

Exclusively for
Blue Diamond and
Diamond Elite
franchisees

CASTLE NEUSCHWANSTEIN TOUR

April 23, 2021

The inspiration for more than one Disney movie, Castle Neuschwanstein is located in Bavaria and is one of Europe's most popular destinations. You'll enjoy lunch and admission to the castle, while learning all about the structure and its eccentric royalty on a guided tour. Don't forget to snap your photo at tour's end, on the Marienbrücke, the bridge which hangs over a waterfall and offers the most iconic view of the castle.



QUALIFYING IS SIMPLE

Blue Diamond, Diamond Elite and Diamond franchisees only need to maintain their 2019 purchases to join us in Munich, Germany. Platinum, Gold, Silver, and Bronze franchisees qualify based on these incremental purchase targets:

MUNICH, GERMANY

| Level | 2019 Sales | | Incremental Sales |
|----------------|-----------------------|--------------|----------------------|
| Blue Diamond* | \$500,000+ | | \$0 |
| Diamond Elite* | \$250,000-\$499,999 | | \$0 |
| Diamond* | \$150,000 – \$249,999 | | \$0 |
| Platinum | \$100,000 – \$149,999 | US CANADA | \$30,000 \$39,000 |
| Gold | \$50,000 – \$99,999 | US CANADA | \$35,000 \$45,500 |
| Silver | \$25,000 – \$49,999 | US CANADA | \$40,000 \$52,000 |
| Bronze | <\$25,000 | US CANADA | \$50,000 \$65,000 |

*You must maintain 2019 purchase level to join us in Munich.

TRAVEL PROGRAM GUIDELINES

- The 2020 Enlightened Style travel program is open only to Enlightened Style franchisees who have an existing Custom Brands Group account in good standing at the time the incentive is to be received.
- Each trip is for two people; Blue Diamond level qualifies for two trip for 2.

TRIP QUALIFICATIONS/SECOND TRIPS

- The 2020 Enlightened Style travel program qualification period is December 1, 2019, through November 30, 2020.
- Individual qualification targets for a franchisee's trip will be provided on the franchisee's online trip tracker page (cbgpromotions.com).
- One additional trip for two can be earned by achieving net sales of \$50,000 over your trip goal. Second trips are subject to availability.
- Note: Accounts that close prior to the end of the promotion are not eligible to participate.

TAXATION

Custom Brands Group does not assume any responsibility for applicable taxes.

US FRANCHISEES:

- All awards earned are considered by the IRS to be taxable income. Any and all federal, state and local taxes are the responsibility of each franchisee.
- IRS Form 1099-MISC will be issued to all franchisees that earn a trip AND is issued to the business, not an individual.
- The Form 1099-MISC will be issued for the fair market value of the trip as determined by Enlightened Style's reasonable discretion. The W9 estimated value for the Munich trip: Blue Diamond level is \$12,800; Diamond Elite level is \$6,210/couple; all other levels, the estimated value is \$5,560.

CANADIAN FRANCHISEES:

- All awards earned are considered by Revenue Canada to be taxable income. T4/T4a's will not be issued and it shall be the recipients' responsibility to report amounts as income when filing tax returns.

GENERAL PROVISIONS

- Travelers must be 21 years of age or older or accompanied by a qualifying franchisee 21 years of age or older.
- All accounts must be aligned in good standing and current within payment terms prior to award notification and the issuance of any travel documents.
- Franchisees with multiple account numbers will have a combined sales goal;

franchisees with multiple locations and only one account number will only be eligible for one enrollment.

