

# MARKETING PLAN

DEHOLDING



Deta  
Elis  
Holding  
Health  
Business  
Innovation

A COMPLETE GUIDE FOR STARTING AN EFFECTIVE  
BUSINESS ACTIVITY WITH DETA ELIS HOLDING



## MISSION OF THE COMPANY

By healing and developing people through  
innovative technologies today,  
we make the world a better place tomorrow.

Deta Elis Holding – International manufacturer of digital devices for holistic well-ness and human well-being.

## DEHOLDING COMPANY

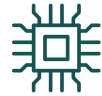
- Offers a comprehensive system to support physical and mental health.
- Implements large-scale international standards with a view to make a person successful in all spheres of life.
- Helps to achieve financial independence, creating innovative products whose promotion will bring potentially significant revenue to its partners in times of crisis.
- Unleashes creativity through expert learning and partnership.
- Develops and manufactures innovative wellness devices designed to maintain health, enhance immunity and rejuvenate.



**11 years of  
DEHolding**



**28 years of  
manufacture**



**20 own  
developments**



**11 existing  
patents**



**2 820 600  
satisfied customers**



**Development  
in 27 countries**



Roman Alexandrovich Novikov

President.

Founder of the Company.

Business mentor, specialist in promoting brands in international markets. 25 years of experience in managing business teams to create super-results. Author of the MLF (Multilevel Franchising - multi-level franchising) marketing model.

MLF - is a unique chain business idea that combines three areas: Multilevel Marketing, Internet Marketing, Franchising. Founder and head of Rasource Academy, creator of a unique education system applied at the International Academy of Universal Knowledge.

“Rasource” - This is an educational platform that combines knowledge with the ability to simultaneously apply the acquired skills in the workplace of the international company DEHolding.

Author of the book “Crisis as a resource & F@ck the crisis”.

 <https://instagram.com/ra.novikov>

 [https://t.me/ra\\_novikov](https://t.me/ra_novikov)

 Personal Page: [novikovromanra](#)

 Business Page: [ra.novikovBusiness](#)

 Personal Page: [vk.com/ra.novikov](#)

 Business Community: [vk.com/novikovromanbusiness](#)



Vasileios Palaiologou

Global Business and Training Director  
of DEHolding.

Director of Deta Elis Cyprus.

Director of Deta Elis GmbH.

Specialist in the development of large international innovative companies. Dedicated more than 26 years to business development. Expert in creating and spreading brands. Holder of various credentials of one of the leading networkers in Europe.

Specialist in innovative and complex approach to health restoration. Under his leadership, DEHolding's operations have expanded to more than 20 countries around the world.

Graduate in Business Administration and Marketing from Columbia University in Los Angeles, with extensive practical experience in sales management in the US market.

 Business Page: <https://www.facebook.com/palaiologou.business>

 Personal Page: <https://www.facebook.com/vasilis.paleologou>

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# FOR CLIENTS

- Basic concepts
- Activation in the business structure of the company
- Products of Deholding



# BASIC CONCEPTS

## BASIC CONCEPTS

### 1 MARKETING PLAN (MP)

A step-by-step guide for achieving the financial goals of the Company's Partners.



### 2 BINARY MP

Marketing plan, which involves the formation of a structure in the form of two teams (branches) – Spillover and Side.

### 3 BUSINESS KIT (BK)

A business license that entitles you to start an active partnership with Deta-Elis Holding for one year, providing an online personal account and a set of tools for successful business. In addition, the first time you purchase a Business Kit, you will receive full knowledge on the company's products and the complex approach to resolving health issues, as well as three catalogs: products catalog, longevity guide (Complexes of programs list) and Marketing Plan.

Elite Independent Partner of the Company



Business kit (BK)

Personal account

## BASIC CONCEPTS

### 4. PERSONAL ACCOUNT (BUSINESS PLACE)

Virtual office of the company's partner placed on the company's website, which allows to manage business processes (orders, logistics, accounting and partners' network) and business structure.



### 5. CANDIDATE

Potential Client or Partner of Deta-Elis Holding interested in the purchase of Products or co-operation with the company.

### 6. CLIENT

Individual or legal entity purchasing products at the Client price directly from the Partner without discounts and registration in the company's system.



## BASIC CONCEPTS

### 7 INDEPENDENT MEMBER

An adult natural or legal person that registered in the company system and is able to make a purchase as an “Independent Member”, which gives him the right to buy products at the Partners price and the opportunity to receive First Line Bonuses, for a recommendation up to 60 days from the registration.



Independent Partner of the Company



82,50 €



+

37,50 €

Business-kit



### 8 INDEPENDENT PARTNER

An adult natural or legal person who has purchased the company's products corresponding to at least 30 business points, as well as a business “position”, Business Kit (necessary condition for activating the status of partner) worth 37.50 Euros. The above conditions must be met by the partner once a year to extend the validity of the personal account and the status of the “Partner”.

## BASIC CONCEPTS

### 9 ELITE INDEPENDENT PARTNER

An adult natural or legal person who has entered into a partnership with the company, through the Welcome Business reward program and bought the company's products worth at least 1.497,50 €, a price that includes 3 Business Kits, worth 37,50 € each.

Independent Partner of the Company



### 10 CLIENT PRICE

Retail price of the products, recommended for the Clients, who are interested in the simple purchase of the company's products.

### 11 PARTNER PRICE

The price of products with a discount, for the Partners of the company, which the Client receives when registering in the company system.

Independent Partner of the Company



## BASIC CONCEPTS



### 12 MAIN ACCOUNT

An account to which funds are transferred from the company's current account to pay for orders.

Can be replenished in various ways.

Funds can be transferred to the Main Account of another Partner.

### 13 BONUS

Additional incentive for the Member and Partner of the Company, which is credited to the Main and Bonus accounts for attracting other Clients, Members and Partners, as well as for selling products to and by them.

Existing types of bonuses: Sales Revenue, First Line Bonus, Points, Steps and Network Bonus.

Main and Bonus accounts



Independent Member or Independent Partner of the Company

# BASIC CONCEPTS



## 1/4 REWARD PROGRAM BONUS

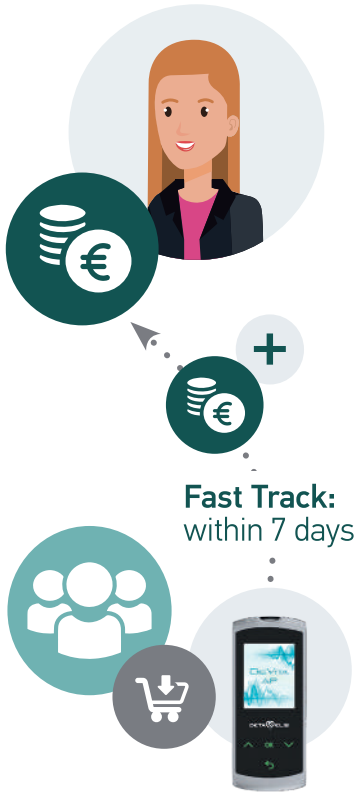
Additional incentive to Elite Partner of the Company, which is credited to the Bonus and Savings Account for attracting other Clients, Members, Partners and Elite Partners, as well as for selling products to and by them.

Existing types of reward program bonuses:

1. Welcome Business bonus is available to Partners and Elite Partners of the company for attracting new Elite Partners and is credited to the Bonus account.



## BASIC CONCEPTS



2. Fast Track Bonus and Duplicate Step Bonus are available to Elite Partners for selling products and are credited to Savings Account. Fast Track Bonus is credited to an Elite Partner's Bonus Account within 7 days of reaching each qualification.

# BASIC CONCEPTS

## BONUS ACCOUNT

Account to which monetary remuneration is credited, which includes all Bonuses except the Reward Program Bonus.

Bonus account can be found in the “Money” section of your personal account. You can pay up to 50% of the company’s product cost using money from the Bonus account.

Independent Partner of the Company



Independent Partner of the Company



It is possible to transfer bonus accruals from the Bonus Account of one Personal Account to the Bonus Account of another Personal Account.

Funds from the Bonus Account can be used to pay up to 50% of the cost of any Company’s Products or funds can be withdrawn from the Bonus Account. In case of withdrawal of funds from the Bonus Account, the money withdrawn by the Partner before Tuesday will be paid to the Partner to the account indicated by him till the Monday.



