

## Introduction

The purpose of the Advertising and Internet Guidelines are to provide clear direction for ACN IBOs wishing to develop self-published marketing material that advertises details of ACN's products or services and the ACN Opportunity.

The guidelines confirm and preserve the ethics and integrity ACN stands for; they protect you, your business, and the ACN Opportunity for all.

ACN is a proud member of the Direct Selling Associations of North America, Europe, Australia, and New Zealand. ACN's Founders are committed to ensuring the company and its IBOs adhere to the highest ethical standards and perform under a marketing plan that complies with consumer protection laws.

Underpinning our commitment to best consumer practice is the ACN Legal Advisory Committee. This body, created by the founders, ensures that ACN and its IBOs observe the highest ethical standards.

Presently serving on the LAC are Chris Gorman, former Kentucky Attorney General; Grant Woods, former Arizona Attorney General; Dr. Warren Pengilly, Professor Emeritus, University of Newcastle, Australia and the Honorable William P. McKeown, retired Federal Court Judge in Canada. The committee is chaired by Robert T Stephan, a retired Kansas Attorney General, former judge and the former President of the U.S. National Association of Attorneys General.

The Advertising and Internet Guidelines apply to any advertising methods you may wish to employ that involve the creation of self-published marketing material. They complement and further clarify ACN's Marketing and Advertising Policy\*\*. This policy should be reviewed and applied in conjunction with these guidelines.

\*\* See *ACN Policies and Procedures, Section 1.2 Marketing and Advertising Policy*, available from your Team Trainer Success System or via your IBO Back Office.

If you have any questions regarding the Advertising and Internet Guidelines please contact our IBO Services Department or Compliance Department.

ACN produces a wide range of official marketing material and marketing tools for your use.

The focus of your ACN business is to market ACN products and services to potential customers and to promote the ACN Opportunity. With the tools provided to you by ACN, it is not necessary for you as an ACN IBO to create and publish your own printed marketing materials in order to make the most of the ACN Opportunity.

It is strongly recommended that you use ACN's own sales material and literature, and distributorship websites for the presentation of ACN's products and services and/or the ACN Opportunity.

These materials are created for exactly this purpose and are designed to help you present and promote your business.

If you do wish to create your own printed marketing material, the material must be approved by ACN, in writing, prior to use. **ACN will not review or approve any material unless it is created and submitted to ACN by an RVP or above via the correct process.**

ACN regularly modifies its sales and marketing publications. You are required to routinely update any previously reviewed and authorised printed marketing material to reflect current ACN sales material and literature.

## Advertising Guidelines

To ensure an efficient approval process, and to avoid having your marketing approval request declined, you need to adhere to the following guidelines:

1. Any statements made in connection with ACN products and services and the ACN Opportunity must be truthful. Any statement you make must be factual and must not mislead the recipient.

The material must not appropriate/use official ACN's pictures, graphics or descriptions relating to:

- Any of ACN's products and services
- The ACN Opportunity
- The compensation plan

2. Materials may refer to and describe ACN products and services. However, the marketing material must not be seen as an attempt to solicit potential customers for ACN products and services in a way that would amount to "cold marketing".

Cold marketing is a sales method that ACN strictly forbids. This is clearly stated in the Policies and Procedures.

3. Materials must not contain any price comparisons (express or implied) between ACN and any other telecommunication network operators and energy service providers.

Pricing information and/or any savings claims with respect to ACN's products and services are strictly forbidden.

With regard to the ACN Opportunity; you cannot make any earnings claims whatsoever (express or implied).

4. Your marketing material must not contain any reference to the telecommunication and energy network operators and service providers with whom ACN works with to provide its products and services.
5. Marketing material promoting the ACN Opportunity to potential ACN IBOs must make statements that are the same or similar in effect to the following:
  - (a) The success of the ACN Opportunity depends on personal effort, hard work and perseverance of each ACN IBO.
  - (b) ACN is a customer acquisition based company. The success of an ACN IBO is dependant upon the acquisition of end user customers.
  - (c) Not all ACN IBOs make a profit and no one can be guaranteed success as an ACN IBO.
6. You may present your own, or other parties' personal testimonials provided that such testimonials are truthful and verifiable. The other parties must give prior written consent in order for you to obtain and include their testimonials.

You must ensure that the following disclaimer: *"Success as an ACN IBO is not guaranteed, but directly influenced by an individual's specific efforts. No one can be guaranteed success as an ACN IBO"* appears in a minimum of 8-point type size on the bottom of each page where lifestyle descriptions and other testimonials appear.

