



Collaboration Proposal for Expert Jurors 2025

Dear Jury Member,

Your role as part of the World Wellness Ranking is essential for us to build a global platform of visibility, excellence, and inspiration within the wellness ecosystem.

Your participation as an expert ensures the seriousness, reliability, and success of the Ranking as a novel and innovative initiative in the wellness industry.

We deeply value your experience, your commitment to the community, and your expert perspective in identifying leaders who are transforming wellness in its many forms.

To honor your time, your knowledge, and your active involvement in the expansion of the Ranking, we present you with a collaborative compensation proposal that directly, transparently, and increasingly rewards your participation:

Financial Compensation:

- You will receive USD \$100 for each candidate you personally nominate who completes the registration process by paying the corresponding fee. We guarantee that this compensation will steadily increase at the same rate as the Ranking's growth.
- This payment will be made within 24 hours immediately following the moment the candidate makes the payment, regardless of the day of the week it occurs, except if the payment is received on a non-banking day, in which case it will be processed on the next business day.
- Compensation payment can be made directly in United States Dollars to the corresponding dollar account or, if preferred, in Mexican Pesos at the exchange rate of the day published by the Bank of Mexico on its official website.
- In the event that 2 or more jurors nominate the same candidate in the same category and the candidate pays the registration fee, the compensation amount will be given to the juror who first registered the candidate on the nomination registration page, considering the time and date each nomination is made. The other jurors who nominated the same candidate will be provided with evidence consisting of the registration form with the date and time that proves the precedence of the nomination in time, and any other element that allows verification of said precedence.
- We will make the compensation payment within 24 hours following the date the candidate makes the payment, unless it occurs on a non-banking day, in which case it will be made on the immediately following business banking day. For payments in Mexico: The payment will be made under the concept of professional fees, so we would appreciate it if you could provide us with the corresponding CFDI tax receipt. We will make the payment to you at the exchange rate of the day published by the Bank of Mexico on its official website. For payments in USA and abroad: We will jointly verify the type of tax receipt applicable to your legislation, and if you have a dollar account, we will make the deposit to it or at the exchange rate of your local currency.



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Requirements for Candidate Nomination:

As a Juror, you can nominate candidates from any area of expertise within the wellness industry, whether or not they correspond to your own area of expertise.

Before nominating a candidate, we would appreciate it if you would consider that your candidate meets the following minimum requirements:

- Has at least 6 months of accredited operation in the industry.
- Clearly defines how the service, product, or experience contributes to the well-being of users or consumers, supported by information or evidence (without the need for exhaustive scientific studies).
- Has a website with detailed information about the wellness product, service, or experience.
- Ideally has recognitions or certifications from recognized entities in the industry.
- Adheres to ethical principles and responsible wellness practices in operation, production, and marketing. To comply with this requirement and with prior mutual agreement with the candidate, we can arrange their adherence to the ethical principles and practices developed and proposed by us.
- Preferably allows access to verifiable customer, user, or consumer reviews.
- Promotes participation in the surveys that the World Wellness Ranking promotes to strengthen their candidacy for the Ranking among their clients, users, or consumers through their contact methods, newsletters, advertising, and/or social media.
- Complies with the municipal, state, or federal regulations applicable to their activity or product.

IMPORTANT: In accordance with the ethical commitment as an Expert Juror, in compliance with the Ranking's rules to avoid conflicts of interest, and in order to guarantee the impartiality and reliability of the Ranking, we remind you that you may under no circumstances cast your vote in favor of the candidates you nominate for the Ranking.

Nomination Process:

Candidate nominations will be carried out through the following procedure:

1. You must enter the page <https://worldwellnessranking.com/candidates-by-the-expert-juror> and complete the corresponding candidate information.
2. The system will register the candidacy and issue you the corresponding confirmation of receipt of the nomination.
3. We will notify you immediately if the nominated candidate completes their registration and pays the corresponding fee.

REMEMBER that as a Juror, you can at any time propose categories to the Ranking that are not originally considered, in order to incorporate your candidates into the category or categories that best reflect their wellness offerings.



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Additional Compensation:

With the idea of further motivating and compensating your participation as a Juror and promoter of the World Wellness Ranking, and with the aim of enriching your network of contacts, your knowledge of the industry, and your reputation in the short and medium term, we offer you the following additional compensation:

Public Recognition System

We have created for you the first Public Recognition System for Expert Jurors in the Wellness Industry, consisting of special mentions on social media, the official website, and in the Ranking publication. **IMPORTANT:** Your participation as an Expert Juror in the Ranking is originally completely anonymous, and we will not make this participation public without your express authorization. Therefore, If you wish to receive this specific benefit, we would appreciate it if you would grant us your consent at any time you decide via this link: <https://worldwellnessranking.com/consent-form-for-expert-juror>. We believe that giving you visibility as an Expert Juror can provide you with professional benefits not offered in other initiatives.

World Wellness Ranking Ambassadors

If you wish, you can be appointed as an Ambassador of the World Wellness Ranking for your city or state/province. This will be considered based on the analysis we conduct with your help regarding the development of the wellness industry geographically. You will receive prominent public recognition in our Ambassador Directory, which we will publish on our website, as the local expert who contributes to the evaluation and growth of the wellness industry globally and as a key opinion leader in the field of wellness in your geographic area.

Impact Certificate

We will provide you with an annual certificate accrediting your promotion of leaders as evidence of your contribution to the global transformation of the wellness industry.

Access to Aggregated Data (Anonymized)

Always respecting the anonymity of those evaluated, we will share aggregated reports with you on the general trends observed in the evaluations. This could be valuable for research and understanding of the sector.

Expert Juror Digital Badge

We will provide you with a verifiable digital badge that you, as a Juror, can use on your LinkedIn profiles, websites, and other professional materials, validating your participation and experience in the ranking.

Thematic Working Groups



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You will have the right to participate in collaborative work initiatives focused on specific wellness topics identified through the Ranking. This will allow for deeper collaboration and the possibility of influencing future initiatives.

Opportunity to Contribute to the Methodology

As the ranking evolves, you will participate in the review or improvement of the evaluation methodology, in recognition of your experience and knowledge.

Opportunity as an Audit Partner

In recognition of your deep knowledge and experience in the wellness industry, we offer you the exclusive opportunity to participate as an Audit Partner for the certifications issued by Wellness Certified. This invitation will allow you to extend your professional impact, applying your specialized knowledge in the evaluation and validation of quality standards within the wellness sector. Your participation as a certified auditor will not only enrich your professional profile but will also directly contribute to raising the standards of excellence in the industry, solidifying your role as a key reference in the field of wellness, and you will obtain the corresponding economic participation that we will propose for each certification scheme.

Free Access to Future Events and Initiatives

You will have access to privileged networking opportunities and preferential space in presentations or collaborations at future events or publications organized by or in collaboration with the World Wellness Ranking and other future initiatives.

We invite you to accept this opportunity as a significant step to elevate your professional profile in the wellness industry, connect with leaders, and actively contribute to defining wellness excellence.

We warmly welcome you as a key player in the evolution of the wellness industry globally.

Sincerely,

Jorge Medina

CEO Wellness Certified & World Wellness Ranking