



Enagic India Kangen Water Private Limited

CIN- U41000TN2015PTC100366

Corporate Office Address: The Millenia Tower B, 4th Floor, Unit 401, No- 1&2, Murphy Road, Ulsoor,
Bangalore-560008, Karnataka, India

Tel: +080-46509900, Fax: +080-46509908 Website: www.enagic.co.in

ADVERTISING & BUSINESS PROMOTION MATERIAL APPROVAL POLICY

EI.BP.2019.V1

AN OVERVIEW

Enagic India Kangen Water Private Limited (hereinafter referred as `Company` or `Enagic`) is engaged in the business of selling Water Ionizer Machines under the brand name such as Leveluk and Anespa etc. through its direct sellers. The Company respects and honours all federal, provisional and municipal regulations governing direct selling and requires all its direct sellers to do the same. A Direct seller will not advertise company products and services and/or marketing plans except it is specifically approved by the company in writing. This policy provide a guidelines on advertising as to what are not permissible in any advertising material. Every direct seller who wants to advertise in various medium shall comply with this policy in addition to the Policies and Procedures of the company.

SECTIONS OF POLICY AND PROCEDURE FOR PRIOR APPROVAL OF THE COMPANY

Undermentioned provisions of Policies & Procedure list down various section which requires an Enagic Direct Seller to seek prior to making any publicity material.

Section 7.3. Trade Shows:

- 7.3.1** Company products or services and opportunity shall be displayed at trade shows by Enagic Direct Seller only with written authorisation from the Company.
- 7.3.2** Request(s) for participation in trade shows must be received in writing by the Company at least two weeks prior to the show. Written authorisation from the Company must be received before the Direct Seller participating in the trade show.

7.3.3 Unless written authorisation is secured from the Company, Company products or services and opportunity are the only products or services and/or opportunit(ies) that may be offered in the trade show booth.

7.3.4 Only Company produced marketing materials shall be displayed or distributed. No Direct Seller shall sell or promote the Company products or services or business opportunity at flea markets, swap meets, or garage sales.

Section 7.7 Newspaper Advertisement: Some Enagic Direct Seller use classified advertising in the newspapers to find prospective Direct Seller. While any such advertisement shall be subject to prior approval of the Company, the following rules apply – no advertisement shall imply that a “job” or “position” is available. No specific income can be promised and advertisements must contain no misleading facts or distortions of the Company opportunity or product line.

Section 8.1.2 No Third Party produced Business Collateral whether developed by Enagic Direct Seller or any independent person can be used for promotion of business or product of Enagic, except with explicit written consent from Enagic India. Enagic India reserve its right to grant limited license to Senior Enagic Direct Seller to produce their own Business Collaterals, provided such collaterals complies with requirement of these policies and are submitted for review and approval to Enagic India before their production or dissemination.

Section 10.4 All Company materials, whether printed, on film, produced by sound recording, or on the internet, are copyrighted and shall not be reproduced in whole or in part by Enagic Direct Sellers or any other person except as authorized by the Company. Permission to reproduce any materials will be considered only in extreme circumstances. Therefore, an Enagic Direct Seller should not anticipate that approval will be granted, even if the same is sought by the Enagic Direct Seller in this regard.

Section 11.2 Use of Website and Business Promotion require prior approval: Enagic Direct Sellers are prohibited from creating any independently-designed website relating to the Company Business or the Products, or using any non-EWS current websites. All Direct Sellers must receive prior authorisation from the Company by submitting all promotional products such as DVDs, CDs, Brochures, flyers Etc., prior to their use. Violation of this clause will subject the Enagic Direct Seller to rights suspension and/or termination of the Agreement.

PROCEDURE TO APPLY FOR APPROVAL

All applications for approval of the Company must reach at least 15 days prior to its publication addressed to **Code Compliance Department Millenia Tower B, 4th Floor, Unit 401, No- 1&2, Murphy Road, Ulsoor, Bangalore-560008, Karnataka, India.**

All such application must be accompanys with the materials for which the permission is sought and any other supporting materials whatsoever. The Company will review the application and if found suitable will grant permission or send back to edit the material based on case to case basis.

Specific Requirements:

1. Trade Show: Approval for putting up stall at Trade Fair shall only be accorded to 6 A Level Distributor and above.
 - a. The Trade Show shall be one organised by an organisation of national or state level repute.

- b. The Trade show shall be relevant for the product of the Company.
 - c. Prototype of the kiosk to be put up shall be submitted to the company and shall be of suitable size.
 - d. Kiosk shall be manned by 8A level distributor at all time and he/she shall ensure that the display shall only be used to disseminate information about the company and the product and to seek any customer. At no point shall such stall be used only for the purpose of promoting Enagic Business Opportunity i.e such stall shall only be used for sale of product and not for prospecting.
2. News Paper Advertisement: Such approval will generally not be provided or will be provide only in exceptional circumstances – where the Company do fee the need for such advertisement in view of particular geographical or special communication need of the region.
 3. Business Support Material/ Collaterals/ Websites: Only an 6A-2 level distributor and above can produce BSM with specific approval of Company.

PROHIBITED PRACTICES

Enagic Direct Seller shall:

- ❖ Not make any offer to sell any Enagic product which is not accurate and truthful as to the price, grade, quality, performance, availability of products and place of origin etc.
- ❖ Not make statements or representations regarding the company or its products other than those approved and provided in writing by the company such as its company policies and procedures handbook and/or any other official company printed literature and publications.
- ❖ Not make any claims that the company products are intended to diagnose, treat, cure or prevent any disease. Such statements can be perceived as medical claims and unsubstantiated claims are strictly against the Policies and Procedures of the Company.
- ❖ Not make exaggerated claims or non-guaranteed claims with regard to Enagic products.
- ❖ Not make any false or fraudulent representations about the Company, its products, company compensation plan, and income potentials etc.
- ❖ No, income projections, income representation, or showing of direct seller margin checks shall be made to prospective direct sellers.
- ❖ Not sell non-Enagic products by making use of Enagic distribution network this practice is prohibited for every Enagic direct seller
- ❖ Not promote the Enagic business opportunity by demeaning any other similar opportunity existing in the market.
- ❖ Not use terms like “retirement” “magical water” “curing water”, phrases like “never work again” “residual income” “passive income” “royalty income” or “royalties”, “always on vacation”, “always travelling”, “freedom from work”, “free” etc as this may lead to misrepresentation of the Enagic Business or Compensation Plan.
- ❖ Not quote any income figures and should only use those officially declared by Enagic, where applicable.

- ❖ Not use any language which states or indicates that success or profit in Enagic business is guaranteed or assured, business income is guaranteed, risk free business/ permanent income, any language that indicates success is guaranteed etc.
- ❖ Not make use of unauthorised image/picture of any celebrity to display and sell products or to suggest and imply that the product has been endorsed by them.
- ❖ Not use words in the advertisement like “recruitment drive”, “job or position is available”
- ❖ Not sell or promote on internet shopping sites, internet auction sites, and internet classified listings included but not limited to e-Bay, amazon.com, etc.

EL.BP.2019.V1