

DIRECT SELLER ORIENTATION PROGRAMME



Enagic India Kangen Water
Private Limited

Change your water, change your life!

TOPICS

1 About ENAGIC

3 Products & Certifications

5 Policies and Procedures

7 Professional Conduct & Responsibilities

9 Correct Representation of Enagic Business

2 Corporate Philosophy

4 Enagic Business Culture on Direct Selling

6 Speaker Guidelines

8 Business Ethics

10 Company Products and Claims



Mr. Hironari Oshiro (Founder)

Compassion in every drop! Kangen Water®

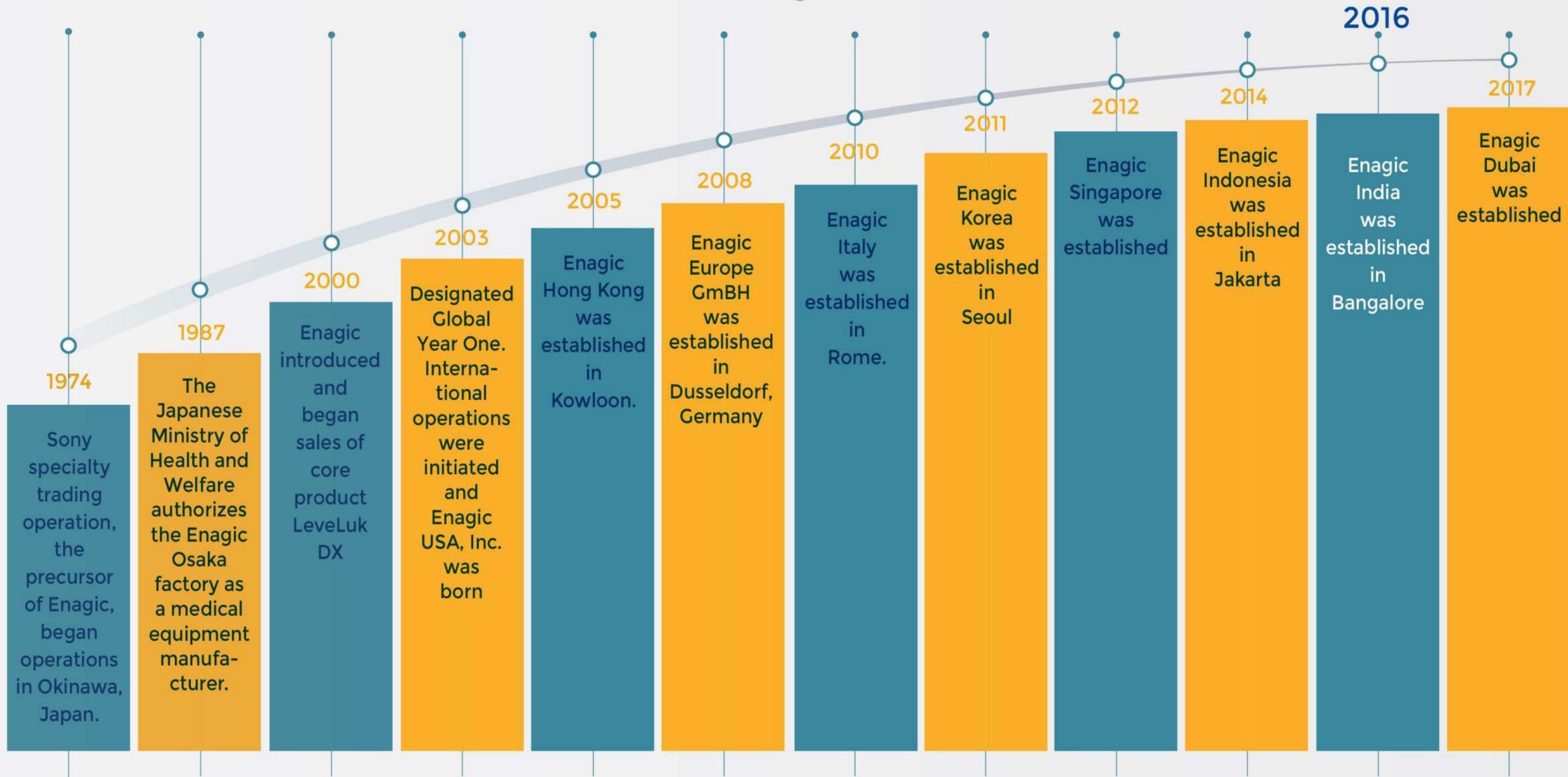
For over four decades, Enagic International has been the leader in manufacturing water ionization systems that transform regular tap water into pure hydrogen rich drinking water. This Japan based company internationally distributes of Kangen Water machines to homes all over the globe. Enagic International is the only water filtration and alkaline-ionizer distribution company in the world with its own OEM manufacturing facility in Japan and ISO certified quality control processes.

