



DISCLOSURE STATEMENT

As a purveyor of children's books, we work within the direct selling industry to further our literacy mission throughout the country. When you join PaperPie as a Brand Partner, you will quickly realize that growing your business goes beyond selling more books. You can help change lives by sharing this opportunity with others. When you share the mission, you can rise in the levels of leadership.

As a PaperPie Brand Partner, you are a business owner and are responsible for your own level of success.

This document provides statistical, fiscal data about the average Brand Partner income and information about achieving various levels.

PaperPie LEVEL	PERCENTAGE OF ALL ACTIVE	ANNUAL INCOME			MONTHS TO ACHIEVE LEVEL	
		Lowest 25%	Highest 25%	Average	Lowest	Average
BRAND PARTNER	94.36%	\$105.84	\$3,524.16	\$1,237.20	N/A	N/A
TEAM LEADER	3.28%	\$962.64	\$15,455.76	\$6,669.07	2	10
ADVANCED LEADER	1.52%	\$2,432.28	\$22,512.12	\$10,619.03	2	28
SENIOR LEADER	0.38%	\$6,308.16	\$39,443.28	\$19,615.85	4	28
EXECUTIVE LEADER	0.13%	\$9,766.92	\$46,781.4	\$25,474.76	8	41
SENIOR EXECUTIVE LEADER	0.17%	\$16,055.64	\$64,173	\$35,932.41	6	37
DIRECTOR	0.10%	\$29,387.04	\$132,411.48	\$69,966.68	10	53
SENIOR DIRECTOR	0.05%	\$63,652.32	\$247,198.44	\$133,000.24	26	66

The data in the above chart are for incomes earned by all active Brand Partners/Leaders with sales in 2021. The average annual income for all PaperPie Brand Partners in 2021 was \$559.49.

With PaperPie, you have an opportunity to earn income on the sale of all PaperPie products. Your earning potential depends on a number of factors including but not limited to your commitment to your business, hard work, consistency, market conditions, and your sales and business skills.

The earnings of the PaperPie Brand Partners and Leaders shown here are not necessarily representative of the income, if any, that a Brand Partner can or will earn. These figures should not be considered as a guarantee or a projection of your actual earnings or profit. PaperPie does not guarantee any level of success.

BY THE NUMBERS

All data is based on all active Brand Partners in 2021. Active Brand Partners either joined in 2021 and had no sales or have had sales during the year.

The percentages shared are based on the highest achieved Leader level earned during 2021. These levels may change during the year. The income and percentages shared may include income earned at a lower level or levels.

Income earned from January 1, 2021, to December 31, 2021, is included in this data. Income is derived from sales commissions, Leader overrides and cash bonuses. These numbers represent gross income and do not include any expenses incurred.