

ADDENDUM A

VOLUNTEER SOCIAL MEDIA AND FIELD MARKETING COMPENSATION SCHEDULE

The schedule below provides a work-from-home or in the field **Paid Volunteer Compensation Schedule** for sales of products, services and support by volunteers acting on behalf of NKT. The schedule represents current rates paid in accordance with the NKT products, services and memberships rendered. Sale of NKT Gift Items do not include sales made by volunteers paid an hourly rate or flat fee for field events. This compensation schedule is subject to changes and modifications made as herein prescribed and updated accordingly without notice.

NKT Gift Shop Sale Items compensation schedule.

- Volunteer shall be paid **25%** of all NKT Gift Item sales exceeding \$250.00 or more.
- Volunteer shall be paid **\$4.00 - \$7.00** / NKT T-Shirt sold.

Social Media and Internet Marketing compensation schedule:

- Verified proof of delivery Email campaigns **.10 Cents** / email sent
- Verified proof of delivery Text Message Campaign **.10 Cents** per text message sent.
- Verified proof of delivery Facebook Groups Target Posting Ads: **\$1.50** / Ad
- Verified proof of delivery Facebook Messaging Post with NKT Link: **.10 Cents** / text.
- Verified Emails sent to Craigslist listings: **.10 Cents** / email.
- Verified Posting of NKT Craigslist Ads: **\$1.50** / Free post.
- All other Targeted Email and Text Messaging Campaigns **.10** / message.

Canvassers: Field Volunteers compensation schedule:

- Door Hangers and Fliers: **\$20.00 / 100** Fliers Left on the Door of residential homes.
- Flier on Cars in Parking Lots: **\$20.00 / 200** Fliers placed under car windshield
- Hand to Hand Flier Distribution with name and email address acquired **.25 Cents per lead.**

NKT Onsite Booth Sales: Field Volunteers compensation schedule:

- Receive **25%** Commissions on all items sold from table or booth onsite.
- Receive **25%** one time commissions from new membership sign ups.

NKT Business Entity Creation, Structuring and Legal Support compensation schedule:

- Referral: Creation of Trust Entity for Assets Protection: **\$75.00** / Trust entity.
- Referral: Creation of Simple Business LLC or other Entity: **\$25.00** per entity.
- Referral: Creation of Complex Business Entity with Trust Interface **\$150.00** per entity.

NOTICE: All Social Media and Flier Distribution marketing must be verified with proof of delivery before compensation will be paid. All media marketing material shall be provided NKT. All post, text, email, etc must target groups and businesses located within the United States. Volunteers are compensated once a week when a combined total of promotion, sales and marketing exceed \$25.00 or greater.

ONLINE POST AND EMAIL VERIFICATION PROCESS:

EMAIL Notification Verification: Many platforms can be verified by sending an email link to support@nowknowthyself.com or a share link for verification purposes.

FACEBOOK Post, Chat, Text Verification: Posting in targeted Facebook Groups and Marketplace can be accomplished by “Friend Requests” or snippet tool or go to <https://app.pnrtscr.com/en/index.html>, which allow multiple post verification.

CRAIGSLIST AD Post Verification: Posting NKT Ads free on Craigslist can be verified by sending an email link to support@nowknowthyself.com of the post.

CANVASSING, DOOR HANGERS & FLIERS: Unsupervised posting of Fliers, door hanger, car windows, passing out media materials, etc., must be verified by taking photos, names and email address of potential supports, obtaining lead information etc

TOP SOCIAL MEDIA PLATFORMS AUTHORIZED TO POST, TEXT OR EMAIL NKT PRODUCTS AND SERVICES

1. **Facebook — 3.05 billion:** [Facebook](#) is the largest social networking site, with over 3 billion people using it monthly, according to [Statista](#). This means roughly [37 percent](#) of the world’s population are Facebook users. Facebook's direct messaging spin-off app, Facebook Messenger, boasts 931 million monthly active users. More than [200 million businesses](#) (mostly small businesses) use Facebook tools, and [more than seven million advertisers](#) actively promote their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media.
2. **WhatsApp — 2.78 billion:** [WhatsApp](#) is a messaging app used by people in over [180 countries](#), boasting an estimated 2.78 active users, according to [Statista](#). Initially, people originally used WhatsApp to send text messages to their family and friends, but the launch of WhatsApp Business in 2018 has seen the messaging platform become a popular choice for brands. [WhatsApp Business reported](#) having over 200 million monthly active users in June 2023. WhatsApp’s business platform allows businesses to provide customer support and share updates with customers about their purchases. For [small businesses](#), there’s the [WhatsApp Business app](#), while enterprise businesses can use the [WhatsApp Business API](#).
3. **YouTube — 2.49 billion:** [YouTube](#) is a video-sharing platform where [users watch a billion hours of videos daily](#). Besides being the second largest social media app, YouTube is often called the second largest search engine after Google, its parent company. So, if you use [video](#) to promote your business, then you definitely need to add YouTube to your marketing strategy. To get started, here’s how to [create a YouTube channel](#) for your brand. To help your videos get discovered by more people, we recommend reading up on [YouTube SEO](#) or considering [advertising on YouTube](#) to increase your reach.
4. **Instagram — 2.04 billion:** As a visual social networking platform, [Instagram](#) is the

place for showcasing your products or services with photos or videos. On the app, you can share a wide range of content, such as photos, videos, [Stories](#), [Reels](#), and [live videos](#). As a brand, you can create an [Instagram business profile](#), which provides rich analytics of your profile and posts and the [ability to schedule Instagram posts using third-party tools](#). It's also a great place to get [user-generated content](#) from your audience because users frequently share content and tag brands. To help you use Instagram like a pro, check out our [complete guide to Instagram marketing](#).

