

What You Should Know About the Lyconet Marketing Agency in Canada

Lyconet Marketing Agency Limited with registered office at 3rd Floor, 40 Bank Street, London E14 5NR, United Kingdom, together with its subsidiary companies (both hereinafter referred to as Lyconet), operates an international Marketing Agency. Its task is to optimally support independent entrepreneurs in building a successful business.

Lyconet cooperates with myWorld International Limited with registered office at 3rd Floor, 40 Bank Street, London E14 5NR, United Kingdom, which operates a Benefit Program. Customers who take part in the Benefit Program receive benefits such as Cashback and Shopping Points when purchasing goods, services, travel, etc. from the myWorld Group and/or its Loyalty Merchants.

In order to market the benefits of the Benefit Program efficiently, myWorld International Limited collaborates with Lyconet and Lyconet uses independent entrepreneurs, so-called Lyconet Marketers (Marketer). They acquire new Customers and Loyalty Merchants for the Benefit Program and distribute or mediate the sale of products and services from this program. They are supported by Lyconet with well-founded know-how and receive earnings for their marketing and mediation of sales activities based on the purchase and/or orders made (mediated sales from the Benefit Program).

In addition, a Marketer can acquire new Marketers, who in turn acquire Customers, Loyalty Merchants and new Marketers and distribute and mediate the sale of products and services from the Benefit Program.

Marketers represent seven percent (7%) of the total myWorld membership. From January 1, 2022 through December 31, 2022, excluding Cashback from their own purchases, approximately ninety-five percent (95%) of all Marketers received no income. Following is a breakdown of the five percent (5%) of all Marketers who received earnings from Lyconet in 2022.

- 99% of Marketers received earnings between \$0.01 and \$1,000.00 with average earnings of \$61.58.
- 1% of Marketers received earnings between \$1,001.00 and \$5,000.00 with average earnings of \$2,010.06.

The average income of typical participants who received earnings was \$84.56 and the median income was \$20.00. 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). Participation in the program 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.