## BASIC CONCEPTS



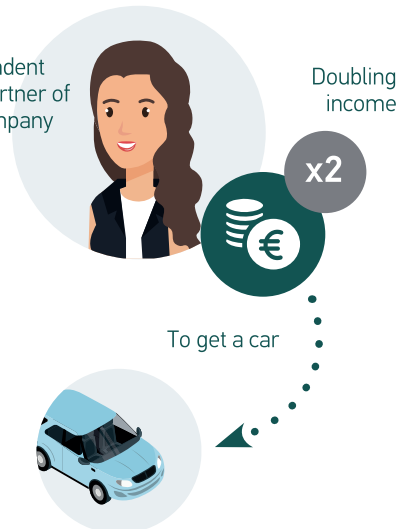
### SAVINGS ACCOUNT

An account on which funds are accumulated for the purchase of a car, as part of the Reward Program. These funds can only be used if the conditions of the Reward Program are met.

### LOYALTY PROGRAM

A unique reward program that allows each new Elite Partner to double their income and get the opportunity to use the accumulated funds on the Savings Account to purchase a car.

Independent  
Elite Partner of  
the Company



## BASIC CONCEPTS

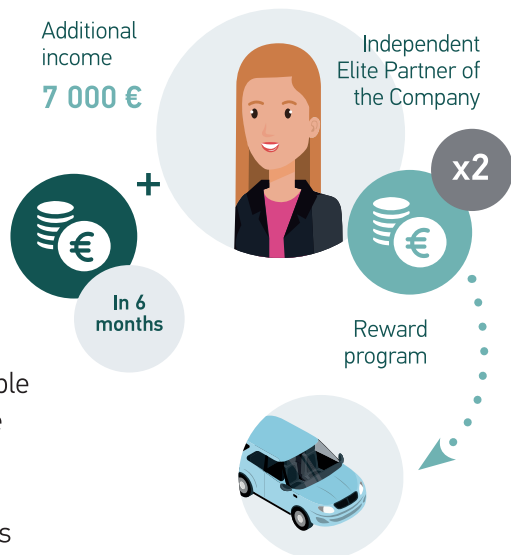


## WELCOME BUSINESS REGISTRATION

Activation in the Elite Partner status of three personal accounts (business places) within a day and placing them in the business structure in such a way that the second and third are registered in the Spillover and Side branches of the structure, relative to the first (upper) registered account (triangle format).

## FAST TRACK

An exclusive addition to the Welcome Business reward program, which is valid from the moment the account is activated, for 6 months, and allows all new Elite partners to receive additional income from the company (for example 7,000 € in case of winning the title Gold Master within the required semester), for the development of their business structure and the advancement in the career ladder.



## BASIC CONCEPTS

### PRODUCTS

The list of goods/services that are distributed on the market under the Company's Trademarks.



### TRADEMARK

Object of intellectual right for verbal, pictorial, combined or other marks:

“DETA-ELIS”, “ДЕТА-ЭЛИС”,  
“ДЕТА-ЭЛИС ХОЛДИНГ”, “ДЕН”,  
“DEHolding”,  
“DETA-ELIS HOLDING”, “DeVita”,  
“System 8” and others,  
the copyright holder of which is  
DETA-ELIS HOLDING LLC.



## BASIC CONCEPTS



220  
points

### POINT

An additional unit of measure for the value of the product. Each of the company's products is assigned an appropriate number of Points.

### STEP

A Step reflects the Point turnover resulting from the sale of the Products in the personal account of the entire established Partner's business structure in the ratio of 300:700, 700:300, 500:500 between the Spillover and the Side branch of the business structure.



Sponsor



Independent member



Elite Independent Partner



### SPONSOR

Partner who has personally registered another, Member, Partner or Elite Partner in his/her business structure and provides information support to him/her.

## BASIC CONCEPTS



### 25 INVITATION

Informing potential Clients, Members, Partners or Elite Partners about the possibilities of Product purchase or partnership (cooperation) with the Company.

### 26 PI

Personally invited – a natural or legal entity who has been invited and registered in his/her business structure by the Sponsor.

Sponsor



Independent Member or Independent Partner of the Company



### 27 REGISTRATION

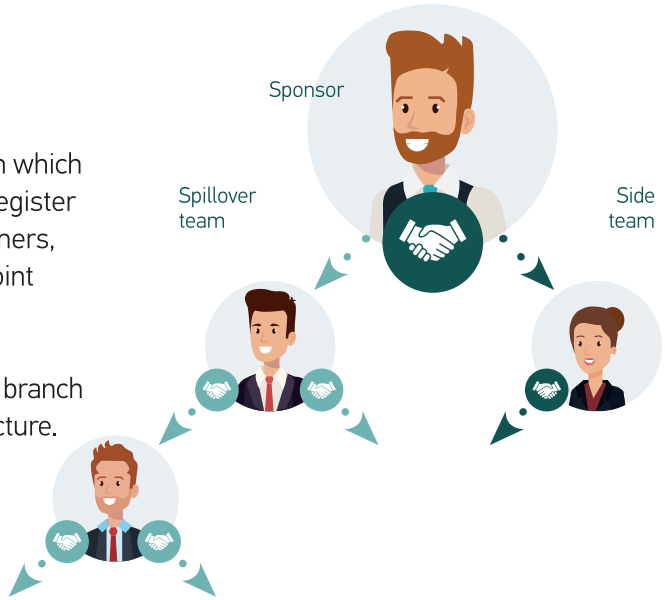
Registration of a personal account on the company's website for invited Members, Partners or Elite Partners with access to business structure management tools and support system.

# BASIC CONCEPTS

## 28 SPILLOVER

Sponsor branch in a business structure in which superior Sponsors register Partners and Customers, thereby increasing joint turnover.

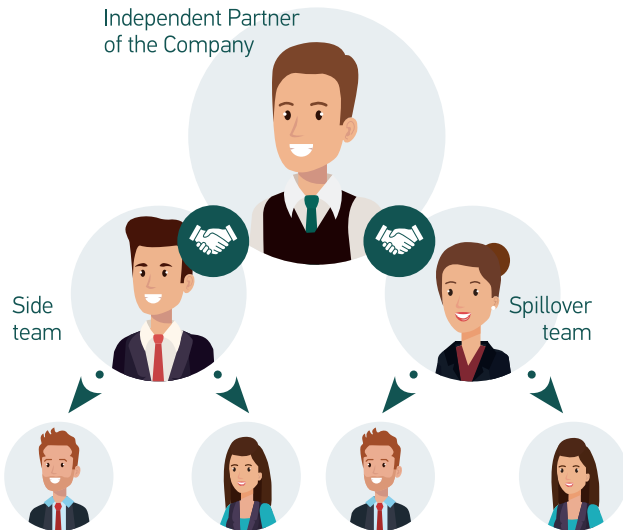
Can be a right or left branch of the business structure.



Independent Partner of the Company

## 29 SIDE BRANCH

Right or left team in a business structure that is not a Spillover and consists of personally invited and registered Clients and Partners with their structures.



## BASIC CONCEPTS

### REWARD

Monetary amount to be paid to the active Partner according to the terms of the marketing plan.



Independent  
Partner of  
the Company



Personally  
Invited

### CAREER POINTS

Points awarded and accumulated for personally invited qualified Partners and Elite Partners from the qualification "Master" and above.

## BASIC CONCEPTS

### SALES REVENUE (SR)

Income of the Member, Partner or Elite Partner, which is generated from retail sales of the Company's Products, considering the difference between the recommended price of the Product presented on <http://deholding.info> and the partner (distributor) price of the Product presented in the "Store" section of the Partner's personal account on <http://ru.devita.store>.

Independent  
Partner of  
the Company



Retail  
product price  
**792 €**

Partner price of  
the product  
**660 €**

**132 €**



Independent  
Partner of  
the Company



Personal  
selling

Personally Invited  
Independent Partner of  
the Company



### FIRST LINE BONUS (FLB)

Monetary reward credited to the Bonus Account of an active Member, Partner or Elite Partner for the sale of Products to a personally invited Customer, Member, Partner or Elite Partner in accordance with the marketing plan.

## BASIC CONCEPTS

### WELCOME BUSINESS BONUS

Monetary reward, which is credited to the Bonus account of the active Partner for the personally invited Elite Partner who entered the business through the Welcome Business program.



### NETWORK BONUS

Monetary reward, which is credited to the Bonus account of the active Partner for each Step formed. A prerequisite for the Network Bonus is a minimum of two personally invited, registered and active Partners, one each on the Spillover and Side branch in the business structure.

ACTIVATION IN  
THE BUSINESS STRUCTURE  
OF THE COMPANY

# ACTIVATION IN THE BUSINESS STRUCTURE OF THE COMPANY

## FOR ACTIVATION IN THE COMPANY'S BUSINESS STRUCTURE IS REQUIRED:

1. The candidate needs to register on the website <https://deholding.info> in the "Personal Account" menu. To register, you must fill out the form and know your Sponsor's login.

