

CODE OF ETHICS



Version: 10/2020

CONTENTS

- 1 Lyconet and network marketing
- 2 Being a Lyconet Marketer
- 3 Communication guidelines
- 4 Promoting products and services
- 5 Social media guidelines
- 6 Confidentiality and data protection

1

TO MAKE PEOPLE SUCCESSFUL

The Lyconet vision

Network marketing at Lyconet means ...

- ... communicating and informing.
- ... establishing contacts and maintaining relationships.
- ... sharing experiences and adventures.
- ... joining forces to become successful!

Lyconet is committed ...

- ... to operating its business in each and every country in a manner that is wholly compliant with all applicable law and regulations, and in accordance with the best local business practices.
- ... to ensuring that Lyconet Marketers are made aware of their obligations.

2

YOU MUST
GRAB EVERY
CHANCE THAT
ARISES.

Mario Kapun
CEO Lyconet International AG

As a Lyconet Marketer...

... I, the signatory to the Lyconet Agreement, solemnly commit to conducting the recommendation of the benefits of the Cashback World Programme and / or Lyconet Marketing Programme (including the relevant products and services), in accordance with, but not limited to, the following legal and ethical guidelines and procedures:

As a Lyconet Marketer...

- ... I shall conduct myself in such a just and fair manner so as to reflect only the highest standards of personal integrity, taking responsibility for my words and actions because I recognise that my conduct as a Lyconet Marketer has immediate and far-reaching consequences.
- ... I shall undertake all activities in a fair and just and non-aggressive manner and I shall clearly and accurately communicate all correct facts and never make any false representations or conduct them in a manner which may be misleading or deceiving.
- ... I speak only positively at all times about Lyconet, any partner companies as well as their employees.
- ... I treat other Lyconet Marketers with respect and consideration.

As a Lyconet Marketer...

- ... I shall strictly adhere to all applicable laws, rules and regulations.
- ... I acknowledge that to be a successful Lyconet Marketer I shall have to remain committed and hard-working for the duration of my role as a Lyconet Marketer, and that there is no prospect of either quick and / or easy results from my activities undertaken as a Lyconet Marketer.
- ... I fully understand the Lyconet Earnings Plan and I understand that my remuneration is based on my performance and there is no element of chance or speculation under the Lyconet Earnings Plan.
- ... I immediately inform Lyconet of any known breach of these guidelines by another Marketer.

AT LYCONET WE EMPOWER
THE PEOPLE BY WORKING
TOGETHER, HAVING FUN AND
CREATING THE MOST
SUCCESSFUL NETWORK
MARKETING COMMUNITY IN
THE WORLD.

The Lyconet mission

How I present myself as a Lyconet Marketer to the world



DOs

- ✓ I introduce myself as an independent Lyconet Marketer.
- ✓ I only focus on the products and services that relate to the Lyconet Marketing Program and the Cashback World Program.
- ✓ I immediately inform my regional office if I am in contact with large retail companies (with more than 10 branches or 100 employees).
- ✓ I only approach people of age to inform them of the Lyconet Marketing Program.

DON'Ts

- X I do not represent myself as an agent, representative or employee of Lyconet.
- X I do not recommend or promote (whether verbally or in writing) memberships or products of other network marketing companies.
- X I do not hold negotiations with large retail companies.
- X I do not approach underage people and inform them of the Lyconet Marketing Program.

3

THE QUALITY OF
YOUR
COMMUNICATION IS
THE QUALITY OF
YOUR LIFE.

Tony Robbins
Business Strategist

What I communicate

DOs

- ✓ I share my personal experiences with others.
- ✓ I speak of the success that can be achieved through hard work and dedication.
- ✓ I give a realistic depiction of my lifestyle and success.
- ✓ I accurately describe the potential earnings.

DON'Ts

- ✗ I do not create the appearance that Lyconet Marketers do not need to work for their success.
- ✗ I do not speak of passive incomes in regard to the earnings that a Lyconet Marketer can receive.
- ✗ I do not guarantee success or depict the potential earnings in a misleading or incorrect manner.

How I communicate

DOs

- ✓ I only ever use the communication materials approved by Lyconet in the version published on www.lyconet.com.
- ✓ I verify whether the materials I am using match the version currently available on www.lyconet.com.
- ✓ I refrain from using corporate logos belonging to Lyconet or any of its affiliated companies or brands (such as myWorld, Cashback World, Child & Family Foundation, Greenfinity Foundation as well as logos from Loyalty Merchants or other cooperation partners).
- ✓ I conduct my communication in a reasonable manner and during reasonable hours, which do not violate the right to privacy of my counterpart.