7. You must not promote or require the purchase of any sales materials or literature. The purchase of sales materials and literature is not necessary to become an ACN customer and/or an ACN IBO. As a sponsor, you are expected to train and support your downline ACN IBOs and may not state or imply or require an ACN IBO to achieve a certain level in the ACN compensation plan in order to receive such training and support.
8. Your printed marketing materials must not offer payment of referral fees in any form (including rebates, bonuses or otherwise) for the acquisition of customers, for recruitment purposes, the entry of ACN IBO into the ACN compensation plan at a specific level, or for the sale of any other sales materials or literature. You may only charge for ACN sales materials and literature offered for sale by ACN, and at the same cost as offered by ACN or at cost for actual materials, provided that the materials have been reviewed and approved by ACN prior to being offered for sale.

You must not sell materials for profit nor profit from a fee for any training on a sales methodology, system or service.

If you are promoting the ACN Opportunity, you may only publish references to the ACN Opportunity under a classified heading such as "Business Opportunity/Miscellaneous" or similar.

You must not publish them as a "Job Advertisement" as this implies that a job is being offered. Please ensure it is always clear that an independent business opportunity is being promoted.

9. The following table contains some suggested “do’s and “don’ts for you to consider in creating your printed marketing materials:

Do’s	Don’ts
“Looking for Independent Business Owners - Good earning potential”	“Want to earn \$\$\$\$ (either as is, or a specific amount)”. Earn a lot.
“Looking for Independent Business Owners – Be your own boss; work from home”	“Looking for people to work for ACN”
“Launch an independent home-based business – no experience required”	“Office Managers wanted – no experience necessary”
“Independent Business Opportunity – part time or full time effort, call me now to learn about how you can begin a independent business with a relatively small investment”	“Part time or full time positions available with immediate openings and potential to make big money”

10. You must use the phrase “ACN Independent Business Owner (or IBO)” to identify yourself. The words must appear in the same font size as the surrounding text and the word “ACN” must be in plain block letters.

The use of any other ACN corporate logos or trademarks in your marketing materials is strictly prohibited.

Your marketing material may only refer to:

- (a) ACN’s official home page at: [acnpacific.com.au](http://acnpacific.com.au)
- (b) any official ACN Distributor Website ([www.examplewebsite.acnrep.com](http://www.examplewebsite.acnrep.com)) operated by you; or
- (c) any other existing website established and maintained by you to promote your ACN business, which has received a website approved from ACN.

You acknowledge that ACN has the right to require that a link to any ACN website be removed.

You may advertise in the telephone directory by using text substantially along the lines of the following, without adding any other information, any logo or any slogan:

ACN Independent Business Owner (or IBO)  
 Call me to find out more about a possible business opportunity in the telecommunications and energy market  
 (name, address and telephone number or e-mail address)

11. If you conduct your ACN business internationally and wish to use your marketing materials for more than one country, specific materials should be prepared for each relevant country.

If you wish to use the same materials globally, a separate approval from ACN is required for that usage. You must make it clear that ACN products and services are country specific and are not available in every market. Any promotion must comply with all applicable laws, including consumer privacy regulations and ACN’s policies and procedures and terms and conditions.

12. You agree to comply with all applicable fair trading, consumer protection and privacy laws relating to the creation of your marketing materials.

## Internet Guidelines

### Online Direct Storefront

Every IBO receives a free, personalised online store specifically designed for promoting ACN services and online customer sign-up. All you have to do is activate your store via IBO Back Office to starting using it today.

### Have you seen ACN's Distributor Websites?

ACN has created the ultimate piquing tool – ACN's Distributor Websites. You can get your very own website as part of a "Your Business Assistant" (YBA) subscription.

You pick out the name, design and colour scheme of your website and ACN does the rest. An ACN Distributor Website is a great online tool for promoting your business and for your customers to sign up for ACN services online.

Please refer to ACN IBO Back Office for more details on to how to obtain and set up an ACN Distributor Website.

### Approval Process

The focus of your ACN business is to market ACN products and services and to promote the ACN Opportunity. With the tools provided to you by ACN, it is not necessary for you to operate your own website in order to make the most of the ACN Opportunity.

If you do wish to do so, ACN encourages you to consider signing up to an official ACN Distributor Website.

Alternatively, if you can demonstrate a compelling business reason for your own website, then you may do so, provided that the website is submitted and approved by ACN.

If you are using an existing website, previously reviewed and approved by ACN, you need to make sure that your current website complies with these Guidelines. If the site doesn't comply you must immediately remove your website from the Internet, contact ACN and either subscribe to the ACN Distributor Website or change your current website accordingly and seek ACN's re-approval for such website.