2. After registration, the Candidate is promoted to Member status and has 60 days to enjoy all the privileges of Partner status. After the specified period,

a) the Member is either returned to Candidate status as the personal account is blocked and he/she is automatically expelled from the business structure.

b) Or passes to Partner status by purchasing the Business Kit.

c) Or, you can upgrade to Elite Partner status by making a Welcome Business entry. For this you need to purchase any Product of the company for the minimum amount of 1.497,50 €. and activate 3 partner business places (1 place = 1 purchased product + 1 Business kit).



# RENEWAL OF ACTIVATION IN PARTNER STATUS

After 1 year, in order to extend the Partner's activity, it is necessary to make a purchase of a Product and a Business Kit Renewal from the Personal Account.

[www.deholding.info](http://www.deholding.info)

Personal Account

Independent Partner of the Company

from 82,50 €  
or 30 points

+  
Business Kit Renewal  
37,50 €

ACCOUNT REFILL	
Current bonus account	Current main account
647 90 p.	4 176 223 98 p.

Bonus account		
Date	Gain	Withdraw
04.02.2020	Order percent	

## PERSONAL ACCOUNT ACTIVATION

You can activate your Personal Account within 60 days before and 60 days after the Business Kit expires.

If an Active Partner fails to activate his/her Personal Account within 60 days of the expiry of the Business Kit, he/she will receive the Inactive Partner status and will lose the right to receive Bonuses.

If the Partner fails to confirm his/her activity, he/she is deleted from the system without the right to restore the lost Personal Account. In doing so, its client-partner structure is transferred to the superior Sponsor. PIP become personally invited by the superior Sponsor of the eliminated Partner.

Upon renewal of an active Partner, a superior Sponsor will be credited with a First Line Bonus and Points according to the Marketing Plan.

# PRODUCTS OF DEHOLDING

## PRODUCTS



**TABLE N° 1 -PRICE LIST, SR, FLB AND POINTS  
OF DEHOLDING PRODUCTS**

### DeVita

Products/services	Client price €	Partner price €	SR (€)	FLB (€)	Points
Premium Complex		82,50		12,50	30
DeVita Cosmo	594	495	99	87,50	250
DeVita Energy 11	594	495	99	65	150
DeVita AP+ Mini	792	660	132	100	220
DeVita Ritm+ Mini	792	660	132	100	220
DeVita BRT	2340	1950	390	200	750
DePuls+ Express test	2340	1950	390	200	400
DeVita Combi	5880	4900	980	500	1600
DeVita- D	5880	4900	980	500	1600

## DeAqua

Products/services	Client price €	Partner price €	SR (€)	FLB (€)	Points
Hydrogen water generator DeAqua	270	225	45	40	50

## DeNorma

Products/services	Client price €	Partner price €	SR (€)	FLB (€)	Points
DeNorma Probiotic strains & Prebiotics	57	47,50	9,50	6	15
DeNorma Krill Oil	57	47,50	9,50	6	15

## DeMartix

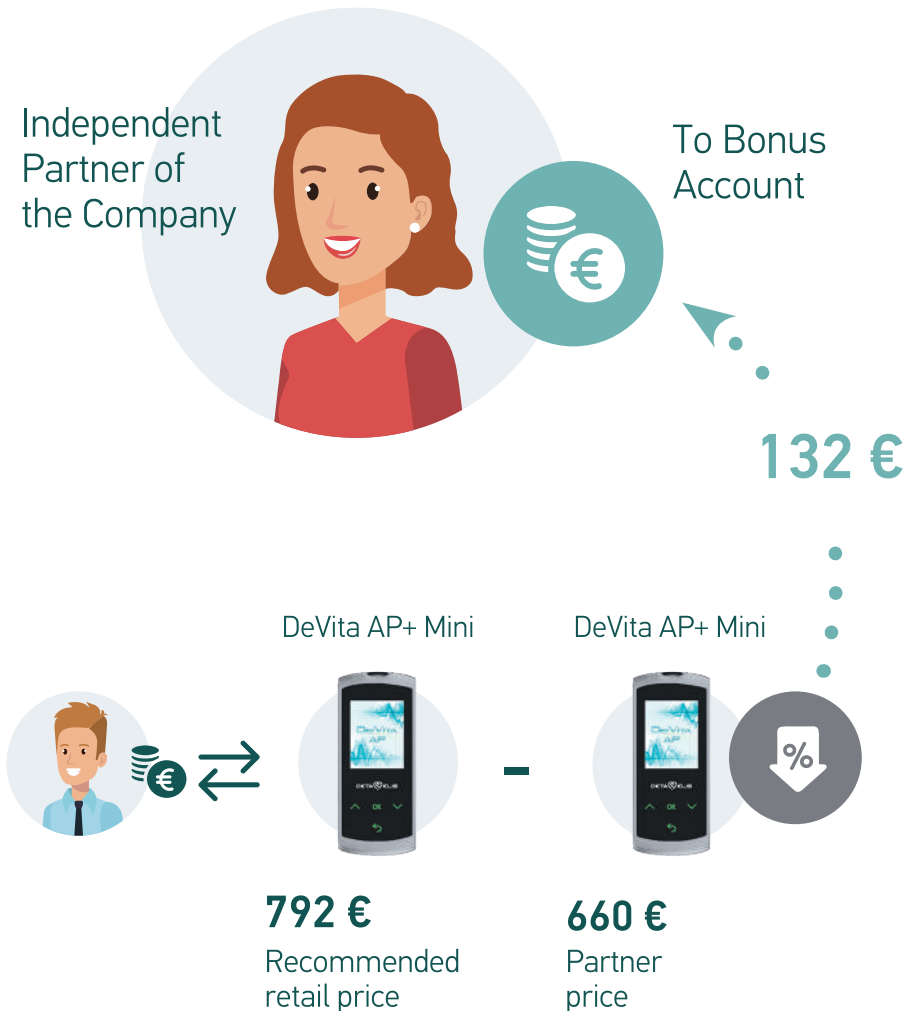
Products/services	Client price €	Partner price €	SR (€)	FLB (€)	Points
DeMartix	99	82,50	16,50	12,50	30

## DeLixir

Products/services	Client price €	Partner price €	SR (€)	FLB (€)	Points
DeLixir Collagen+	57	47,50	9,50	6	15
DeLixir Detox	57	47,50	9,50	6	15
DeLixir Multi-Energy	57	47,50	9,50	6	15
DeLixir pH Balance	57	47,50	9,50	6	15
DeLixir Ultra Slim+	57	47,50	9,50	6	15
DeLixir Top Form	57	47,50	9,50	6	15
Optimal Pack *16	670	570	100	72	180
Prime Pack *9	395	337,50	57,50	45	100
Starter Pack *5	220	190	30	24	60

## SALES REVENUE

Partner's income that he/she receives from retail sales of the Company's Products, taking into account the difference between the recommended retail price of the Product, presented on <http://deholding.info>, and the Partner price of the product, presented in the SHOP section in the Personal Account of the partner on <http://ru.devita.store>.





# FOR PARTNERS

- First line bonus (FLB)
- Welcome Business bonus
- Network bonus
- Career ladder
- Your career in DEHolding
- Ratio of Steps and Career Points
- Efficient construction of business structure



FIRST LINE  
BONUS (FLB)