- TRIPS CANNOT BE SOLD OR TRANSFERRED.** Trips are non-transferable to anyone other than the franchisee earning the trip or its employees.
- Only qualifying franchisees and their registered guests may participate in program inclusions, such as meals, group activities or tours, and transfers. Under no circumstances can unregistered persons participate in trip inclusions. Badges will be checked for eligibility. Franchisees who violate this policy will be liable for the cost of additional trips and will be disqualified from Enlightened Style travel participation for the following year.
- Trips are non-refundable, with no consideration for any unused trips.
- No other awards or cash will be provided in lieu of the trips published and there is no cash value for unused portions of the program.
- Custom Brands Group is not the operator of these programs and does not exercise direct control over the services provided by third-party suppliers, i.e., airlines, cruise lines, hotels, ground transportation providers, etc. Therefore, from the date of this published information to the actual dates of travel, schedules and other service inclusions or options offered by third-party suppliers may change without prior notification.
- Custom Brands Group retains the right to add, change or eliminate trip dates or replace a trip of equal value based on the projected number of qualifying franchisees.
- Custom Brands Group reserves the right to audit compliance with the qualification requirements and reserves the right to amend, alter or cancel this program at any time.

WINNER NOTIFICATION

- All program purchases will be tabulated and qualifying franchisees identified by December 15, 2020.
- Franchisees will be immediately notified and sent trip registration information.
- All arrangements and ticketing must be completed by January 29, 2021.
- Any fees incurred due to late ticketing and/or changes made to the travel arrangements after ticketing has been confirmed will be at the franchisee's expense.



For more information, visit enlightenedstyle.com or cbgpromotions.com



2020 Enlightened Style Trip Program

MUNICH, GERMANY

Blue Diamond | April 19* – 25, 2021

Diamond Elite | April 19* – 24, 2021

Silver-Diamond Levels | April 19* – 23, 2021

*Depart US/Canada April 18



ON YOUR WAY

Munich, Germany April 19–23, 2021

How do you describe an international cultural center that's rife with friendly people, breathtaking architecture, fun museums, ornate churches and rich beer? **Gemütlichkeit!** That's the German word used to convey a feeling of warmth and good cheer, and that's Munich. Get ready to be charmed by this Bavarian capital, which has captivated travelers for centuries.

Located at the start of a pedestrian promenade with exclusive shops, the legendary Bayerischer Hof has been pampering its guests since 1841. This luxurious hotel offers six restaurants, including 3 Michelin-starred Atelier with Silent Garden; its own night club, piano bar and cinema; and a spa covering four floors, including an all-seasons pool with a sliding glass roof.

All accounts eligible to earn a trip to Munich, Germany.

Explore all the details at www.bayerischerhof.de/en

MUNICH HIGHLIGHTS

- Four (4) nights at the Bayerischer Hof Hotel
- Round-trip air travel between home and Munich, Germany
- Round-trip transfers between Munich Airport and the Bayerischer Hof Hotel on group travel days
- Breakfast each morning
- Complimentary Wi-Fi plus full-time hospitality desk to assist with your travel needs
- **DAY 1:** Welcome cocktail reception
- **DAY 2:** Buffet dinner and dancing at historic Lowenbraukeller with Bavarian entertainment, including traditional Bavarian games (tap the beer keg, milk the cow, beer-stein lifting) and Bavarian "Schuhplattler" dancing
- **DAY 3:** Explore Munich on your own
- **DAY 4:** Farewell dinner with entertainment
- **DAY 5/BLUE DIAMOND AND DIAMOND ELITE ONLY:** day trip to Castle Neuschwanstein

BONUS REWARDS FOR BLUE DIAMOND AND DIAMOND ELITE LEVELS*

Blue Diamond

(\$500,000+)

Two trips for two

Seven days/six nights

Business class airfare

Castle Neuschwanstein tour

Diamond Elite

(\$250,000-\$499,999)

Trip for two

Six days/five nights

Castle Neuschwanstein tour

*2020 level



AGENDA

DEPART US/CANADA APRIL 18

On transatlantic overnight flights

APRIL 19

PM welcome reception

APRIL 20

AM breakfast

PM buffet dinner and dancing at historic Lowenbraukeller

APRIL 21

AM breakfast

Free day

APRIL 22

AM breakfast

PM farewell dinner with entertainment

APRIL 23

AM breakfast

Depart for home

Bronze-Platinum Travelers

APRIL 23

Blue Diamond and Diamond Elite Travelers

Castle Neuschwanstein Tour

APRIL 24

Blue Diamond and Diamond Elite Travelers

AM breakfast

Depart for home

Diamond Elite Travelers

APRIL 25

Blue Diamond Travelers

AM breakfast

Depart for home