The human body is comprised of 70% water. It is no exaggeration to say that **“the basis of vitality and long life is water.”** Enagic offers safe water that can be used with confidence to benefit health, beauty, sanitation and cuisine. Our machines are individually assembled by artisans and then inspected, tested, and certified by highly-trained QC engineers.

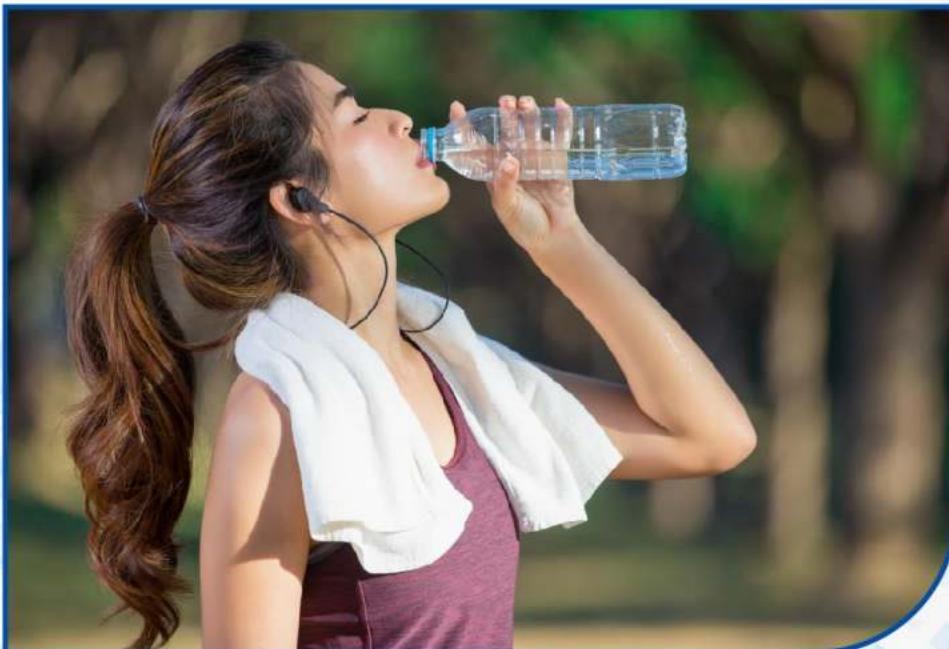
Without protecting the environment, a healthy, comfortable life for people cannot be achieved. It is thus crucial to be aware of the environment and to contribute to its preservation. For this reason, the Enagic Group has adopted a management philosophy, **“True Health to the World”**, under which we provide products that contribute to “people’s health” and “Improvement of global environment”. As a member of civil society, we continuously work on “compliance” and “improvement in quality”, considering the needs of the environment and safety for the next generation.



Refer enagic website



Our purpose is to share goodness and wellness to one and all in India and the world by utilizing the products produced by ENAGIC KANGEN WATER. There are 3 principles that we base our philosophy on.



1 Realizing True
Physical **HEALTH**



True Health
(Health)



2 Realizing True
Financial **SECURITY**



Financial Security
(Wealth)



3 Realizing True
Peace of **MIND**



Mental Peace
(Peace of Mind)

PRESENCE IN 23 COUNTRIES 38 BRANCHES.



OUR PRODUCTS - Made in Japan

A range of water ionizer products that are recognised as the gold standard in water treatment.



CERTIFICATIONS

"Enagic International is certified to; ISO 9001, ISO 14001, and ISO 13485 for quality control and environmental management, the Water Quality Association Gold Seal for product certification. ISO is the world's leading Management System Standard Globally adopted in virtually all industries"



Enagic Gold Standard: Enagic ionisers are considered the gold standard in the water treatment industry



WQA: Endorsed by this international trade association ensures we deliver the quality we promise