5. **WeChat — 1.32 billion:** [WeChat](#) was released in 2011 by [Tencent](#), one of China's biggest tech companies. With over [1.32 billion monthly users](#), 80 percent of China's total population is active on the app. Like WhatsApp and Messenger, WeChat was originally a messaging app, but it's evolved into an all-in-one platform. Besides messaging and calling, users can shop online, pay bills, buy groceries, transfer money, make reservations, book taxis, and more.
6. **TikTok — 1.22 billion:** [TikTok](#) (known as Douyin in China) is a short-form video-sharing app. Despite only launching in 2017, it's one of the fastest-growing apps in the world and recently overtook Google as the [most visited](#) internet site. TikTok allows users to create and share videos between 15 seconds and 10 minutes long, and the app has a vast catalog of sound effects, music snippets, and filters to enhance the videos and make them more appealing.
7. **Telegram — 800 million:** [Telegram](#) is a free messaging app that works across multiple devices with no limits on media sizes. There are several ways brands can make use of Telegram, besides providing one-on-one customer support. For example, brands can create chatbots for the Telegram platform or make use of Telegram's channel feature to broadcast messages to up to 200,000 people.
8. **Snapchat — 750 million:** [Snapchat](#) focuses on photos and short videos (known as snaps) shared between friends. It made the [vertical video format](#) popular, which eventually proliferated on other visual social media apps like Instagram and TikTok.
9. **X (formerly Twitter) — 550 million:** [The platform once known as Twitter](#) invites an audience that loves to post news, entertainment, sports, politics, and more. What makes it different from most other social networking sites is it strongly emphasizes real-time information — things happening and trending right now — in just 280 characters (140 for Japanese, Korean, and Chinese).
10. **Pinterest — 465 million:** [Pinterest](#) is a one-stop shop for inspiration and discovering new products and ideas. On Pinterest, users "pin" photos that link to websites, product pages, blog posts, and other content across the internet. It's a great platform for driving traffic to your website, and Pinterest's user base are [seven times more likely to purchase](#) products they've pinned.
11. **Reddit — 430 million:** With roughly 1.7 billion visits in April 2023, [Reddit](#) has been called the "front page of the internet," thanks to its mix of current events, celebrity "ask

me anything" (AMA) events, and in-depth discussions of niche topics.

12. **LinkedIn—424 million:** At roughly 424 million monthly active users, [LinkedIn](#) has [evolved from a simple job search engine](#) and resume site into a professional networking platform where industry experts share content, network, and build their personal brand. It has also become a place for businesses to establish [thought leadership](#) in their industries and attract top talent.
13. **Quora — 300 million:** [Quora](#) is a community-based Q&A website and app where people can find information on a wide variety of topics. Questions and answers are user-ranked based on views, votes, reviews, and shares.
14. **Twitch — 140 million:** [Twitch](#) is a live-streaming platform for gamers. It offers video game content and other forms of entertainment. Users can create a channel, stream their gameplay, and interact with their audience through chat.
15. **Tumblr — 135 million:** [Tumblr](#) is a popular micro-blogging social media site with [135 million](#) monthly active users. Users can share content in different formats: text, photos, videos, GIFs, audio clips, links, and more.
16. **Instagram – 100 Million:** Twitter alternative, [Threads](#), hit app stores in 2023 with a record-breaking rise to [100 million sign-ups](#) in a matter of days. While interest in the platform initially seemed to flag, [Threads has regularly launched new features](#) to keep MAUs climbing.
17. Mastodon — 1.7 million: Mastodon, a new entrant on the social media scene, exploded in popularity in late 2022, taking it from 300,000 to over 1.7 million monthly active users in 2023.
18. **Bluesky — 1 Million:** Bluesky is a decentralized, invite-only social network built on an open-source protocol. While they've yet to publicly share their monthly active user numbers, the platform hit the 1 million (total) users mark in September 2023.

DIRECT MARKETING VENUES: The following venues are critical and should be considered and targeted in an effort to get the most interest from an African American audience include but is not limited to the following.

- Religious Organizations such as churches
- Spiritual organizations and Community Outreach
- Substance abuse and homeless shelters
- Friends and Family Members

The mission and goal of NKT outreach programs is to provide solutions and lift up the most economically challenged and marginalized people in African American communities. The results of our efforts will transcend our lives and the lives of others while building a permanent foundation for the self empowerment of our people.