

What You Should Know About the Lyconet Marketing Agency in Canada

Lyconet Canada Inc. operates a marketing program which allows self-employed, commercially active sales agents to establish and to promote their own customer loyalty program. Upon signing the Lyconet Agreement, participants acquire the status of an Independent Marketer (or simply “Marketer”).

The Marketer shall be entitled to promote the distribution and use of the myWorld Program and the Lyconet Marketing Program, by gaining new Members and supporting existing Members, provided the requirements of the Lyconet Agreement are met.

As a condition to earn compensation, a Marketer must meet the eligibility requirements as stated in the Lyconet Compensation Plan. While many Marketers are customers in the Shopping Community—receiving Cashback and Shopping Points on their retail purchases of goods and services from participating Loyalty Merchants — shopping with myWorld is not a requirement of participation in Lyconet as a Marketer, nor is any personal shopping required for participation in the Lyconet Marketing Program.

Marketers represent six percent (6%) of the total myWorld membership. From January 1, 2020 through December 31, 2020, excluding Cashback from their own purchases, approximately eighty-eight percent (88%) of all Marketers received no income. Following is a breakdown of the twelve percent (12%) of all Marketers who received earnings from Lyconet in 2020.

- 99% of Marketers received earnings between \$0.01 and \$1,000.00 with average earnings of \$78.65.
- < 1 % of Marketers received earnings between \$1,001.00 and \$5,000.00 with average earnings of \$2,794.68
- < 1% of Marketers received earnings between \$5,001.00 and \$10,000.00 with average earnings of \$5,731.18

The average income of typical participants who received earnings was \$107.00 and the median income was \$24.39. Note that these figures do not represent a Marketer’s profit, as they do not consider expenses incurred by a Marketer in the promotion of his/her shopping network. Although the earnings shown above represent actual Marketers earnings, it does not necessarily represent the income a Marketer will earn (if any). The figures used are for illustration purposes only and must not be considered or construed as a guarantee, nor do the figures imply a guarantee or projection of actual earnings or potential earnings. The time it takes to receive earnings depends on many factors and will vary by Marketer.

Do not rely on income claims, representations, and/or projections of potential income made by Members, Marketers, or other outside sources as these claims, representations, and/or projections do not accurately represent the income a Marketer will earn (if any). Registering and acting as a Marketer does not constitute an investment and any earnings generated as a Marketer are a result of that Marketer's individual sales efforts, hard work, diligence, leadership, and dedication.

Marketers must rely exclusively on the terms contained in the official agreements from Lyconet Canada Inc.; namely the Lyconet Marketing Agreement, Lyconet Compensation Plan, Income Disclosure Policy, and any official marketing materials available on the Lyconet website. Any other claims that are not contained in these documents are not enforceable against Lyconet Canada Inc. and are not included as part of the Marketer agreement with Lyconet Canada Inc.