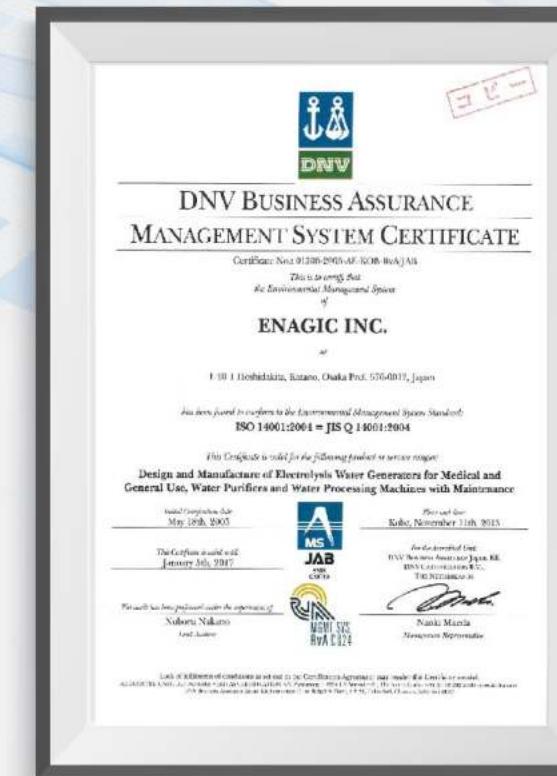
ISO 14001: Audited and certified environmental impact and energy efficiency



ISO 13485: Audited and certified provider of medical devices and related services



ISO 9001: Audited and certified management systems and processes



1 Enagic Corporation believes that the personal approach of the direct sales business model through independent, seasoned direct sellers is the best way to promote Kangen Water®.

2 We think this type of sales and marketing approach is the best way to market a product in today's economy.

3 Hence Enagic is teaming up with numerous direct sellers around the world to spread the word "water and health"

4 Our independent and passionate direct sellers love to speak about the benefits of Kangen Water® to others as they build their own personal wealth.

5 Our business opportunity can be termed as has been sometimes referred to as "personal growth with a compensation plan", because we want our team to grow financially and as individuals.

6 As a result of this philosophy, our direct sellers are able to achieve financial freedom and realise their dreams while promoting a product they believe in and truly love.

The expectations

A man in a grey suit and blue tie stands next to a whiteboard. The whiteboard has various handwritten notes in blue marker, including 'STRATEGY', 'PLAN', 'KEY', 'PT', 'WEB', 'CUSTOMERS', 'TARGET GROUP', 'PRODUCT', 'ADVERTISING', and 'LAUNCH'.

**KNOW THE
FUNDAMENTALS
OF THE BUSINESS**

A group of people are seated around a table, looking upwards and writing in their notebooks. The background shows a window with a view of greenery.

**FOLLOW
THE PRINCIPLES &
TERMS-CONDITION**

A group of people are looking up and talking to each other. The background is a plain, light-colored wall.

**BE TRUTHFUL
AND
HONEST**

The responsibilities



**Adherence
to agreement
and policies**



**Professional
conduct**



**Transaction
submission
integrity**



**Business
conduct**



**Principal to
principal
contract**



**Responsibilities
for paying
taxes**



**Vendor
confidentiality**



**Information
confidentiality**



**Default in
payment**

Adherence to these policies are mandatory. They include:

Must Strictly adhere to the Policies & Procedures Handbook and to other documents that comprise the Direct Seller Agreement.

Enagic may change these through notice on its website:
www.enagic.co.in

If the Direct Seller does not agree to be bound by any amendments(s), he/she/they may terminate the Enagic Direct Seller Agreement with immediate effect by giving a written notice to the Company otherwise it constitutes an affirmative acknowledgment



No person shall be required to do the following to become an Enagic Direct Seller:

- Pay any joining fee or purchase any specified number of products. Maintain a specific minimum inventory
- Promote inventory loading in the distribution channel
- Purchase tickets for and/ or attend or participate in, seminars, or other meetings
- Purchase large quantity of inventory solely for the purpose of qualifying for sales bonus or rank advancement
- Purchase tapes, literature, audio-visual aids or other materials or programs
- Direct Sellers are prohibited to sell or see customers by use of internet shopping platforms or retail outlets
- Enagic Direct Sellers can have web pages, or internet presence with www.enagicwebsystem.com
- Enagic products can not be displayed or offered for sale on such pages
- Any violation of this would lead to disciplinary action.