WELCOME BUSINESS  
BONUS

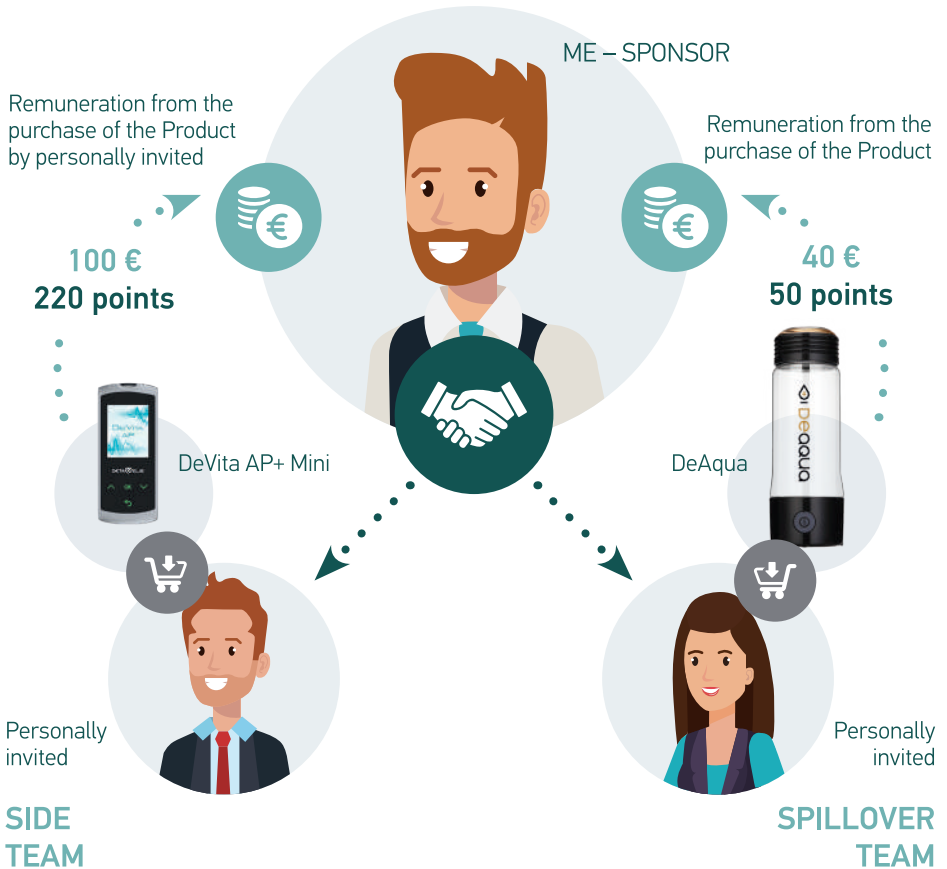


NETWORK BONUS

## FIRST LINE BONUS (FLB)

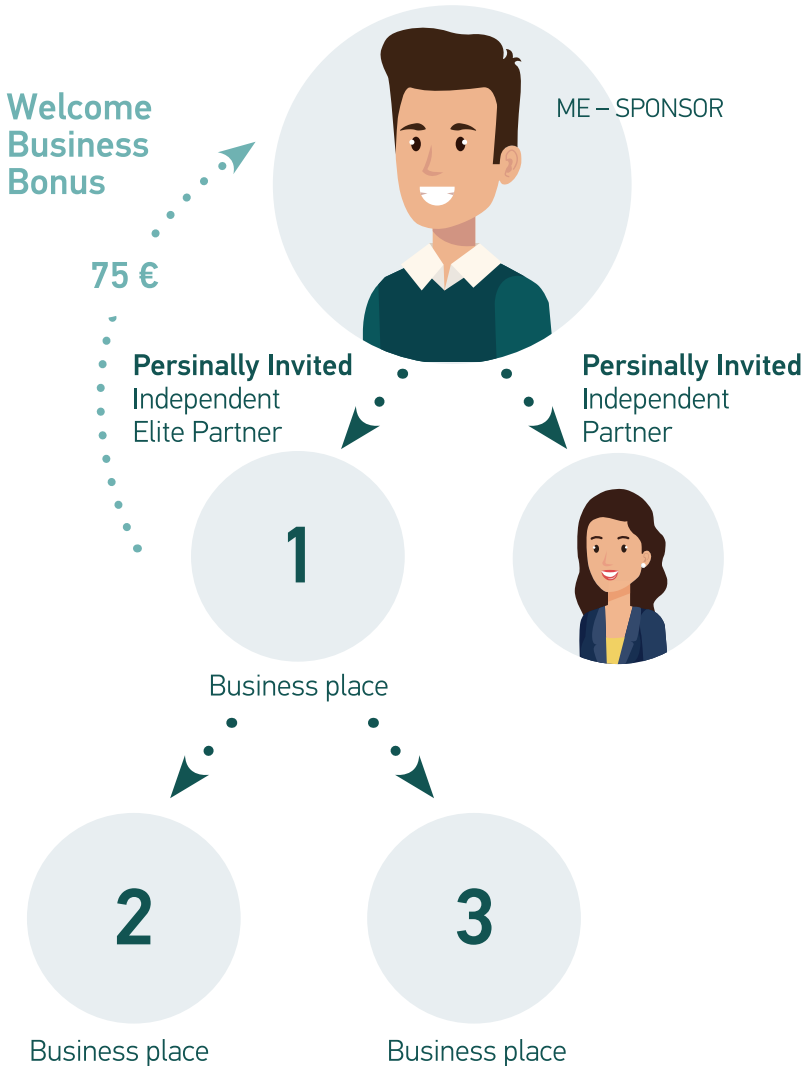
Monetary reward credited to the Bonus Account of an active Member, Partner or Elite Partner for the sale of Products to a personally invited Customer, Member, Partner or Elite Partner in accordance with the marketing plan.

The reward is credited immediately to the Bonus Account after the order is placed in the "Money" section of Personal Account.



## WELCOME BUSINESS BONUS

Monetary reward, which is credited to the Bonus account of the active Partner or Elite Partner for the personally invited Elite Partner who entered the business through the WELCOME BUSINESS program.



# NETWORK BONUS

Network Bonus is a cash reward that is credited to the Bonus Account of the active Partner for each Step formed. 1 Step = 1,000 Points. 1000 Points = 75 € \*  
 The prerequisite for the Network Bonus is a minimum of two personally invited and registered Partners or Elite Partners, one on the Spillover and one on the Side branch in the business structure.



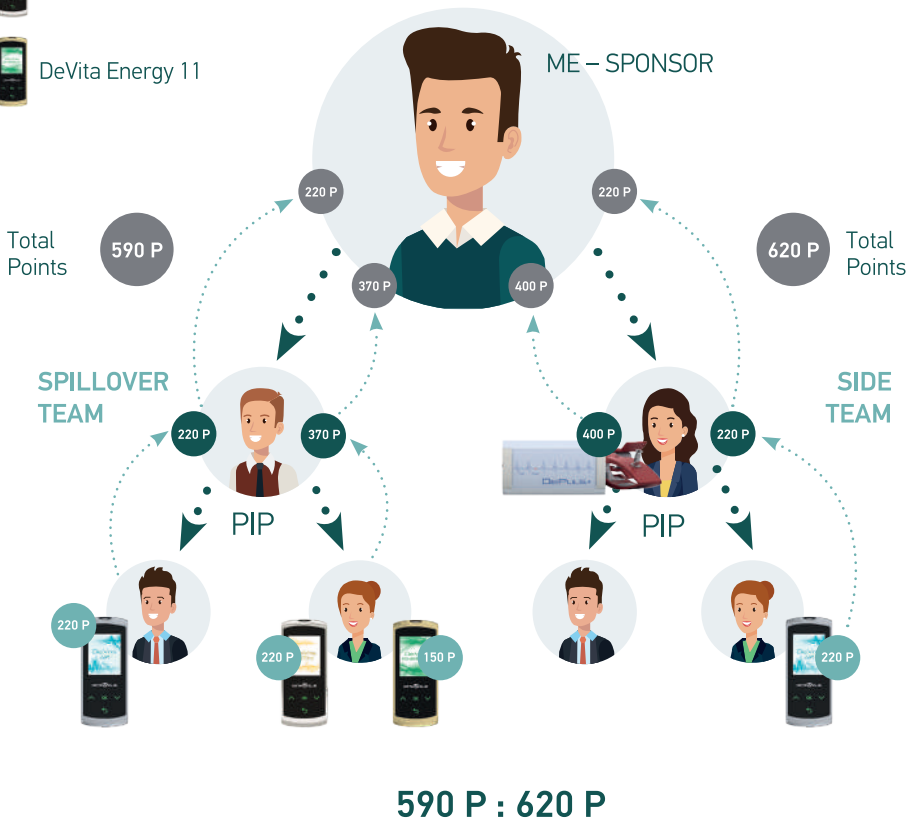
DeVita AP+ Mini



DeVita Ritm+ Mini



DeVita Energy 11



**1 STEP = 1000 P = 75 €**

## NETWORK BONUS

### **Example:**

*Today you have accumulated 590 Points on the Spillover branch and 620 Points on the Side branch due to the sales to Clients by your Partners and PIP. At 01:00 AM, Moscow time, on your Personal Account 1 Step is completed and 1,000 Points are deducted in the proportion of 500:500 from each branch of the business structure. 500 Points are deducted from the Spillover branch, and 500 Points are deducted from the Side branch. And these deducted 1000 Points were converted into 75 € and credited to the Bonus Account.*

***Spillover: 590 Points - 500 Points = 90 Points***

***Side branch: 620 Points - 500 Points = 120 Points***

*The balance on the Spillover branch is 90 Points and 120 Points on the Side Branch. Which remain in this state until the next accrual of Sales Points in the relevant branches of the business structure.*

---

Network Bonus is credited on a daily basis if the relevant conditions are met.

Network Bonus is formed from the sum of Spillover point turnover and the Side branch of the business structure.

Once the total number of Points reaches 1,000 in the ratio: 500:500, 300:700, 700:300 Points in Spillover and Side Branch, 1 Step is formed in the Personal Account.

The deduction on the Spillover and Side Branch is a total of -1000 Points. In the ratio of -500:-500, -300:-700 or -700:-300 Points respectively from Spillover and Side Branch.

When each Step is formed, a cash reward in the amount of 75 €\* is credited to the Bonus Account.

Network Bonus is cumulative and has no time or amount limit.

