

## OPPORTUNITY RELATED POSTS – SUMMARY GUIDANCE

Social Marketers are not permitted to make inappropriate income or lifestyle claims. Even appropriate claims require the proper disclaimers to avoid being considered misleading or misrepresentative. It is critical to stick together and remain true to our Modere brand values including being authentic, humble and compassionate. This means you must avoid any reference, direct or implied, to COVID-19 or the coronavirus in your promotional communications, including references to the economic situation, layoffs, unemployment, stimulus checks or related references. You should not seek to leverage the current situation in promoting the Modere business opportunity.

The guidance below applies to personal social media, private groups, corporate groups, videos, email and direct communication. For more information and guidance go to the Education & Compliance tools section in the back office.

	MAY POST WITHOUT DISCLAIMER	MAY POST WITH DISCLAIMER	MAY NOT POST, EVEN WITH DISCLAIMER
<b>RECOGNITION</b>	Ranks achieved. Post about the characteristics and attributes of the individual. Praise 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 guarantees. For more information on the compensation plan and rank qualifications go to <a href="http://www.shiftingretail.com/opportunity">www.shiftingretail.com/opportunity</a></i>	Compensation check 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.
<b>TEAM VOLUME</b>	May NOT represent or make claims regarding sales revenue, gross sales, or team volume/points generated		
<b>PERSONAL INCOME</b>	Statements about earning supplemental or modest income. Speak about success coming through hard work. Share about the innovative elements of our compensation plan, like the fact we offer daily pay on customer orders.	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 dollar 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”  <b>Required Disclaimer:</b> <i>Modere does not make guarantees regarding any potential earnings. The average monthly commissions, exclusive of expenses, for all active Social Marketers during 2020 was \$307.90. An average of 33.2% of all active Social Marketers earned commissions each month. For more information on the compensation plan and potential earnings go to <a href="https://modere.co/2Ts30bp">https://modere.co/2Ts30bp</a>.</i>	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 emphasizing or exaggerating aspects of all expenses paid, exotic location etc. Should not post images that imply lifestyle that may be misleading.
<b>LIFESTYLE</b>	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.		
<b>ESCAPE/EXPERIENCES OR OTHER NON-CASH REWARDS</b>	Talk about the experience itself, having fun and that your success came through hard work.	That 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>In the US, about 10% of the Social Marketers who earned a commission on average each month also qualified for a 2020 incentive trip. For more information on qualification requirements go to <a href="https://buzz.shiftingretail.com/article-slug/escape-los-cabos-faq/">https://buzz.shiftingretail.com/article-slug/escape-los-cabos-faq/</a></i>	
<b>INCOME &amp; LIFESTYLE RELATED TERMS</b>	The following terms, and any with similar meaning, may only be used in compliance with these 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>