final and binding on all matters relating to the challenge.

Relationship to Policies and Procedures. These Official Rules supplement the Yoli Policies and Procedures. If they conflict, the Policies and Procedures control. Nothing in these rules changes the Yoli Compensation Plan.

No Income Guarantee. IMPACT 90 is a recognition program. Participation does not guarantee any level of income, rank, or business success.

No Purchase Required. No purchase is required to participate or earn points, and purchases do not increase a Brand Partner's chances of winning.

Right to Modify or Cancel. Yoli may modify, suspend, or end the challenge, or adjust points, rules, rewards, or recognition, at any time and for any reason, including technical problems with the Yoli Life App, fraud, or circumstances beyond Yoli's control. Changes will be communicated to the field.

Rewards. Rewards are non-transferable and may not be exchanged for cash. Yoli Rewards are issued in the local currency equivalent of the U.S. dollar amounts shown, in the Brand Partner's home market. Yoli may substitute a reward of equal or greater value if a reward becomes unavailable or cannot be delivered or used in a Brand Partner's market. Reward images and descriptions are for illustration only. Yoli will make reasonable efforts to deliver rewards within 60 days after final results are verified.

Taxes. Winners are solely responsible for any taxes on rewards received. Yoli may require tax documentation before issuing a reward and will issue any tax reporting required by law.

Local Law. The challenge is void where prohibited or restricted by law. Where local law requires, Yoli may modify the rules or rewards for a specific market.

Publicity. Except where prohibited by law, participation authorizes Yoli to use a Brand Partner's name, photo, likeness, point totals, and challenge results in recognition and promotional materials without additional compensation.

Release and Limitation of Liability. To the fullest extent permitted by law, participants release Yoli, LLC, its affiliates, and their owners, officers, employees, and agents from any claims, losses, or damages arising from participation in the challenge or from the acceptance or use of any reward, including travel-related rewards. Yoli is not responsible for lost, late, incomplete, or misdirected logs; app, network, or system errors; or errors in leaderboards or communications.

Governing Law. These Official Rules are governed by the laws of the State of Utah, without regard to its conflict-of-law rules, except where local law requires otherwise.

Translations. If these rules are translated, the English version controls in the event of any conflict.

Severability. If any provision of these rules is found invalid or unenforceable, the remaining provisions remain in effect.

Questions? Email yolisales@yoli.com