If one branch has accumulated more Points than necessary to form 1 Step, they are saved and await the accumulation of the required number of Points in the other branch to be able to complete the next Step. All Points are saved and

## NETWORK BONUS

deducted only when Steps are formed. This is one of the main advantages of the Deta-Elis Holding Network Bonus on the market.

\*- the cash equivalent of 1,000 Points is 75 €. as of 01.01.2021 for Greece, Cyprus and the EU countries, and may differ in other regions according to the Partner's registration in the business structure of the company, and also depends on the approved pricing policy currently in effect in the sales territory. Always check the valid cash equivalent of 1,000 Points with your Sponsor and in Personal Account.

CAREER LADDER

•

YOUR CAREER IN DEHOLDING

RATIO OF STEPS AND CAREER  
POINTS

•

EFFICIENT CONSTRUCTION  
OF BUSINESS STRUCTURE

## CAREER LADDER

Building a business structure gives you the opportunity to create a large turnover. When you are not the only one attracting new Clients and selling Products to personally invited Customers, but everyone in your business structure does, it multiplies your personal income and the income of each of the members of your business structure due to the Network bonus and additional incentives from the Company in the forms of qualification from “Master” to “Black Diamond Master”.

1 Step (1000 Points) – it’s the 1st step in your career.

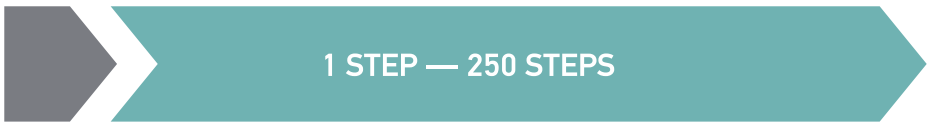
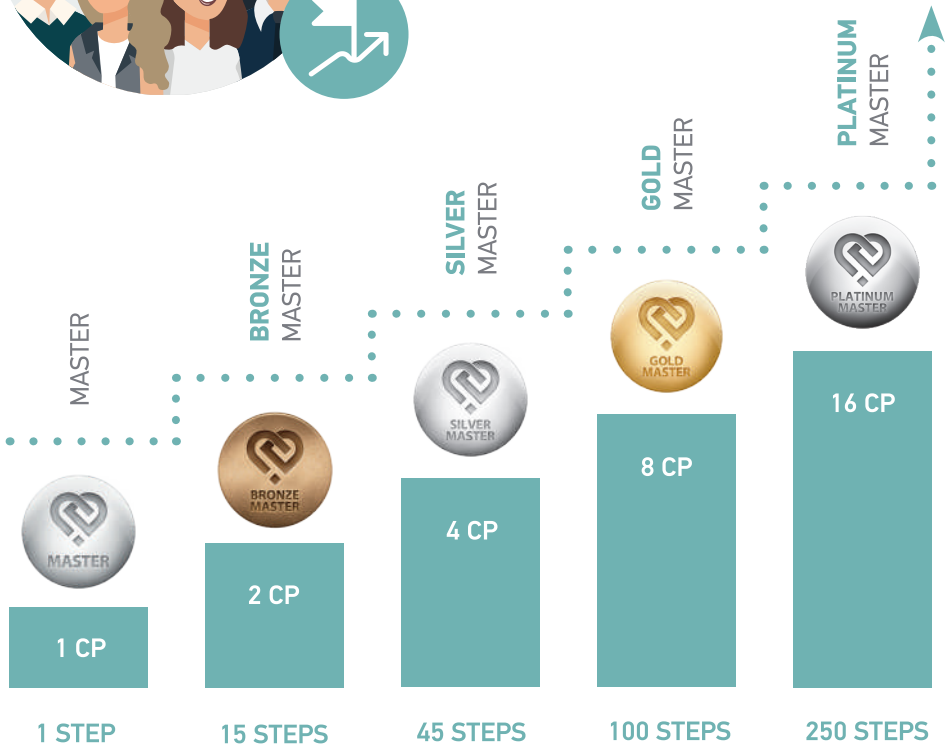


The number of Steps completed per day grows according to the growth of your structure.

# YOUR CAREER IN DEHOLDING

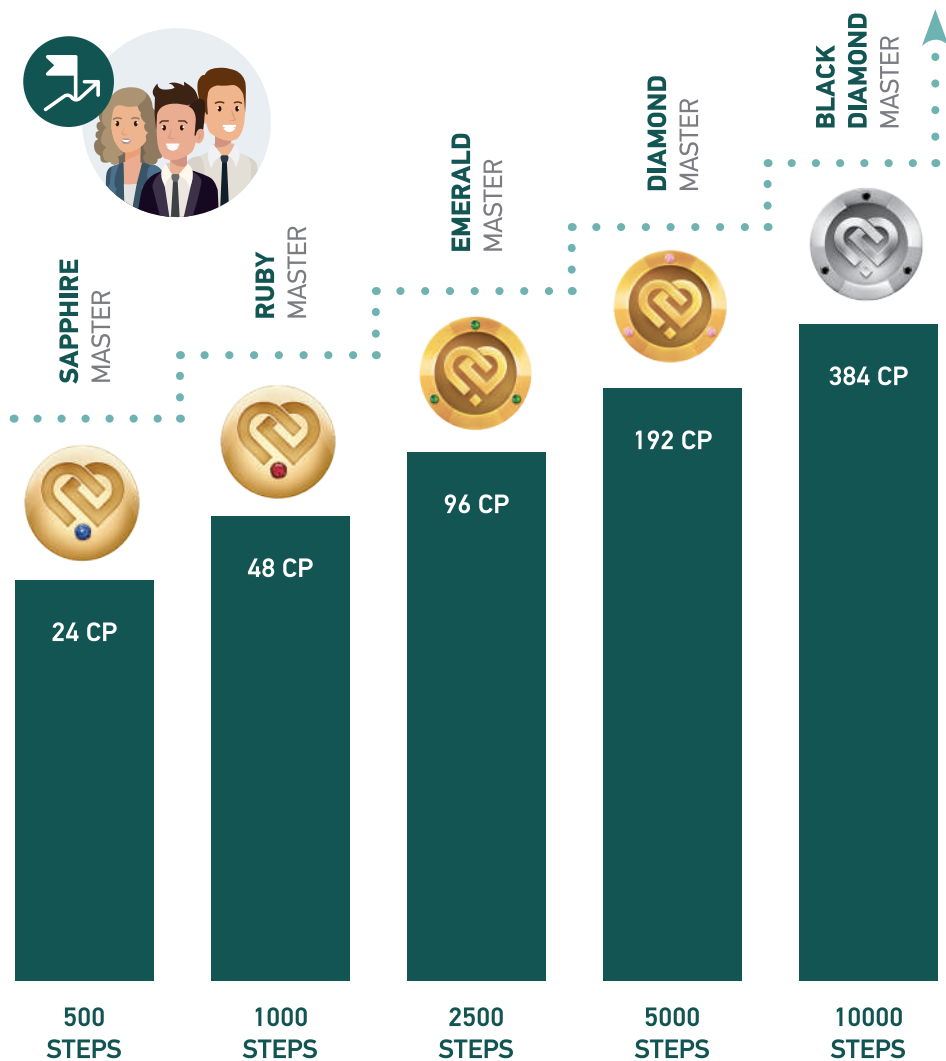


The more efficient your business structure is, the more Career Points you earn and the more money you get from turnover and Network bonuses.



## MASTERS

# YOUR CAREER IN DEHOLDING



500 STEPS — 10000 STEPS

VIP-MASTERS

## RATIO OF STEPS AND CAREER POINTS

Qualifications	Number of Career Points	Ratio of Career Points on Spillover and Side Branch in the Business Structure
Master	1 CP	
Bronze Master	2 CP	1:1
Silver Master	4 CP	2:2, 1:3, 3:1
Gold Master	8 CP	4:4, 2:6, 6:2
Platinum Master	16 CP	8:8, 4:12, 12:4
Sapphire Master	24 CP	12:12, 6:18, 18:6
Ruby Master	48 CP	24:24, 12:36, 36:12
Emerald Master	96 CP	48:48, 24:72, 72:24
Diamond Master	192 CP	96:96, 48:144, 144:48
Black Diamond Master	384 CP	192:192, 96:288, 288:96

# RATIO OF STEPS AND CAREER POINTS



ME

16 CAREER POINTS



8 CAREER POINTS



8 CAREER POINTS

50/50

**Platinum Master** is 16 Career Points, which are recorded when you have two Gold Masters in your Personally Invited Partners, considering a 50/50 split between Spillover and Side Branch.

# RATIO OF STEPS AND CAREER POINTS



75/25

**Platinum Master** is closed by raising one Silver Master on one side and one Gold and two Bronze Masters on the other side in your structure from your PIP, considering the balance of Spillover and Side Branch at a ratio of 75/25.

