



DOING BUSINESS IN EUROPE

Purium is truly a global company and Platinum Health Products is its European sister brand. While Purium and Platinum two companies share the same owners, Dave Sandoval and Amy Venner-Hamdi, there are a few key differences, such as the brand, operations, prices and a few products.

Nearly all of Platinum's products are manufactured in the U.S.A. and shipped to their product warehouse in Austria, where their Customer Service is also based. The company's primary language is German; however, their websites, labels, invoices, customer service, many of the marketing materials, conference calls and events are bilingual, as English is the company's secondary language.

All sales are transacted in Euros (€), including United Kingdom purchases.

Estimated Sales Breakdown by Country:

45% from Germany.

30% from Austria.

15% from the United Kingdom.

5% from Italy.

5% from throughout Europe.

Currently, Platinum's business development is about 1 year behind Purium's. This includes the business model, compensation plan, technology and new products.

HISTORY

Platinum Health Products was launched in Europe shortly after Purium was launched in the U.S. in 2003. In fact, Purium was originally called Platinum Health Products before changing in 2009.

Platinum's Master Distributors are Michael (Crown) & Martina (2-Star Crown) Friedinger from Austria. The couple helped build Platinum's operational base and continue to lead the majority of field activities.

PRODUCTS

Most of Platinum and Purium products share the same names, formulas and sizes. Platinum's products are more expensive because of the shipping cost, customs duty for importation, and the VAT (Value Added Tax).

Products with different names:

- Men's Defense / Women's Defense = Men's Best / Women's Best
- MVP Sport = LOVE MultiVegan
- Power Shake = Hippokrates Power
- Super Amino 23 = MAP
- Super CleansR = Black Walnut Plus
- Super Life = Super Male
- Super Xanthin = Astaxanthin



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Products that differ in size:

- Super Amino 23 – 150 count / MAP – 120 count
- White American Ginseng – 240 ml / White American Ginseng in Europe – 120 ml

Product packs with differing items:

- 10-Day Transformation
- 10-Day Athlete's Transformation

Purium products not yet offered by Platinum:

- Aloe Digest
- BIO Skin Care System
- CBD+
- Coco Hydrate
- CHILL, EASE, CONTROL and CHARGE Sprays

Purium packs not yet offered by Platinum:

- 40-Day Ultimate Packs
- Core3 (offered as "Daily Max" under "alphabetical order")
- Good Mood Pack
- Injury Recovery Pack
- Juice Bar in a Bag

Platinum products not yet offered by Purium:

- Nanohydrid
- Different Skin Care program – Cleansing Gel / Line Serum / Skin Plumping
- Memonizer

Go to [www.platinumeurope.biz/\(your gift card code\)](http://www.platinumeurope.biz/(your gift card code)) to see the complete product line

WEBSITES

Platinum's two primary websites:

- [www.platinumeurope.biz/\(your gift card code\)](http://www.platinumeurope.biz/(your gift card code)) – purchasing products, enrolling, access to the Back Office
- www.myplatinumgift.com – gift card redemption

Purium Brand Partners do not have full access to a Platinum Back Office and vice versa. However, each has access to Resources in the Back Offices. See Platinum training materials, marketing items, newsletters, etc.:

- www.platinumeurope.biz – click log in
- User and Password is EUdreams123 (must use capital letters for EU)
- English / Deutsch pull down in the upper right for language change



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SHIPPING

All orders ship from Austria. There is not a flat rate for shipping, so Shipping Charges and Taxes will be communicated at the time of purchase and/or enrollment.

COMPENSATION PLAN

Purium and Platinum's Compensation Plans are seamlessly connected. Platinum volume counts towards Purium volume, rank advancements, legs and all other qualifications. Commissions are based on the territory in which the order originated. Example: If you enroll someone in London, England, you will be compensated for this order based on Platinum's Compensation Plan.

Platinum uses the same ranks.

Brand Partners are called Distributors in Platinum's business.

Go to [www.platinumeurope.biz/\(your gift card code\)](http://www.platinumeurope.biz/(your gift card code)) to see the compensation plan.

COMMISSIONS

Commissions for Platinum sales are paid in Euros (€). All countries have monthly and weekly compensation, except the United Kingdom, which only pays monthly. Purium Brand Partners are paid weekly and monthly for Platinum commissions, are included with their Purium commissions (U.S. commissions are converted from Euros to U.S. Dollars).

PURIUM & PLATINUM GIFT CARDS

Purium Brand Partner's Gift Card codes are universal, but the Gift Card credits are not. Meaning, U.S. Brand Partners give the same code to European Customers, but need to have active Platinum (European) Gift Cards to get the credit from purchases. If a Purium Brand Partner purchased a Launch Pack since October 1, 2017, they were/are given 15 European Gift Card code credits.

Additional European Gift Card credits can be purchased through Purium's Customer Service at \$150 / 10 European Gift Cards.

New Customer Orders and Enrollments can happen on either of these Platinum sites:

- [www.platinumeurope.biz/\(your gift card code\)](http://www.platinumeurope.biz/(your gift card code))
- www.myplatinumgift.com

PURIUM BRAND PARTNER ENROLLING A PLATINUM DISTRIBUTOR

New Platinum Distributors can enroll with or without a Gift Card at either platinumeurope.biz or myplatinumgift.com. New Distributors must purchase a Platinum Europe Starter Kit (€25 with a Gift Card) and then can purchase a Gold Pack or Platinum Pack. These packs include additional Gift Cards and Platinum products. Packs are more expensive in Europe because Platinum Gift Cards are more expensive than Purium's. Platinum Packs currently have unlimited Gift Cards for 1 year as a special promotion that ends on June 30, 2018.



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DISCOUNTS

Customers

- Receive €50 off of Retail on their first order (with a gift card)
- 15% off next order
- 20% off all future orders as long as they order every month, otherwise they drop back to 15%

Distributors

- Receive €50 off their Platinum Europe Starter Kit (with a gift card)
- 30% off all future orders

Health Professionals

- Receive €50 off their Platinum Europe Starter Kit (with a gift card)
- 40% off future orders with monthly qualifying volume, otherwise they drop down to 30%
- Monthly Qualifying Volume for Health Professionals- 400 BV every month including Customer Volume

All prices shown on the platinumeurope.biz website include VAT taxes.

MARKETING & TRAINING TOOLS

Just like Purium, Platinum's Back Office -> Resource Library is the central location for Distributors to find Marketing and Training images, PDFs and many other materials. At this time, there is no Phone App, Text Platform, or "gear" store to purchase Platinum-branded t-shirts, hats and swag items.

SOCIAL MEDIA

Platinum's corporate Facebook pages:

- <https://www.facebook.com/PlatinumEuropeEnglish/> - English
- <https://www.facebook.com/groups/253657781836157/> - German (group)

CONFERENCE CALLS AND FB LIVES

Every month, Dave Sandoval and/or Amy Venner-Hamdi host a FB Live event called "Meet the Owners." David Litt also hosts monthly bilingual Training and Business Opportunity calls and Facebook Live events.

In addition, Crowns Michael and Martina Friedinger and other German-speaking leaders conduct trainings and updates via conference calls every month.

Find details on the Platinum Facebook Pages and Platinum's newsletter. To view the newsletters, log into Platinum's Back Office (see login instructions above in "Website" section).

CUSTOMER SERVICE

Email support@platinumeurope.biz (English)

Email info@platinumeurope.biz (German)