

SEMINAR 2024

MARY KAY NATIONAL AREA REWARDS

July 1, 2023 – June 30, 2024

1. What is the theme for the Seminar 2024 Mary Kay National Area Reception and Celebration?

The theme to this exclusive event will be announced at Leadership Conference 2024.

2. Will the Mary Kay National Area Seminar rewards and recognition change each year?

We will continue to review the rewards and recognition for this program each year with the goal of recognizing you for your achievements and making you feel important. While rewards and recognition may change from year to year, we're committed to celebrating your success, and that will always be at the heart of what we do.

3. Why do some promotions or programs have cash rewards while others have physical rewards?

The reward selection process for a promotion or program is based on many different factors that can vary for each. Through this process, we examine all viable options to determine which rewards best meet the standards of how we want to recognize you, as well as the needs of the promotion or program.

4. Regarding Mary Kay National Area Seminar rewards, what will I receive if I am registered to attend Seminar?

For Seminar 2024, you will receive your earned Seminar rewards, but when you attend Seminar, you will also receive all the perks that a live event offers like the exclusive Mary Kay National Area Reception, walking across stage for your well-earned recognition and enjoying special perks throughout the event.

A reward is something you have worked for and earned through a specific contest or challenge. An event perk is a small token to enhance your experience while attending the event in person.

For Seminar 2024, Mary Kay National Area Seminar Awards achievers will receive these exclusive cash rewards. Seminar attendance is not required.

- Single Court or Circle Achievers: \$20 Cash Reward.
- Double Star Achievement: \$25 Cash Reward.

- Triple Star Achievement: \$50 Cash Reward.
- \$500,000 – \$600,000 Circle of Achievement: \$175 Cash Reward.
- \$650,000 – \$750,000 Circle of Excellence: \$275 Cash Reward.
- \$800,000 – \$950,000 Circle of Excellence Prestige: \$375 Cash Reward.
- \$1,000,000 Circle of Excellence: \$475 Cash Reward.

The following are event perks that will **ONLY** be rewarded to Mary Kay National Area achievers who attend Seminar.

- Mary Kay National Area Reception and Celebration.
- Mary Kay National Area Reception Earrings.
- Onstage recognition.
- Sashes.

5. What is the difference between a reward and an in-person event perk?

A reward is something you've worked for and earned through a specific contest or challenge. An event perk is a small token to enhance your experience while attending the event in person.

6. How will I receive my Mary Kay National Area cash reward(s)?

For Mary Kay National Area Seminar Awards 2024 achievers, cash rewards will be directly deposited into your account by the end of your Seminar or sooner. Mary Kay does not distribute checks. If direct deposit is not set up with Mary Kay, you will receive your cash payment via a Visa Paycard. Seminar attendance is not required to receive Mary Kay National Area cash rewards.

7. If I achieve the Half-Million-Dollar Circle of Achievement or above, am I eligible to earn the Single, Double or Triple Star cash reward in addition to my Half-Million-Dollar Circle of Achievement or above cash reward?

Yes. Half-Million-Dollar Circle of Achievement or above achievers are eligible to earn the Single, Double or Triple Star cash reward in addition to any other cash reward associated with their Seminar Awards 2024 achievements.

8. Will there be stage cards for the Mary Kay National Area Celebration and if so, where can I pick up them up?

If you qualify for any of the Mary Kay National Area recognition listed below, your stage cards can be picked up at Registration located in the Hall F lobby starting on Day 0, along with all other Seminar stage cards.

- Top 20 Seminar Awards achievers: Queens' Courts of Personal Sales, Queen's Court of Sharing, Circle of Achievement and Circle of Excellence.
- Independent Executive Senior Sales Directors and Independent Elite Executive Senior Sales Directors.

9. Do I need to be registered and attend Seminar to be ranked in the Top 20 or the Top 3 of the Courts or Circle at the Mary Kay National Area Celebration?

No. You do not need to be registered to be ranked in the Top 20 or the Top 3 of the Courts or Circle at the Mary Kay National Area Celebration.

10. If I do not attend Seminar and achieve a Court or Circle, will my name be announced at the Mary Kay National Area Celebration?

No. Event recognition is an event perk and will only be rewarded to achievers who attend Seminar, except Top 3 achievers. Top 3 achievers at the Mary Kay National Area Celebration who do not attend Seminar will have their photo displayed and name announced at the Mary Kay National Area Celebration. All independent sales force members who achieve a Court or Circle will receive recognition in Recognition Central regardless of registration status.

11. If I'm in the Top 20 or the Top 3 of a Court and/or Circle in the Mary Kay National Area but I'm not registered for Seminar, what rewards will I receive?

If you do not attend Seminar, you will receive your Mary Kay National Area cash rewards via direct deposit. No additional items will be mailed.

12. What are the qualifications for the Mary Kay National Area Princess Court of Personal Sales and Princess Court of Sharing?

Mary Kay National Area Princess Court of Personal Sales: Independent Sales Directors and Independent Beauty Consultants must have at least \$20,000 in personal retail sales[†] from July 1, 2023, through June 30, 2024.

Mary Kay National Area Princess Court of Sharing: Independent Sales Directors and Independent Beauty Consultants must add 12 new *Great-Start* qualified* personal team members whose Independent Beauty Consultant Agreements are received and accepted by the Company from July 1, 2023, through June 30, 2024.

Mary Kay National Area Princess Court of Personal Sales and Princess Court of Sharing achievers must attend Seminar 2024 to receive the Mary Kay National Area Reception and the Reception Earrings.

[†]Personal retail sales volume is calculated based on wholesale purchases of Section 1 product for sale to end consumers and the suggested retail value of Section 1 product bonus bundles.

*A *Great Start*-qualified team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within her/his *Great Start* time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. The *Great Start* time frame is the month her/his Agreement is

received and accepted by the Company plus the following three calendar months. New Independent Beauty Consultants whose Agreements are received and accepted by the Company April through June 2024 must meet qualification requirements and must place the qualifying initial order or cumulative orders by June 30, 2024.

13. If I debut as an Independent National Sales Director prior to July 1, 2024, will my area members and I still be eligible to earn Mary Kay National Area rewards and recognition at Seminar 2024?

No. If you debut as an Independent National Sales Director prior to July 1, 2024, you and your area members will be celebrated as a new National area. You will no longer be considered Mary Kay National Area members and therefore, are no longer eligible to earn Mary Kay National Area rewards and recognition.

If you debut as a new National Sales Director as of July 1, 2024, you and your area members will still be eligible to earn Mary Kay National Area rewards and recognition at Seminar 2024.

14. Will I be 1099'd for my reward?

Yes. As an independent business owner, you are required to report your Mary Kay business activities to the IRS, including rewards and awards received from Mary Kay. Per the IRS, Mary Kay will issue a form 1099-MISC for Independent Beauty Consultants and Independent Sales Directors who receive commissions, rewards, or awards in excess of \$600 in a calendar year. You will also receive this form if your wholesale purchases total \$5,000 or more in a calendar year.

For additional information and FAQs please see the Seminar 2024 Recognition page on *Mary Kay InTouch*®.

To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.