- The proposed website must not be made available to the public until written approval from ACN has been received.
- During the approval process, the website must be blocked and only accessible by means of a user name and password, which must be communicated to ACN when completing the approval request form.
- If approval for a website is granted by ACN, the website must maintain professional standards.
- Any material modification to the website will require a further written approval from ACN.
- Approvals are granted for periods of 12 months only. Prior to the expiry of your current approval period ACN must receive your re-approval form for review and acceptance.
- The ACN compliance approval number AND the ACN compliance approval expiry date must be clearly stated on the website homepage.

ACN regularly modifies its sales material and literature. You are required to routinely update any previously reviewed and authorised websites to reflect current ACN sales material and literature, and make all required changes to update your website within 30 days after receiving notice from ACN with respect to updated sales material and literature.

To ensure an efficient approval process, and to avoid having your marketing approval request declined, you need to adhere to the following guidelines:

1. Any statements made in connection with ACN products and services and the ACN Opportunity must be truthful. Any statement you make must be factual and must not mislead the recipient.
2. The material must not appropriate/use official ACN pictures, graphics or descriptions relating to:
  - Any of ACN's products and services
  - The ACN Opportunity
  - The compensation plan
3. Any copyright material proprietary to ACN, including pictures, graphics, logos or descriptions of ACN products and services, the ACN Opportunity and information outlining the compensation plan, cannot be published on your website.
4. You may produce your own website audio/visual recordings provided you have obtained signed releases from all participants and the recordings comply with all applicable laws, including any applicable licensing and registration requirements.
5. Whilst your website may refer to ACN products and services, your website must not contain any price comparisons between ACN and other telecommunication or energy network operators and service providers and any pricing information and/or savings claims with respect to ACN's products and services. This is strictly forbidden.

6. Your website must also not contain any references to the telecommunication or energy network operators and service providers with whom ACN works to provide its products and services.
7. When promoting the ACN Opportunity on your website you must clearly state that ACN is a customer acquisition company, and that the ACN Opportunity is a result of selling ACN products and services to end consumers.
8. You may use ACN Opportunity testimonials or photographs on your website provided all testimonials can be verified and substantiated by you. You will need to possess signed releases to use such testimonials and photographs from the ACN IBO providing the testimonial/photograph.
9. The disclaimer "Success as an ACN IBO is not guaranteed, but directly influenced by an individual's specific efforts. Not every ACN IBO makes a profit and no one can be guaranteed success as an ACN IBO" shall appear in a minimum of 8-point type size on the bottom of each page of your website where testimonials or any other references to lifestyle etc appear.
10. You must not promote or require the purchase of any sales materials or literature. The purchase of sales materials and literature is not necessary to become an ACN customer and/or an ACN IBO. As a sponsor, you are expected to train and support your downline ACN IBOs and may not state or imply or require an ACN IBO to achieve a certain level in the ACN compensation plan in order to receive such training and support.
11. Your website must not offer payment of referral fees in any form (including rebates, bonuses or otherwise) for the acquisition of customers or the recruitment of ACN IBOs, the entry of ACN IBOs into the ACN compensation plan at a specific level, or for the sale of any sales materials and literature.
12. Your website must be for the purpose of promoting your ACN Opportunity, building the ACN business or training and recognition of ACN IBOs.

You can only charge for ACN sales materials and literature offered for sale by ACN at the same cost as offered by ACN, or at cost for actual materials, if the materials have been reviewed and approved by ACN prior to being offered for sale. You must not sell materials for profit or profit from a fee for any training on a sales methodology, system or service.

13. You must not use the name "ACN" or any of its trademarks, trade names or product names in your domain name (URL), or any similar mark or name that could be confused with ACN.
14. Your marketing material may only link/refer to:
  - (a) ACN's official home page at: [acnpacific.com.au](http://acnpacific.com.au)
  - (b) any official ACN Distributor Website ([www.examplewebsite.acnrep.com](http://www.examplewebsite.acnrep.com)) operated by you; or
  - (c) any other existing website established and maintained by you to promote your ACN business, which has received a website approved from ACN.

You acknowledge that ACN has the right to require that a link to any ACN website be removed. All other linking, including but not limited to banner advertising, is strictly prohibited.

You must use the phrase "ACN Independent Business Owner (or IBO)" to identify yourself. The words must appear in the same font size as the surrounding text and the word "ACN" must be in plain block letters.

