



3-Store MSD & AD Bonus Program

Introduction

WhiteWater Express prides itself on the quality of its leadership and aims to reward leaders with incentive compensation over and above their base salaries. Our leaders help WhiteWater succeed through forward-looking decision-making, disciplined oversight of operations, and consistency. Our incentives are designed to reward our leaders who exemplify those traits. This program will reward our leaders biweekly and monthly with additional compensation as they work towards, meet, and exceed operational goals.

Part 1: Storewide Membership Bonus

Each month, the store will receive a monetary bonus based on the number of active members at the store when the year begins and for each additional member added throughout the year.

The base bonus begins at \$500 once the store reaches 500 members. From there, the bonus increases at 1,000 members to \$750. After 1,000 members, the base bonus increases at 1,000-member intervals. So, for every thousand members added and retained each year, the base bonus amount will increase in the following year. In addition to the base bonus, stores also receive a growth bonus of \$1.50 for every incremental member added during the calendar month.

BOY				
Members	\$ Base	\$ Growth	Position	Splits
0	\$0.00	\$1.50 per plan	Area Director	15%
500	\$500.00		General Manager	35%
1000	\$750.00		Store Manager	20%
1500	\$1,000.00		SL/TL (by hours worked)	30%
2000	\$1,250.00			
2500	\$1,625.00			
3000	\$2,000.00			
3500	\$2,250.00			
4000	\$2,500.00			
4500	\$3,000.00			
5000	\$3,500.00			
5500	\$3,750.00			
6000	\$4,000.00			
6500	\$4,250.00			
7000	\$4,500.00			
7500	\$4,750.00			
8000	\$5,000.00			

Example: A store has 3,000 members at the beginning of the year and adds 100 members per month. The store would receive a bonus of \$2,150 in Month 1, which would increase to \$2,300 in Month 2 and \$2,450 in Month 3.

	Month 0	Month 1	Month 2	Month 3
Members	3,000	3,100	3,200	3,300
Base Bonus		\$2,000	\$2,000	
		\$2,000 Members		
Added		100	200	300
x \$1.50				
Growth Bonus		\$150	\$300	\$450
Total Bonus		\$2,150	\$2,300	\$2,450

NOTE: If the number of members at a location declines below the beginning of year level, it will receive the base bonus for the lower level until the total member count reaches the beginning of year threshold.



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Storewide Membership Bonus Payment

The storewide membership bonus will be split between the Area Director/Multi-Site Director, General Manager, Store Manager, and each Team and Shift Leader on staff. The AD/MSD position receives 15 percent of the total bonus earned by the store.

Monthly Membership Bonus Calculation

WX000	Store Number ("WX000")		
3000	Beginning of Year Memberships		
3200	End of Month Memberships		
Eligible Employees (100 hrs +)			
Number	Name	Monthly Hours	Bonus
1	Team Leader 1	113	\$140.99
2	Team Leader 2	148	\$184.67
3	Team Leader 3	132	\$164.70
4	Shift Leader	160	\$199.64
			NA
			NA
			NA
			NA
			NA
			NA
			NA
		553	
Bonus			
	Base	\$2,000.00	
	Growth	\$300.00	
	Total	\$2,300.00	
AD		15%	\$345.00
GM		35%	\$805.00
SM		20%	\$460.00
SL/TL		30%	\$690.00

Storewide Membership Bonus Effective Date

The bonus program will be effective beginning on 01/01/2024. The beginning membership number will be calculated as of 12/31/2023, and all memberships added in January 2024 will apply to the first bonus.

Part 2: Gross Profit % Bonus

The Gross Profit % (GP%) Bonus will be calculated monthly based on the overall Gross Profit % for all the AD/MSD stores. Monthly bonuses by GP% are below:

Example:

Total Revenue	\$500,000
Total Gross Profit	\$430,000
Gross Profit %	86%
Monthly Bonus	\$800
Annual Bonus	\$9,600

Gross Profit Bonus

			Monthly	Annual
Gross	86% and higher		\$800	\$9,600
Profit	84%	86.0%	\$600	\$7,200
%	81%	84.0%	\$400	\$4,800
	78%	81.0%	\$250	\$3,000

Eligibility

All Area Directors and Multi-Site Directors with three (3) or more locations employed by WhiteWater Express on the relevant bonus payroll date are eligible for this bonus program. Area/Multi-Site Directors (AD/MSD) are eligible for the bonuses starting with the first full month in which they hold the position. If the promotion occurs after the first payroll of a month, they will receive their previous location/position bonus until that time.



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Store Moves

As we grow, we recognize the need to create new positions and move store responsibilities across our company. As a result, if an Area Director loses a store or moves from an established location to a new or recently opened location, the Area Director will receive a minimum bonus equaling their last three (3) months average bonus for three (3) months provided the store move is not a result of disciplinary action.

Payment Dates

The membership bonus will be paid in the first pay period of the following month, and the gross profit bonus will be paid in the last pay period of the following month. The first pay period for this bonus ends 02/07/2024 and will be paid on 02/15/2024. See the calendar below:

Bonus Month	Pay Period End	Paycheck Date
January	02/07/2024	02/15/2024
February	03/06/2024	03/14/2024
March	04/03/2024	04/11/2024
April	05/01/2024	05/09/2024
May	06/12/2024	06/20/2024
June	07/10/2024	07/18/2024
July	08/07/2024	08/15/2024
August	09/04/2024	09/12/2024
September	10/01/2024	10/10/2024
October	11/13/2024	11/21/2024
November	12/11/2024	12/19/2024
December	01/08/2025	01/16/2025