

DON'TS – WHAT MUST I NOT DO?

1.) Can I create my own marketing?

NO. Lyoness provides a variety of marketing materials for the Members which can be used to help you with your own recommendation marketing. It is not permitted to create your own marketing materials such as PowerPoint presentations, flyers, websites, videos, audio data, advertising leaflets, business cards or anything similar.



- Creating your own documents or forwarding them - in written or digital form such as uploads e.g. on YouTube or Facebook or any similar platforms- which is similar to spam is strictly prohibited.

2.) Can I use the Lyoness and Loyalty Merchant's Logos and Trademarks for advertising purposes?

NO. Any Lyoness logos and trademarks (word or pictorial) are the exclusive property of Lyoness International AG and its associated services and subsidiaries and may only be used by them. Any Lyoness Loyalty Merchant's logos and Trademarks (word or pictorial) are the exclusive property respectively by their parent company and their associated services and subsidiaries and may only be used by them. As part of the contract with them, Lyoness is entitled to use the same for marketing purposes (presentations on the website or in newsletters) in order to increase the sales for the Loyalty Merchants.



- The independent use of the word or pictorial logos and trademarks of either Lyoness or the Loyalty Merchants by a Lyoness Member is strictly prohibited.

3.) Can I advertise in a Loyalty Merchant's vicinity?

NO. It is strictly prohibited to carry out advertising activity of any kind at or in the vicinity of any store or company of any kind. This also includes handing out your own created advertising materials such as flyers or anything similar on the company premises.



- Any breach of this type may cause problems with our relationship with the Loyalty Merchant and will result in the immediate termination of your Membership.

4.) Can I negotiate a contract with a potential Chain Store or an SME?

NO. The contract negotiation and the signing of the contract with a company is to be done exclusively by the Lyoness Key Account Department.



- It is strictly prohibited for a Member to contact a chain store, either verbally or in written form or Email. The Lyoness Service Center or the national Regional Office is available to answer any questions.

5.) Do I have a business relationship with Lyoness?

NO. A Lyoness Member does not have a business relationship with Lyoness of any kind. As a Lyoness Member you have the possibility to take advantage of the Lyoness Loyalty Program and to recommend it to others.



- It is strictly forbidden for a Member to officially represent Lyoness to the public or to mislead anyone into believing that he/she is a "Business Partner".

Non-compliance consequences: Termination of the membership and a claim for damages against the Member if any economic damages or loss of reputation are caused to Lyoness or any of its Loyalty Merchants through the Member's actions, even after the existing membership contract with Lyoness has been terminated.