

## OPPORTUNITY RELATED POSTS – SUMMARY GUIDANCE

It is critical for Modere and Social Marketers to remain true to the Modere brand values, including being authentic, humble and compassionate. For that reason, Social Marketers are not permitted to make inappropriate income or lifestyle claims. The guidance below applies to personal Social Marketer social media pages, private groups, corporate groups, videos, email and direct communications. For more information and guidance, go to your back office on Shifting Retail and read up on our Good Business Practices and view the Modere LIFE Training video “A Guide to Making Claims”. If you have any questions, please send us an email at [compliance@modere.eu](mailto:compliance@modere.eu).

**Note regarding this guidance:** even some appropriate claims require the proper disclaimers to avoid being considered misleading or misrepresentative. It is essential that you avoid any reference, direct or implied, to COVID-19 or any other medical condition or ailment in your promotional communications, including references to your financial situation or the financial situation of others. At all times, apply the guidance Modere provides and avoid leveraging the current situation in promoting the Modere business opportunity.

	MAY POST WITHOUT DISCLAIMER	MAY POST WITH DISCLAIMER	MAY NOT POST, EVEN WITH DISCLAIMER
RECOGNITION	Ranks achieved. Posts about the characteristics and attributes of the individual, praise of their hard work and support of others who helped them achieve their rank.	The rank requirements using a Company-produced recognition slide that includes the appropriate disclaimer language. <b>Required Disclaimer:</b> <i>There are no earnings guarantees. For more information on the Modere Compensation Plan and rank qualifications go to <a href="#">Shifting Retail - Opportunity</a>.</i>	Commission or bank statement images, earnings amounts (including screenshots of payment notifications), or to offer or imply any guarantee of success or income, including guarantees related to following a system. Statements implying career income, such as “quit your job”, “full-time income”, “be set for life” or “replace your income”. Implied lifestyle claims that exceed those of the average Social Marketer or are false or misleading such as homes, cars or luxury brand items. Avoid claiming or implying that the opportunity can help pay for specific things with potential implied value like expensive goods, children’s private school, medical expenses, car/ house payments, or childcare, etc. Keep in mind that emojis or hashtags that imply income or lifestyle are also prohibited.
TEAM VOLUME	May NOT represent or make claims regarding sales generated.	General statements about the benefits associated with your business, including being an entrepreneur, working on your own terms from home and having time flexibility. Any reference to specific uses of income should be limited to examples that might be covered by typical average earnings of all Social Marketers; how the supplemental income has helped with basic amenities or expenses, without specific monetary references. For example, “helped cover some end of month needs”, “helped go toward paying off some debt” or “able to put some money in savings”.	Statements that incentives are easy to earn. That you won a trip or that it’s a free trip, or statements such as “you’re missing out”, “you could be here too” or “anyone can do it”. Avoid emphasising or exaggerating aspects of all expenses paid, exotic location etc. Should not post images that imply lifestyle that may be misleading.
PERSONAL INCOME	Statements about earning supplemental or modest income. Speak about success coming through hard work. Share information about the innovative elements of our Compensation Plan.	General statements about the benefits associated with your business, including being an entrepreneur, working on your own terms from home and having time flexibility. Any reference to specific uses of income should be limited to examples that might be covered by typical average earnings of all Social Marketers; how the supplemental income has helped with basic amenities or expenses, without specific monetary references. For example, “helped cover some end of month needs”, “helped go toward paying off some debt” or “able to put some money in savings”.	
LIFESTYLE	Share your life—be personal and authentic. Share your experiences of having fun with the business. Talk about relationships and personal development. Share your motivations.	General statements about the benefits associated with your business, including being an entrepreneur, working on your own terms from home and having time flexibility. Any reference to specific uses of income should be limited to examples that might be covered by typical average earnings of all Social Marketers; how the supplemental income has helped with basic amenities or expenses, without specific monetary references. For example, “helped cover some end of month needs”, “helped go toward paying off some debt” or “able to put some money in savings”.	Statements that incentives are easy to earn. That you won a trip or that it’s a free trip, or statements such as “you’re missing out”, “you could be here too” or “anyone can do it”. Avoid emphasising or exaggerating aspects of all expenses paid, exotic location etc. Should not post images that imply lifestyle that may be misleading.
ESCAPE/EXPERIENCES OR OTHER NON-CASH REWARDS	Talk about the experience itself, having fun and that your success came through hard work.	Say you qualified for and earned it. Congratulate team members who have qualified, highlighting them and their hard work. Share excitement for incentive trips. <b>Required Disclaimer:</b> <i>Modere does not make guarantees regarding any potential incentive trip.</i>	
INCOME & LIFESTYLE RELATED TERMS	The following terms, and any with similar meaning, may only be used in compliance with the above guidelines and in a context that is not misleading: <ul style="list-style-type: none"> <li>• Flexible schedule</li> <li>• Time flexibility</li> <li>• Leveraged income</li> <li>• Supplemental income</li> <li>• Work on your own terms</li> </ul>	The following terms, and any with similar meaning, may not be used in relation to the income opportunity: <ul style="list-style-type: none"> <li>• Passive income</li> <li>• Residual income</li> <li>• Replacement income</li> <li>• Financial freedom</li> <li>• Time freedom</li> <li>• Recurring income</li> <li>• No income ceiling</li> <li>• Unlimited income potential</li> </ul>	