



POLICY GUIDELINES FOR SPEAKERS



1. E Biotorium Direct Seller Role:

- a) Every Direct Seller will follow the Policies and Procedure Handbook in respect of content of all meetings and events.
- b) No Direct Seller, as conditions to provided assistance to a prospective direct seller, in the development of their E Biotorium distributorship, ask the prospective direct seller to pay any joining fee or purchase any specified number of products.
- c) Every Direct Seller must speak about the efforts required to build an E Biotorium business, and that commissions are earned from the sale of products from within their team, and not suggest that earnings may come from just joining E Biotorium, or from recruiting others to join E Biotorium.
- d) Direct Seller shall not engage in any high-pressure selling but shall make a fair presentation of E Biotorium Products and the E Biotorium Compensation Plan including, when and where appropriate, demonstrations of such products.
- e) Every Direct Seller should pass correct and specific information which has been laid down in E Biotorium Compensation Plan and E Biotorium Policies & Procedures Handbook.
- f) Direct Seller must not promote the use of false, misleading, inaccurate, or deceptive statements with prospective direct sellers, preferred customers or other members of the organisation.
- g) When describing sponsoring, proper emphasis must be placed on the importance of a prior or existing personal contact.
- h) Every Direct Seller shall avoid all discourteous, deceptive, misleading, unethical or immoral conduct or practices or negative propaganda or adverse publicity.

2. Correct Representation of E Biotorium Business:

- a) E Biotorium business generates revenue depending on the effort put in by an individual. So, the E Biotorium business must be presented as an opportunity to gain income through the retailing of products and guiding and mentoring of others to do the same.
- b) Lifestyle representations may be used if they provide realistic, not exaggerated, income potentials, contain the proper additional disclosures, and reflect the actual lifestyle of the E Biotorium direct seller having earned revenue of Rs. 100 lacs and above.
- c) It should be highlighted to prospective direct sellers that there are no fees to be paid for joining this business.
- d) Direct Sellers should never promote the E Biotorium business opportunity by demeaning any other opportunity existing in the market.
- e) Disparaging statements regarding E Biotorium Network Private Limited, any of their affiliates, employees, or its Direct Sellers are not permitted.
- f) Terms like “retirement”, phrases like “never work again”, “always on vacation”, “always travelling,” “freedom from work”, “free” etc., may lead to misrepresentation of the E Biotorium Business or Compensation Plan.

2.1 Use of Language is not allowed which states or indicates that:

- Success or profit in E Biotorium Business is guaranteed or assured.
- Business income is guaranteed.
- Risk free Business/ Permanent income.
- It is a Savings plan.
- Language that states guarantee of success is not allowed.
- Financial or investment seminar.

3. Correct Income Representation:

- a) All income representations must be limited to income from the E Biotorium business opportunity and provide realistic, not exaggerated, income potentials. Direct Sellers should provide truthful, clear and accurate pictures about the income that may be earned as described in E Biotorium Compensation Plan.
- b) Any quoted income figures should only be those officially declared by E Biotorium India.
- c) All income representations must provide realistic, not exaggerated, income potentials and lifestyle expectations. It must be clear that what is being described is income generated from the E Biotorium Compensation Plan.

3.1 Not Permitted Content for Income Representations:

- i. Representation that income is guaranteed or assured is not allowed.

- ii. Stating that earn bonuses solely from the act of sponsoring others is not allowed.
- iii. Describing income as continuing without including continued effort and/or meeting qualifications should not be delivered as such.
- iv. The use of terms that should be avoided are: “residual income”, “passive income”, “royalty income” or “royalties” as these misrepresents E Biotorium Compensation Plan. Such terms may suggest that one can continue earning even without putting in effort, which is not correct.
- v. Stating or implying that the E Biotorium Compensation Plan and/or business is a method of tax reduction, tax relief, tax shelter, residual, passive, or recurring income is not allowed
- vi. Stating or implying income or earnings may be inheritable without stating the heirs must qualify and/or have continued effort in the business is not permitted.

