

BUILDING YOUR BUSINESS THE RIGHT WAY

As an ACN independent Business Owner, you are the face of the company to your customer and your team.

Your actions affect you, your team and ACN. Following these few key rules and teaching them to your team will start you off right and set the stage for long-term success. You should also understand and follow ACN's Policies and Procedures.

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CUSTOMER ACQUISITION

ACN HAS A ZERO TOLERANCE POLICY ON STACKING AND SLAMMING

Slamming and Customer Stacking are prohibited

- Slamming- any practice that changes a customer's telecommunications carrier without the customer's consent. When signing up a customer, the Independent Business Owner may walk the customer through the order process but may not enter customer or order information or sign for the customer.
- Stacking- signing up customers using another Independent Business Owner's Team ID.

QUICK TIP: Why is it important for the customer to personally complete the order process? So they:

- Understand the terms and conditions
- Minimise cancellations
- Prevent complaints to the consumer authorities

Remember: Cancelled customers will affect your earned Customer Acquisition Bonuses and Team Customer Acquisition Bonuses.

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PRESENTING THE ACN OPPORTUNITY

- Properly explain the ACN Opportunity using ACN's materials.
- Income claims and earnings guarantees are prohibited. Use only ACN approved hypothetical examples. Independent Business Owners are not permitted to make any claim or inference to prospective Independent Business Owners as to the anticipated or actual income an Independent Business Owner might earn. ACN makes no guarantees of income, as all success and earnings will be based solely upon the Independent Business Owner's effort, commitment and skills.

QUICK TIP: DO's and DON'Ts:
DO's

- "Looking for Independent Business Owners - Good earning potential"
- "Looking for Independent Business Owners- Be your own boss; work from home"
- "Launch and independent home-based business - no experience required"

DON'Ts:

- "Earn €5,000 per month working 8 to 10 hours per week"
- "Best prices of anyone in the industry"
- "Largest provider of mobile phones in the world"

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WARM MARKETING

- Warm marketing- face to face interaction with people or businesses with which ACN Independent Business Owners have some kind of pre-existing relationship
- ACN uses network marketing or warm marketing techniques to acquire customers. Your "warm market" includes people such as friends, family members and those referred to you by friends, family members and customers. You can approach anyone as a potential customer if you have a personal, business or social relationship with them.

QUICK TIP: Examples of prohibited cold marketing techniques include:

- Telemarketing
- Distribution of flyers or pamphlets
- Direct mail
- Door-to-door Selling
- Newspaper and magazine advertisements, etc

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FOLLOW ACN'S MARKETING GUIDELINES

Every Independent Business Owner must adhere to all of ACN's Policies and Procedures, located online on IBO Back Office.

All personal marketing materials must be approved by ACN

ACN provides you with the marketing materials you need to build your ACN business. If you wish to create personal marketing materials, follow these steps:

1. Review the Policies and Procedures and understand the Advertising Guidelines for ACN Independent Business Owners as well as the Internet Guidelines for Independent Business Owners which can be found online at IBO Back Office under My Business- Business Support Documents.
2. Submit your materials to ACN Compliance for approval; all approvals must be in writing. Fill in the form titled: Request for Approval for Self-made Marketing Material which can be found online at IBO Back Office under My Business- Business Support Documents.

Use the Approved ACN Independent Business Owner Logo

Independent Business Owners are not permitted to use the logos of ACN's business partners or other ACN logos (other than the Independent Business Owner logo found online on IBO Back Office under My Business- Business Support Documents).

ACN's Videos are the property of ACN

If an Independent Business Owner wishes to use an ACN video or online material, they may include a link to their Distributor Website or other ACN created websites.

Media Contacts

Independent Business Owners are not permitted to represent ACN in the media. If an Independent Business Owner is approached by the media, please refer the journalist to contact ACN directly by sending an email to: communications@acneuro.com

We wish you all the best and success with your ACN business!

www.acn.com