In addition, such a website must clearly identify itself as belonging to an "ACN Independent Business Owner (or IBO)" in a prominent place on the site including the first or "home" page.

If approved as a compliant website the ACN Compliance Approval number and the approval expiry date assigned to the website must be clearly displayed on the first or "Home" Page.

15. You acknowledge that, in operating your website, "spamming" is strictly prohibited. Spamming is the sending of multiple copies of the same message in an attempt to bulk or "junk" e-mail persons who have not specifically stated or requested to receive unsolicited e-mail.

In addition your website must include a clearly worded Anti Spam and Privacy Policy on the home page.

16. If you conduct your ACN business globally and wish to use your website for more than one country, materials should be specifically prepared for each relevant country.

If you wish to use the same materials, a separate approval from ACN is required for that usage.

You must make it clear that ACN products and services are country specific and are not available in every market. Any promotion must comply with all applicable laws, including consumer protection laws, fair-trading and privacy regulations and ACN's policies and procedures and terms and conditions. You should ideally operate separate sections on your website for each country. This will better inform any potential ACN IBOs who take part or are interested in taking part in the ACN Opportunity for their respective country.

## Marketing Approval Requests

All marketing material developed by IBOs must be approved for use in writing, as stated in ACN's Marketing & Advertising Policy, found in the Policies and Procedures. ACN will only review marketing material created and submitted by an RVP or above. The material must also adhere to the requirements set out in this document and ACN's Policies and Procedures.

To receive an approval on materials you have developed you must email [compliance@acnpacific.com.au](mailto:compliance@acnpacific.com.au) detailing the following information:

1. Your Name
2. Your IBO Business ID number
3. Your contact number
4. Your email address
5. The type of marketing material you have produced (i.e. flyer, website, video, brochure, etc)
6. Who you intend to receive this marketing material
7. How the material will be distributed
8. A detailed description of the material or attached example
9. Attached copy (or fax to AU 1300 781 226 or NZ 0508 226 003) of ACN's 'Marketing Approval Checklist' found at the end of this document. Please ensure that all boxes on the check list are ticked and you have signed and dated the bottom

All marketing requests will be reviewed and processed within 10 business days. If your request does not include the required information and signed checklist, your request will automatically be declined. **All requests should be considered declined until a written approval from ACN is received.**

## Marketing Approval Checklist

Please review your Marketing material before requesting an approval from ACN.

All boxes should be ticked and the checklist signed and dated at the bottom.

- I avoided using any graphics, logos, pictures or descriptions of ACN products, services (including any energy services) and compensation plan information that are contained in any of ACN sales material or literature that is available for sale or distribution from ACN.
- I avoided implying that this is an opportunity mainly from recruiting others into the business and clearly indicated that the business opportunity is a result of selling ACN products and services to end consumers.
- I avoided promoting or requiring the purchase by any applicant of any materials. The purchase of marketing materials is not necessary to be an ACN IBO.
- I am aware that I need to comply with all applicable laws and regulations – including but not limited to fair-trading and consumer protection laws, anti-spam and privacy legislation and general advertising guidelines and am solely responsible for adhering to them.
- I do not offer any payment of referral fees in any form (including rebates, bonuses or otherwise) for the recruitment of IBOs, the entry of IBOs into the ACN compensation plan at a specific level, or for the sale of any other tools.
- I am aware that IBO websites and other tools, shall be strictly for the purpose of promoting the ACN opportunity, building the ACN business or IBO training.
- I am not selling any materials for profit and am not charging a fee for any sales methodology, system or service.
- I do not use any testimonials or photographs without signed releases from the customers and or IBOs.
- I did use the disclaimer stating "Success as an ACN IBO is not guaranteed, but directly influenced by an individual's specific efforts. No one can be guaranteed success as an ACN IBO".
- I did use the phrase "ACN Independent Business Owner (or IBO)" to identify myself. The words appear in the same font size as the surrounding text and the word "ACN" must be in plain block letters (not the trademarked symbol of ACN).
- I do not use any "cold marketing" techniques for purposes of customer acquisition at any time.
- I do not make any claims or guarantees related to earnings/income, whether expressed or implied. This prohibition extends to both written and verbal communications.
- I do clearly identify myself as an "ACN Independent Business Owner (or IBO)" and not represent ACN as an employment opportunity.
- I do not use any lead generation programs for purposes of customer acquisition.
- I do not co-market any other business, product, service, investment, seminar or program in conjunction with the ACN opportunity.
- I do not use any price comparisons between ACN and other providers.
- I have checked the material for spelling and grammatical errors.

Name: \_\_\_\_\_ Business ID: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_