# RATIO OF STEPS AND CAREER POINTS



25/75

**Platinum Master** is closed by raising a Gold and Silver Master on one side and two Bronze Masters on the other side of the Spillover and Side Branch in your structure at a ratio of 25/75.

# EFFICIENT CONSTRUCTION OF BUSINESS STRUCTURE

# EFFICIENT CONSTRUCTION OF BUSINESS STRUCTURE

## HOW TO SUCCEED IN BUSINESS AND QUICKLY FORM A CLIENT-PARTNER STRUCTURE



Study, use and recommend the product. Participate in training activities.



Form a customer base, invite people to events, sell products.



Attract new partners, accompany them at the start and in their development.

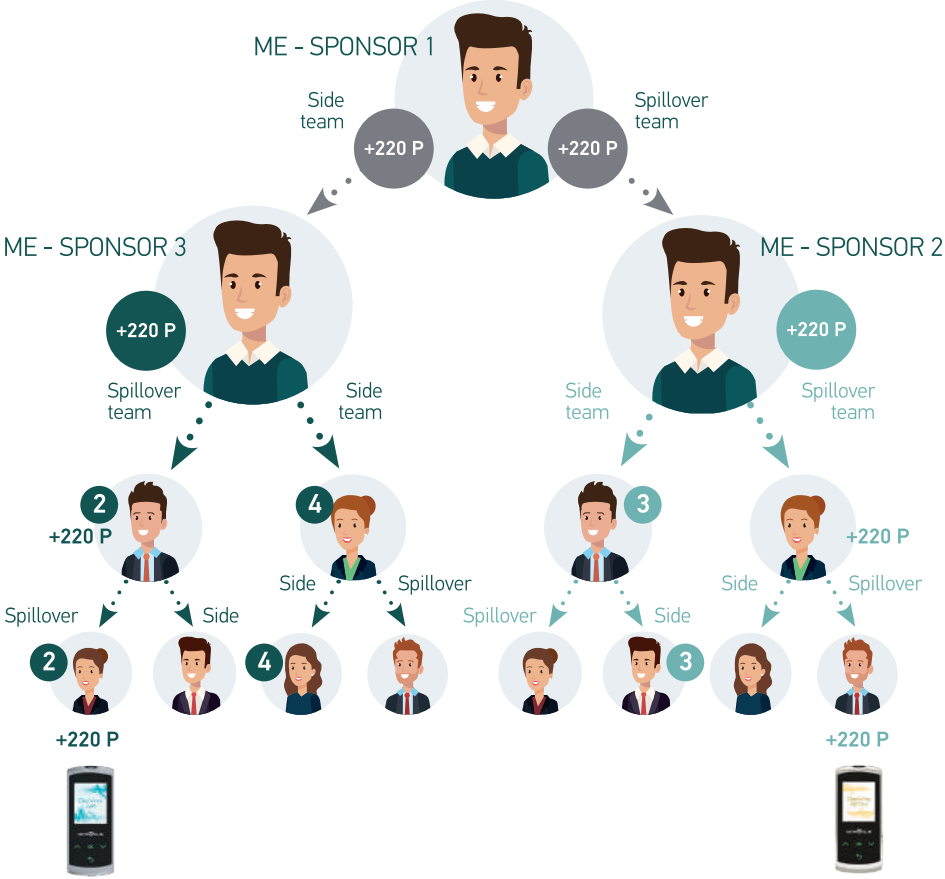


Set a personal example to invited partners by active participation

THE BEST WAY TO ACHIEVE SUCCESS QUICKLY IS TO MAKE  
YOUR TEAM SUCCESSFUL



# EFFICIENT CONSTRUCTION OF BUSINESS STRUCTURE



## RECOMMENDATION №2

It is better to enter the business with three business places (Welcome Business entry). The second and third business places allow you to receive double income from your business structure and automatic participation in the reward program and Fast Track add-on.



# FOR ELITE PARTNERS

- Elite Partner benefits
- Welcome Business reward program
- Fast Track - add-on to Welcome Business Program
- Motivational plan for the partners of the company
- Main Benefits of the Marketing Plan



ELITE PARTNER BENEFITS



WELCOME BUSINESS  
REWARD PROGRAM



FAST TRACK - ADD-ON TO  
WELCOME BUSINESS PROGRAM



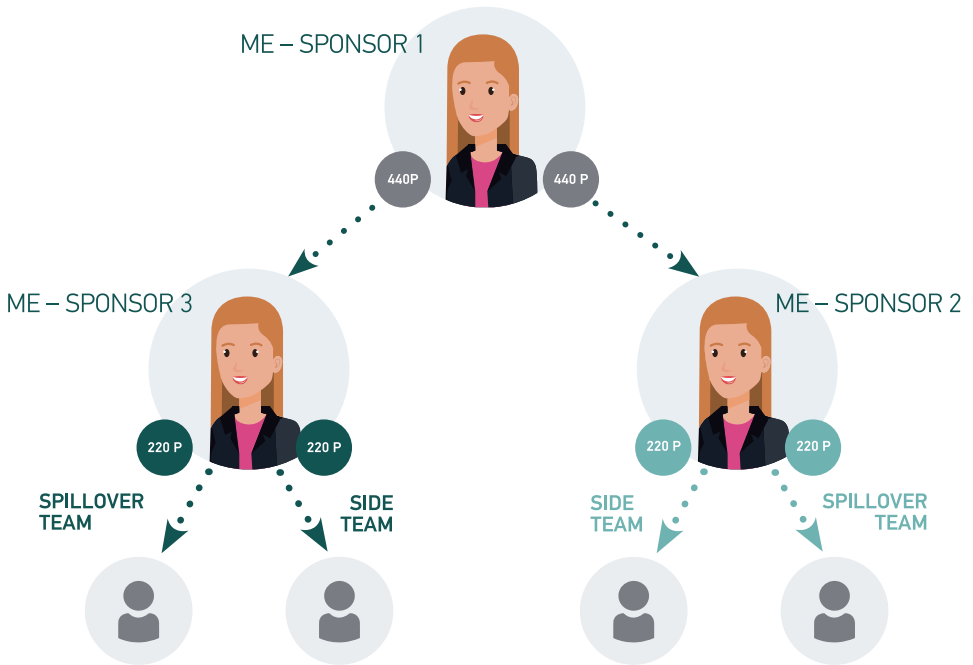
MOTIVATIONAL PLAN FOR  
THE PARTNERS OF THE COMPANY



MAIN BENEFITS OF  
THE MARKETING PLAN

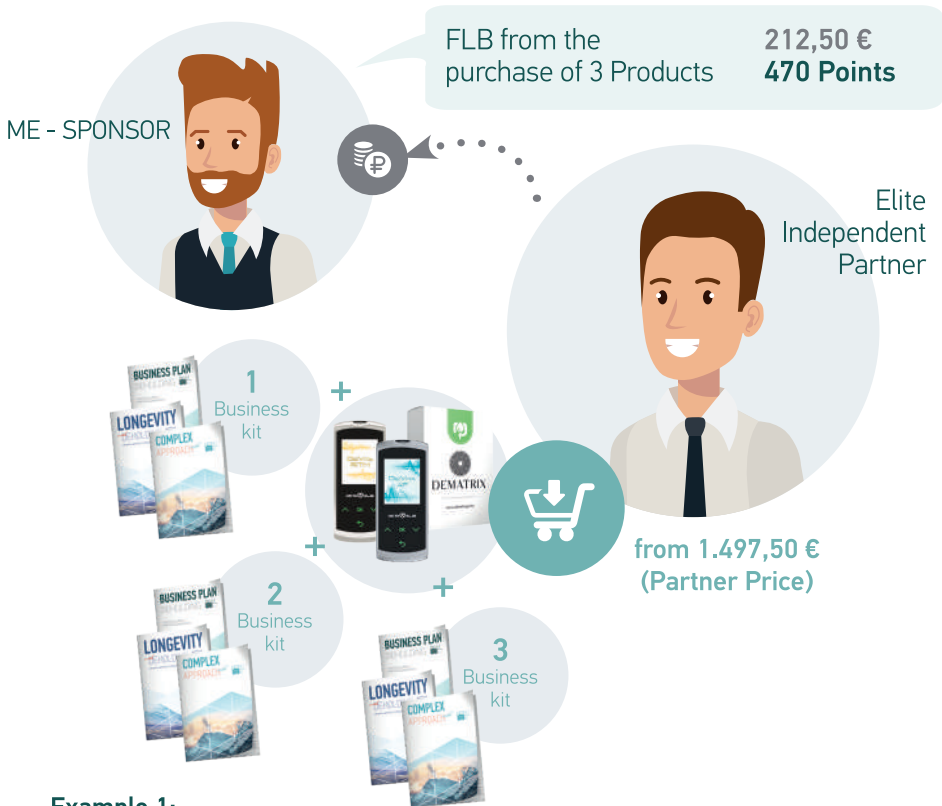
## ELITE PARTNER BENEFITS

To become an Elite Partner, you must enter the business through the Welcome Business program. To do this, you must activate three personal accounts over a period of twenty-four hours and place them in your business structure so that the second and third are registered on Spillover and on the side team of the structure, respectively, relative to the first (top) registered personal account (triangle shape).