4. Describing Product of Company/ Claims Made:

- a) No Direct Seller shall make any claim 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 such as these are strictly against general Company policies and shall also violate relevant laws of the country.
- b) Claims for E Biotorium products must use language specifically approved by E Biotorium and may not be altered.
- c) All claims being made with regards to the products should be as per the published E Biotorium Policies & Procedures and should be consistent with approved wording in approved E Biotorium literature only.
- d) Any claims, statements, statistics or any other information given by Direct Seller should be correct and substantiated.
- e) Graphs, visuals, quotes and references to statistical data must be substantiated with an information source and date.
- f) Any unsubstantiated or wrong claims made may lead to loss of credibility and/or may lead to disciplinary action.

4.1 Not Permitted to Claim About Medical Treatment, Approval and Therapy:

- i. Direct Seller are prohibited from using in any and all of their marketing materials and promotion any descriptions that are regarded as health or medical claims stating that; E Biotorium products may alleviate, cure, diagnose, prevent, relieve, or treat any medical condition, disease, ailment or malady.
- ii. Direct Seller must understand that E Biotorium products are not offered, intended or considered as medicinal treatments for any disorder or disease, either mental or physical.
 - i. E Biotorium Direct Seller may make no claims regarding company’s products except those contained in official literature approved for that specific market, or as expressly authorised in writing by E Biotorium Network Pvt Ltd.
 - ii. Claims that are therapeutic, prophylactic, or even health related, violate the policies of E Biotorium Network Pvt Ltd and may also violate Indian Laws and Regulations.

5. E Biotorium Business Environment

a) Promoting religious doctrine, political causes, or other issues of a personal nature in the E Biotorium business environment is not permitted unless tied to building the business.

b) The E Biotorium business must be presented as an equal opportunity business.

Here are three areas that all direct sellers need to be aware of:

5.1 Spiritual/Religious Communications —

Spiritual references are not allowed as the main message or focus but can act as an element to support the main business message. As a presenter following things are not permitted to state:

- i. Demeaning or disparaging remarks about any religion or system of belief is not allowed.
- ii. Not use the stage as a platform to promote religious and/or personal social beliefs.
- iii. Not advocate that success is dependent on holding certain beliefs.

5.2 Moral/Social Communications -

- i. Positive statements related to values such as trustworthiness, honesty, integrity, responsibility, commitment, family, individual initiative, etc. are permitted.
- ii. Using the business platform to express personal beliefs that are derogatory (i.e. against education or traditional employment) is not allowed.
- iii. Encouraging an E Biotorium Direct Seller to limit contact or cut ties to Family and friends is not allowed.
- iv. Demeaning statements regarding personal lifestyle, ethnicity, or the roles of males and/or females are not permitted.
- v. Using the stage as a platform to promote personal social beliefs or social and cultural issues are not permitted.

5.3 Political Communications —

- i. Endorsement or denouncement of specific candidates, political parties, and/or issues, unless specifically related to the operation of independent E Biotorium business is not allowed.
- ii. Inflammatory labels or personal attacks on the character or integrity of government officials or candidates are not allowed.
- iii. Presenters may not use the stage as a platform to promote their political beliefs and affiliation.
- iv. Presenters may not make references to preferences regarding specific political views, parties, candidates or elected officials
- v. **Recommended content:** Equal opportunity business, a business opportunity for all, an inclusive business opportunity, respect for individuals, their individuality and their individual beliefs.

6. Confidential Information:

a) Direct Seller agrees that he/she will not disclose information shared by company or other direct sellers to any third party directly or indirectly, nor use the information to compete with the Company directly or indirectly during or after the term of the E Biotorium Direct Seller Agreement.

b) Direct Seller should never disclose confidential information, especially on social media or in presentations or personal conversations.
