



Code of Ethics of the FM WORLD

## **I. The Code sets ethical standards applicable in the FM WORLD Club.**

### **II. General principles**

1. Relations between a FM WORLD\* Business Partner and FM WORLD shall be based on cooperation, trust, honesty, respect, loyalty and care for the good name of FM WORLD\*.

2. A Business Partner shall refrain from actions injuring the good name of FM WORLD\*.

3. It is prohibited to disseminate false or misleading information about FM WORLD\*.

4. A Business Partner shall observe the rule of confidentiality with regard to his/her relation with FM WORLD\* and any information made available in the "Partner Zone".

5. It is prohibited to share with a third party, including Business Partners, personal data to which a Business Partner gained access in relation to participation in the FM WORLD Club.

6. Login and password to the "Partner Zone" are confidential.

7. A Business Partner shall act honestly, in accordance with the law and with respect for other members of the FM WORLD Club.

8. It is prohibited to act in order to increase the Point Turnover, thus to obtain undue Remuneration or Trade Discount.

9. A Business Partner should not increase the Point Turnover by not receiving the Products he/she ordered.

10. Close friends and relatives, including spouses, children, parents, siblings, grandparents, persons remaining in adoption-like or conjugal relationship shall register in the FM WORLD Club directly below one another.

11. Every Business Partner uses their own personal data.

12. It shall be prohibited to use misleading, deceptive or unfair practices at recruitment and sponsorship of new Business Partners.

13. A Business Partner should not take, directly or indirectly, any action aimed at persuading a Business Partner operating in a given Group to start a business in another Group or to discontinue in the current one.

14. Information provided by the Business Partner to persons whom he/she is trying to persuade to join their Group shall be true, accurate and complete and administered in a fair and honest manner.

15. The change of Sponsor shall be subject to the conditions specified in the FM WORLD Club Regulations.

### **III. Direct sales and advertising of FM WORLD Products and the Network**

1. Business Partners sell FM WORLD Products within the scope of the direct sales system, construed as retail

sales of products carried outside of stores, directly to the end customer by a person presenting such products. Direct sales necessitates personal presentation of the product and provision of appropriate explanations. Sale is run mainly in the customer's home, workplace or elsewhere outside fixed points of sale; it should be accompanied by Business Partner's explanations and presentations of Products. Direct sales does not consist in selling in organized points of sale, such as shops, retail stores, partner points, stalls, kiosks.

2. While holding a presentation, running sales, providing advertising services or presenting the rules of cooperation, a Business Partner uses materials issued or explicitly approved by FM WORLD; materials marked with the FM WORLD Trademark shall be pre-approved by FM WORLD\*.

3. A Business Partner, when running direct sales of FM WORLD Products, shall sell the Product in their original packages and provide truthful information.

4. Information regarding FM WORLD Products shall be accurate and comprehensive.

5. Information shall be communicated to Customers in a clear and understandable way.

6. A Business Partner shall not apply unfair, unreliable and prohibited advertising.

### **IV. Websites, Consultation Points**

1. A Business Partner may use a website when providing advertising services of the Network and the FM WORLD Trademark, as well as when promoting FM WORLD Products.

2. A Business Partner who develops his/her own website shall clearly mark thereon that he/she acts as an "FM WORLD Independent Business Partner".

3. A Business Partner may include on his/her website:

a) pictures made available by ФМ УЪРЛД БЪЛГАРИЯ to download from the website <https://bg.fmworld.com/> as specified by FM WORLD BULGARIA),

b) marketing materials consistent with the generally applicable law,

c) presentation and descriptions of FM WORLD Products,

d) FM WORLD product catalogues,

e) information available on <https://bg.fmworld.com/> before logging, with the exception of photographs,

f) links to the websites of ФМ УЪРЛД БЪЛГАРИЯ, FM World.

4. A Business Partner is not allowed to include on his/her website:

a) information available after logging in the "Partner Zone",

b) information about Business Partner Prices and the amount of Points assigned,

c) data from the "trees" or third party personal data published on FM WORLD\* websites,

d) regulations, incentive programs and promotions published by ФМ УЪРЛД БЪЛГАРИЯ,

e) untrue, inaccurate information about FM WORLD\*,

f) information contrary to the Regulations, Marketing Plan or other applicable principles of operation in the Network previously communicated to Business Partners.

5. A Business Partner may create "FM WORLD Independent Business Partner Consultation Points" for the provision of advertising services of the Network and FM WORLD Products, subject to the conclusion with FM WORLD BULGARIA an agreement governing in particular the rules for the use of the FM WORLD Trademark in the conduct of such a point.

dated on 15<sup>th</sup> October 2014

*\*FM WORLD means accordingly ФМ УЪРЛД БЪЛГАРИЯ, FM World, FM WORLD Branch and FM WORLD Trademark and FM WORLD Products*