## ELITE PARTNER BENEFITS

The minimum entry price to the Welcome Business Program is 1.497,50 €. To do this you need to purchase any of the Company's products for this amount and activate 3 partner business places: 1 place = 1 product purchased + 1 Business Kit.

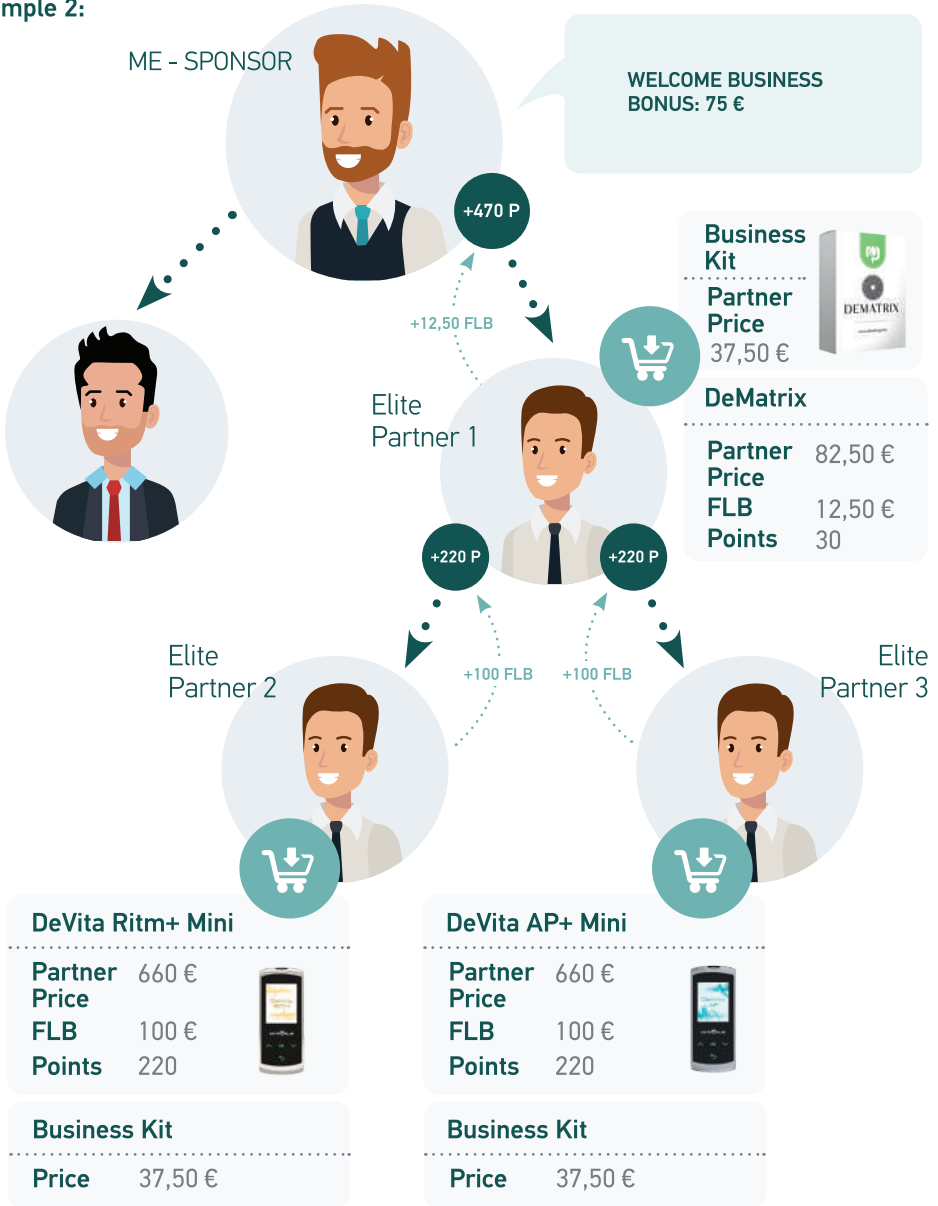


### Example 1:

Product/service	Price (€)	FLB (€)	Points (€)
DeVita AP+ Mini	660	100	220
DeVita Ritm+ Mini	660	100	220
DeMatrix	82,50	12,50	30
Business Kit	37,50 x 3		

# ELITE PARTNER BENEFITS

Example 2:

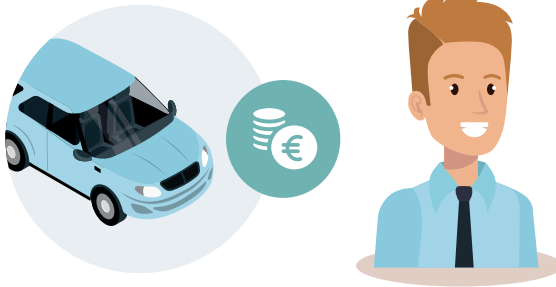


If you sell Products to a potential Elite Partner at the Retail price, you will receive an additional Sales Revenue in addition to the FLB and Welcome Business Bonus.

# WELCOME BUSINESS REWARD PROGRAM

## WELCOME BUSINESS PROGRAM

A unique car program that allows each new Elite Partner to double their income and get the opportunity to use the accumulated funds on the Savings Account to purchase or a car.



## THE TERMS OF PARTICIPATION

- 1) Enter the business through the Welcome Business program
- 2) Activate 3 partner business places and become an Elite Partner
- 3) Keep these places active for three years
- 4) Complete 250 Steps and become a “Platinum Master” within three years of entering the business



Enter the business through the Welcome Business program



Activate 3 partner business places and become an Elite Partner



Keep these places active for three years



Complete 250 Steps and become a “Platinum Master”

## BENEFITS OF PARTICIPATING IN THE PROGRAM



### NOW EACH STEP IS DOUBLED

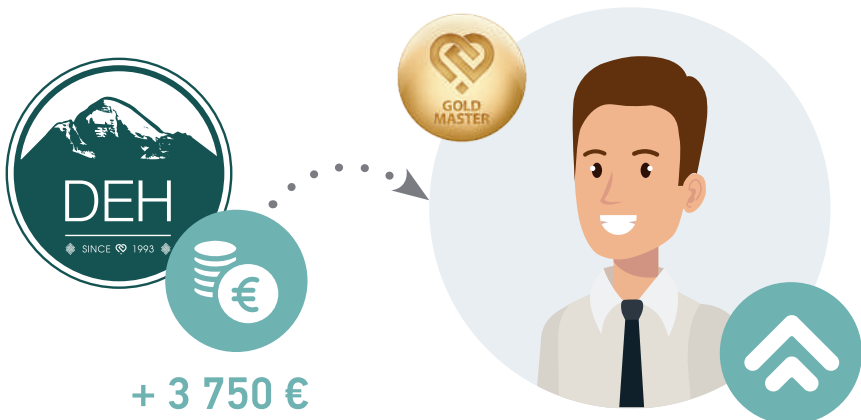
75 € are credited to the Bonus account  
75 € are credited to the Savings account of the reward program

If you complete 250 Steps within 3 years and become a Platinum Master, you will accumulate 18,750 € on your Savings Account and the Company will give you the right to use this sum to purchase a car

**250 STEPS = 18 750 €**



If within two years the Elite Partner has completed the “Gold Master” qualification and understands that in the remaining one year he will not have time to become a “Platinum Master” in order to become the winner of the Welcome Business Program, the Elite Partner may withdraw from participation in the Welcome Business program and receive a reward from the company in the amount of 3 750 € for his rapid development.



# FAST TRACK

An exclusive addition to the Welcome Business Reward program, which is valid from the moment a new Elite Partner is activated for 6 months, and allows all new Elite Partners to receive an additional income from the company of up to 7,000 € for the development of their business structure and the acquisition of career points.

## THE TERMS OF PARTICIPATION

- 1) Enter the business through the Welcome Business program
- 2) Activate 3 Partner Business Places and become an Elite Partner
- 3) All of the Elite Partners of the Company who have entered the business through the Welcome Business program, automatically participate in the Fast Track program.