DON'Ts

- ✗ I do not create my own materials for establishing and expanding my network.
- ✗ I do not use outdated communication materials or documents that were not created by Lyconet.
- ✗ I do not use logos from Lyconet or any of its affiliated companies and brands either on print materials or online.

4

THERE'S NOTHING
STOPPING YOU
FROM SUCCEEDING
BUT YOU.

Eric Worre
Network Marketing Pro

How I promote products and services

DOs

- ✓ I shall present the Cashback World Programme, Lyconet Marketing Programme, the loyalty programmes and other products and services as defined by Lyconet to all prospective new Members and / or clients in a truthful and honest manner, using only publications and marketing materials approved by Lyconet.
- ✓ I carefully and correctly explain the business opportunities presented by Lyconet when talking to new potential Marketers.
- ✓ I communicate clearly the cooling-off period, as well as the return and refund policy for the products & services sold.



DON'Ts

- ✗ I do not issue false promises in regard to the Lyconet business model.
- ✗ I do not exercise undue influence, force or coercion to enroll Members, Marketers or to sell or promote any product or service.
- ✗ I must not receive any entry money or registration fee or participation fee or collect any funds for the purposes of or in the guise of participation in any of the programmes or for carrying on the activities for promotion of any relevant products and services.
- ✗ I must not sell any communication / marketing material that is provided by Lyconet for a Marketer's marketing purposes.

How I promote products and services

DOs

- ✓ I communicate clearly at all times that the Cashback World as well as the Lyconet Marketing Programme is free to join and that there are no enrolment fees / membership renewal or other periodical fees. Also, it is not in any way mandatory for any participant to make any purchases or orders.
- ✓ I understand and I do communicate at all times that there is no payment made on the mere act of enrolment of participants in any of the programmes.



DON'Ts

- ✗ I do not create my own sales materials for products and services that relate to Lyconet and the Cashback World Shopping Community.
- ✗ I do not make any representations and warranties with respect to quality, price, fitness to use, performance, durability of the goods and / or services offered by the Loyalty Merchants.
- ✗ I do not communicate that a Member should exercise a lesser degree of caution when making Purchases with a Loyalty Merchant, than he would exercise when making purchases with any other merchant / retailer / service provider.

5

ENTREPRENEURS
FIND WAYS TO REACH
OUT AND CONNECT
WITH MORE
PROSPECTS.

Eric Worre
Network Marketing Pro

How I use social media channels



DOs

- ✓ I always ensure that the official website (www.lyconet.com) and the respective official social media channels are linked and used as a reference and inspiration for my own social media posts.
- ✓ I immediately contact Lyconet if negative comments or content regarding the company are being published.

DON'Ts

- ✗ I do not spread information about Lyconet without verifying the source and validity of the content.
- ✗ I do not share information about Lyconet that did not originate from Lyconet's official social media channels.
- ✗ I do not react to negative comments or content regarding Lyconet without informing Lyconet in advance and receiving their explicit consent.

How I use social media channels



DOs

- ✓ I introduce myself as an independent Lyconet Marketer.
- ✓ I mention my own experiences with the Lyconet business as well as the products and services that relate to the Lyconet Marketing Program and Cashback World Program.
- ✓ I establish contacts and inform interested parties about Lyconet.
- ✓ I only use images and logos for my profile and website that I created myself.

DON'Ts

- ✗ I do not use trademark protected logos from Lyconet or its affiliated companies and brands.
- ✗ I do not use trademark protected names and brands from Lyconet or its affiliated companies and brands for my own sites or groups.
- ✗ I do not spread false or incorrect information on the products and services that relate to the Lyconet Marketing Program and Cashback World Program.

6

TOGETHER
WE ARE
STRONG

The Lyconet motto

How I adhere to the data protection and privacy regulations

DOs

- ✓ I keep my personal login details for www.lyconet.com confidential.
- ✓ I only ever use my own personal login details.
- ✓ I observe the confidentiality of any Lyconet trade secrets.



DON'Ts

- ✗ I do not handle my personal login details irresponsibly.
- ✗ I do not use the login details of other Marketers, customers or Loyalty Merchants.
- ✗ I do not share confidential business information with others.
- ✗ I do not get in contact with any print or online media outlets to discuss Lyconet without first receiving Lyconet's explicit consent.

YOU'LL NEVER GET
AHEAD IF YOU DON'T
GET STARTED.
THERE'S NEVER BEEN
A BETTER TIME TO
START THAN TODAY.

Eric Worre
Network Marketing Pro