

# CODE OF ETHICS



Version: 08/2020

# 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!

# 2

YOU MUST  
GRAB EVERY  
CHANCE THAT  
ARISES.

Mario Kapun  
CEO Lyconet International AG

# As a Lyconet Marketer...

- ... I always act in a professional manner.
- ... I treat other Lyconet Marketers with respect and consideration.
- ... I do not speak of Lyconet, its employees and other Marketers in a dismissive and patronizing manner.
- ... I act in accordance with the regulations set out in the Lyconet Agreement and any other legal provisions.
- ... 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

- ✗ I do not create the appearance that I am an employee of Lyconet or any of its affiliated companies.
- ✗ I do not recommend or promote (whether verbally or in writing) memberships or products of other network marketing companies.
- ✗ I do not hold negotiations with large retail companies.
- ✗ 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](http://www.lyconet.com).
- ✓ I verify whether the materials I am using match the version currently available on [www.lyconet.com](http://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).



## 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 carefully and correctly explain the business opportunities presented by Lyconet when talking to new potential Marketers.
- ✓ I point out that no one is obliged to purchase services or products to become a Lyconet Marketer.
- ✓ I use the documents provided by Lyconet to outline and explain the benefits and proper use of the products and services in a truthful manner.



## DON'Ts

- ✗ I do not issue false promises in regard to the Lyconet business model.
- ✗ I do not force interested parties into buying products and services.
- ✗ I do not create my own sales materials for products and services that relate to Lyconet and the Cashback World Shopping Community.

# 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](http://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](http://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