Enter with  
Welcome Business



Activate 3  
business places



Become  
Elite Partner

**In the Fast Track addition of the Welcome Business program, all the Elite independent partners of the company who have entered the business through the program, automatically participate.**

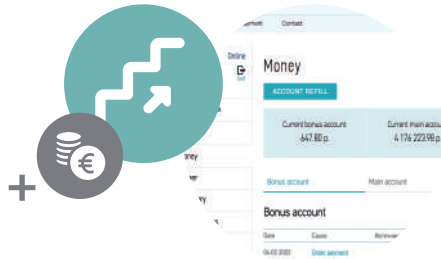
# BENEFITS OF PARTICIPATING IN THE PROGRAM

The extra income is accumulated for 6 months. For each Step you receive a Fast Track bonus of 25 euros in the Bonus account. The increased Step of each Elite Partner during the first 6 months from the registration in the business structure, is 100 €.



Additional income within 6 months to the Bonus Account

Fast Track Bonus for each Step – 25 €



Increased Step rate during the first 6 months after registration

 = 100 €

## BENEFITS OF PARTICIPATING IN THE PROGRAM



Within 6 months of your registration in the company, provided that you will achieve the title of "Bronze Master" (15 Steps)

**you will receive an additional one-time payment on your Bonus account:**

 + 500 €

Within 6 months of your registration in the company, provided that you will achieve the title of "Silver Master" (45 Steps)

**you will receive an additional one-time payment on your Bonus account:**

 + 1 500 €



Within 6 months of your registration in the company, provided that you will achieve the title of "Gold Master" (100 Steps)

**you will receive an additional one-time payment on your Bonus account:**

 + 2 500 €

In overall, **your total benefit** if you achieve the "GOLD MASTER" qualification within 6 months

### TO THE BONUS ACCOUNT, AS FOLLOWS:

- 1) Closing 100 Steps and Fast Track Bonuses, 25 € for each Step = 2 500 €
- 2) Achievement of "Bronze Master" qualification = 500 €
- 3) Achievement of "Silver Master" qualification = 1 500 €
- 4) Achievement of "Gold Master" qualification = 2 500 €

Even after achieving the "Gold Master" title, the Elite Partner continues to participate in the Welcome Business program. If he achieves the title "Platinum Master" within the remaining 2.5 years, he has the opportunity to receive 18,750 € for the purchase of a car.

MOTIVATIONAL PLAN FOR  
THE PARTNERS  
OF THE COMPANY

# MOTIVATIONAL PLAN FOR THE PARTNERS OF THE COMPANY

Upon reaching the “Platinum Master” qualification and above, unique prizes are waiting for you!

## “PLATINUM MASTER” QUALIFICATION



Personal PR from the company on the website and on social networks



A trip to the Leaders Conference –  
**PLATINUM TRAVEL**

## “VIP-MASTER” QUALIFICATION



Leaders Conference –  
**VIP TRAVEL**



Personal PR from the company on the website and on social networks

# MAIN BENEFITS OF THE MARKETING PLAN

# MAIN BENEFITS OF THE MARKETING PLAN

# 1

## BINARY

RAPID GROWTH IN  
TURNOVER DUE TO  
SPILLOVER ACTIVITY.



# 2

## CUMULATIVE

POINTS FROM THE TURNOVER ARE  
ACCUMULATED IN YOUR PERSONAL  
ACCOUNT AND HAVE NO TIME LIMITS  
FOR USE.

# 3

## INFINITE

POINTS ARE AWARDED FROM  
THE ENTIRE DEPTH OF THE TEAM,  
WITH NO TIME LIMITS AND NO  
LIMITS ON THE AMOUNT OF  
REWARDS.



## MAIN BENEFITS OF MARKETING PLAN

### STEP BY STEP

MARKETING PLAN ALLOWS YOU TO COMPLETE AN UNLIMITED NUMBER OF BUSINESS STEPS, WHICH MAKES IT POSSIBLE TO RECEIVE PASSIVE INCOME.



### HIGH-SPEED

INCOME IS COLLECTED IMMEDIATELY OR THE NEXT DAY AFTER THE PURCHASE OF THE PRODUCTS AND THE RECEIPT OF THE MONETARY VALUE OF THE PRODUCTS, ON THE ACCOUNT OF THE COMPANY. THERE IS NO NEED FOR MONTHLY PRODUCT PURCHASES. ACTIVATION OF A PERSONAL ACCOUNT TAKES PLACE ONCE A YEAR WITH THE PURCHASE OF 1 PRODUCT (EQUIVALENT TO 30 POINTS) AND A BUSINESS KIT RENEWAL.



### NO FINANCIAL RISK

PURCHASED AND ACTIVATED PRODUCTS ARE USED FOR PERSONAL PURPOSES.



# MAIN BENEFITS OF MARKETING PLAN

# 7

## GIFTS FROM COMPANY

IN ADDITION TO THE EARNED INCOME AND BONUSES, ACTIVE PARTNERS RECEIVE VALUABLE GIFTS AND EXCLUSIVE TRAINING BASED ON THEIR RESULTS AND THE QUALIFICATION THEY ACHIEVED.



## LIMITLESS INCOME GROWTH

THERE ARE NO RESTRICTIONS ON THE AMOUNT OF INCOME RECEIVED.

## CONTINUOUS CAREER DEVELOPMENT

CAREER STATUSES ARE ACHIEVED AND MAINTAINED REGARDLESS OF THE LENGTH OF WORK.



## MAIN BENEFITS OF MARKETING PLAN

### 10 QUICK PAYBACK BUSINESS

WHEN USING AND DUPLICATING EFFECTIVE WAYS TO ENTER A BUSINESS, THE COSTS QUICKLY PAY OFF.



### 11 ADDITIONAL INCOME

OPPORTUNITY TO CREATE ADDITIONAL INCOME FOR PEOPLE WHO ARE ALREADY EMPLOYED OR HAVE A BUSINESS.

### 12 INTERNATIONAL BUSINESS

FORMATION OF A CLIENT-PARTNER NETWORK AROUND THE WORLD.



## MAIN BENEFITS OF MARKETING PLAN

### 13 INTEGRATION INTO TRADITIONAL BUSINESS

OPPORTUNITY TO OPEN YOUR OWN CIC  
(CONSULTING AND INFORMATION CENTER).



### 14 INTERNET MARKETING

OPPORTUNITY TO PROMOTE  
BUSINESS THROUGH INTERNET  
RESOURCES.

### 15 NEW SPECIALIZATIONS

OPPORTUNITY TO GAIN NEW  
SPECIALIZATIONS (BUSINESS LEADER,  
WELLNESS SPECIALIST, CONSULTANT,  
ETC.).





Tatiana Petrovna Konopleva

Founder of the company.  
President of the Board of Directors.

Founder of Deta-Elis Holding.

Specialist in the field of bioresonance and DeVita technologies, specialist in the development of innovations in the field of health and wellness. Academician of Medical and Technical Sciences.

More than 29 years of experience in research, development and production in the field of digital wellness technologies.

Rich managerial experience, which allows the successful development of a highly productive company in the international markets.

 <https://www.instagram.com/konoplevata>

 Business Page: <https://www.facebook.com/konoplevata>

 Business Community: <https://vk.com/konoplevata>



Agnieszka Zaleska

Director of Deta Elis Greece.  
Head of Promotion in Europe.

Since 2013 she has taken over the leadership of Greece, which has become the core of development of all European countries.

Doctor of European History from the University of Moscow, Russian Federation.  
Philologist of Polish & Russian Language. Pedagogue.

Many years of experience in the organization, management and development of global companies. Holder of numerous management and company promotion credentials. Expert in market analysis.

Under her leadership, DEHolding established itself on the European market.

 Business Page: <https://www.facebook.com/deholding.grcy>

 Personal Page: <https://www.facebook.com/agnieszka.zaleskaathanasiou>

## CONTACTS



Addresses:

Greece: 292 Mesogeion Avenue, Cholargos, Athens, 15562

Cyprus: 179 Agias Fylaxeos, Limassol, Cyprus, 3082

Germany: Kaiserstrasse 74, 63065, Offenbach am Main, Germany



**WEBSITES OF THE COMPANY - DEHOLDNG.INFO | DEHOLDING.GR**



**CONTACT TELEPHONE NUMBERS:**

**GREECE: +30 2130305080**

**CYPRUS: +35 725222910**

**GERMANY: +49 69 985582850**



**E-MAIL:**

**GREECE: INFO@DETAELIS.COM.GR**

**CYPRUS: DETAELISCYPRUSLTD@CYTANET.COM.CY**

**GERMANY: INFO@DEHOLDING.ORG**



Deta Elis Holding Greece & Cyprus:

<https://www.facebook.com/deholding.grcy>



Deta Elis Holding - Global Business Director - Vasileios Palaiologou:

<https://www.facebook.com/palaiologou.business>



Deta-Elis Europa GmbH

<https://www.facebook.com/deh.gmbh>



<https://www.youtube.com/c/DetaElisHolding>



# NOTES

A series of horizontal dotted lines for writing notes.



