



## Regional Managing Partner & Affiliate Partner Framework

---

### Overview

Bluxe operates as a structured global ecosystem across membership, capital access, commercial partnerships and strategic trade facilitation. To support international expansion, Bluxe appoints Regional Managing Partners and Affiliate Partners within defined territories. This framework ensures disciplined growth, central governance and aligned execution.

### I. Regional Managing Partner (Exclusive Licensed Territory Operator)

A Regional Managing Partner (RMP) is the official Bluxe representative and operator within a defined territory. This is a senior mandate with commercial rights, governance participation and regional leadership responsibility.

#### Core Responsibilities

- Establish and manage Bluxe presence in the territory
- Develop institutional and corporate relationships
- Drive membership growth and vendor partnerships
- Source and structure commercial and capital opportunities
- Ensure compliance with local regulatory frameworks

#### Revenue Participation

Regional Managing Partners participate in corporate onboarding fees, membership subscriptions, vendor agreements, capital introductions and institutional mandates. Revenue share ranges between 20–25% of net profit generated within the designated territory, structured under a minimum 3-year license agreement and subject to performance benchmarks.

#### Investment & Governance

An initial capital contribution is required (territory dependent). A regional SPV may be incorporated where appropriate, with governance participation under central Bluxe oversight. All major transactions require central approval. Quarterly reporting is mandatory.

---



---

## II. Affiliate Partner (Commercial Collaborator)

Affiliate Partners operate within the Bluxe ecosystem without territorial rights or governance authority.

This tier allows professionals and organisations to participate commercially without capital investment.

### Role

- Introduce qualified clients, brands and strategic opportunities
- Support membership and vendor acquisition
- Assist in relationship development and project facilitation

**Revenue Participation:** 5–15% Net Revenue from Directly Sourced Business

### Territory Investment & Revenue Overview

Country	Investment (£)	Revenue Share	Minimum Term
Nigeria	50,000	25%	3 Years
South Africa	50,000	25%	3 Years
Ghana	40,000	25%	3 Years
Kenya	30,000	25%	3 Years
USA	150,000	25%	3 Years
Dubai	100,000	25%	3 Years
Portugal	70,000	20%	3 Years
Germany	70,000	20%	3 Years

---

Territory allocations are selective and subject to alignment review, financial commitment and formal license agreement.