All Enagic Direct Sellers will adhere to a professional code of conduct, which means he/she:

1

Shall conduct himself/herself in courteous manner

2

Shall not engage in any high-pressure selling

3

Shall at all time make a fair presentation of Enagic Products and Enagic Compensation plan

4

Also direct his or her customer ` s attentions to direction for using product, cautions, which may be included on the label of products

5

Always take a prior permission or appointment before approaching a prospective customer and shall indicate the purpose of his or her visit and identify himself or herself as a Enagic Direct Seller

Information to be provided to the customer at the time of sale

01

His/ Her name, address and telephone number along with that of Enagic India's address and telephone number

02

Carry identity card provided by Enagic India along with any photo IDs issued by any Government agency

03

Offer time & place for inspection of the sample and delivery of goods, if customer so desires

04

If the customer indicates a desire to terminate the interview, the distributor shall immediately do so and leave the premises of the customer

A Direct Seller shall:

Provide details of all relevant transactions like applications, communication, financial and consumer transactions between the Enagic Direct Seller / Preferred Customer and the Company be submitted to the Company in a timely manner.

Not use his or her credit card or bank account on behalf of another individual or Enagic Direct Seller, except as expressly permitted by the company (online, telephone, fax, email etc.)

Not communicate any transactions submissions on behalf of another Direct Seller.

*Disclosing of such information to Third party or through third party is prohibited.

Responsibility for paying taxes

Personally responsible for compliance with all relevant taxation laws and other regulations.

The Company will comply with any Court order instruction/ demand by any Indian Government Taxation authority in relation to a Direct Seller's earnings through Enagic Distributorship

A Direct Seller:

Shall safeguard and promote the reputation of the Products and services of the Company

Shall avoid all discourteous, deceptive, misleading, unethical or immoral conduct or practices

Shall not interfere with, harass or undermine other Enagic Direct Sellers

Shall respect the privacy and business interests of other Enagic Direct Sellers

Shall not disparage the Company, other Enagic Direct Sellers, Company products and/ or services, the marketing and compensation plans, or Company employees or any other company

VENDOR CONFIDENTIALITY

Shall not contact directly or indirectly, or speak to or communicate with any representative of any supplier or manufacturers of the Company except at an event sponsored by the Company.

DEFAULT IN PAYMENT

When Direct Seller purchase products, default in payments is subject to immediate termination of the Agreement





Refer the speaker guidelines booklet:



**Correct representation
of enagic business**

**Describing product of
company/claims made**

**Confidential
information**

**Correct income
representation**

**Enagic business
environment**

CORRECT REPRESENTATION OF ENAGIC BUSINESS

Actual lifestyle of the Enagic 6A or above rank to be depicted; not exaggerated but realistic income potentials

Guide and mentor others



Never promote by demeaning any other opportunity existing in the market

Disparaging statements regarding Enagic India, any of their affiliates, employees, or its Direct Sellers are not permitted

Terms like “retirement”, phrases like “never work again”, “always on vacation”, “always travelling”, “freedom from work”, “free” etc may lead to misrepresentation

CORRECT REPRESENTATION OF ENAGIC BUSINESS

Financial or investment seminar

Actual lifestyle of the Enagic 6A Language
that states guarantee of success is not
allowed

Business income is guaranteed

Success or profit in guaranteed or assured
Risk free Business Permanent income

It's a savings plan



DESCRIBING PRODUCTS / CLAIMS MADE

Not permitted to claim about Medical Treatment, Approval and Therapy

Must use language specifically approved by Enagic, without alteration

Any claims, statements, statistics or any other information given should be correct and substantiated

Graphs, visuals, quotes and references to statistical data must be substantiated with an information source and date

Any unsubstantiated or wrong claims may lead to loss of credibility about the Company and Products and may lead to disciplinary action

SHALL NOT disclose information shared by company or other direct sellers to any third party directly or indirectly

SHALL NOT use the information to compete with the Company directly or indirectly

SHALL NOT disclose confidential information, especially on social media or in presentations or personal conversations

CORRECT INCOME REPRESENTATION

- 1 No representation should be made that income is guaranteed or assured
- 2 Use of misrepresenting terms should be avoided such as “residual income”, “passive income”, “royalty income” or “royalties”

Stating the following is not allowed:

- 1 Earn bonuses solely from the act of sponsoring others
- 2 Describing income as continuing without continued effort and/or meeting qualifications
- 3 That Enagic Compensation Plan/business is a method of tax reduction, tax relief, tax shelter, residual, passive or recurring income
- 4 That income/earnings may be inheritable without stating the heirs must quality/ have continued effort in the business



IMAGINE THE EARTH. IMAGINE YOUR OPPORTUNITIES

Point out your country. Now spin the globe.
You will see that depending on how you look at it,
your country can become the center of that globe. Spin one more time.

How you choose to position yourself will determine
the path you make through life.

YOU MAY SEE HOW BIG YOUR OPPORTUNITY IS!

THANK YOU