



SEN WORLD GROUP CODE OF ETHICS AND RULES OF PROCEDURE

09.08.2023.

Chapter 1. INTRODUCTION

SWG is hereinafter referred to as SWG and the Independent Distributors of SWG are hereinafter referred to as Distributors.

Independent SWG Distributor: A member of SWG who participates in the sale of SWG products, licences and services in some way.

SWG licences and products can be purchased directly from SWG or from any reseller who has signed a contract with SWG.

These Rules of Procedure regulate and supplement the way of the business activity between the Distributor and SWG.

These Rules of Procedure, the Terms and Conditions of SWG and the valid Remuneration Plan (Marketing Plan and Agreement) together form the complete and legally binding contract between SWG Distributors and SWG.

Non-compliance with the provisions of these documents may result in the termination of the Agreement. If the court rules any part of the Agreement or any document issued by SWG to be invalid, the rest of the document remains valid and effective in an unchanged form.

Code of Ethics

A SWG Distributor

- Acts honestly and fairly in his business activity as an Independent SWG distributor.
- Performs his business activity in a way that enhances his own reputation and the positive image established by SWG
- Is polite and respectful towards everybody he comes into contact with while performing his activity as an Independent SWG Distributor.
- As a sponsor fulfils his managerial obligations, including training, support and active communication within his own group.
- Does not misrepresent the products, services, licences and Remuneration Plan of SWG
- Does not sponsor, and does not tempt any other SWG Distributor to sponsor, any programme of other network marketing companies directly or indirectly, and does not perform misleading or illegal activities.
- Bears in mind that it constitutes unauthorized reinterpretation if anyone claims anything else than what is said at the official central SWG webinars even if this statement is based on personal experience with the product or service.
- Notes and accepts that he alone bears all the financial and legal responsibility connected to the performance of the activities of an independent distributor – he himself pays his debts, taxes and fees.

The Status of an Independent Distributor

The Distributor does not qualify as an employee, neither from the aspect of taxation, nor from any other aspect. Each Distributor has its own independent business. A Distributor cannot be regarded as a franchisee; the Agreement between SWG and the Distributor does not establish any relationship of an employee/employer, agent, partner or joint company. It is strictly prohibited for a Distributor to claim or suggest, either in writing or orally, that the existing relationship is of a different character than the one specified above. The Distributor must not cause any damage to SWG by his statements and business



activities, and must save SWG from any claims for the reimbursement of damages and any obligations which might arise due to such incorrect business practice. The Distributor is not authorized to bind SWG to any obligation. Each Distributor defines his own working hours, sales methods and promotional methods as long as he fulfils the conditions of the Agreement.

Business Conduct

Each Distributor performs his business activities professionally and ethically, in a way that promotes his own career as well as the positive image of SWG. A Distributor must not behave in a way that would have a negative impact on SWG or on any other Distributor. A Distributor behaves politely and respectfully with everyone, including the employees and managers of the SWG offices, and performs his activity in a way that respects the products and services of SWG and the professionalism of its Distributors. A Distributor must not discredit or insult the name and reputation of SWG during product demonstrations in any circumstances, and must not disclose any confidential or protected information about SWG or the business secrets of SWG (including the list of Distributors' names and addresses) in an unauthorized way.

Confidentiality Agreement

Distributors may gain access to pieces of confidential information of SWG. The following information constitutes confidential information accordedly and unlimitedly: information accessible to Distributors or stated in any report issued by them on the network or on their downline, customer lists, information about the services, sales reports, reports on the payment of commissions, and other financial and business information about SWG. Each piece of such information (whether in an electronic, oral or written form) is the property of SWG and the company discloses these or makes them available to the Distributors under strictly confidential conditions. Each Distributor accepts that he shall not disclose any confidential or protected information, neither directly nor indirectly, to third parties, and shall not use such information in competition against SWG or for any other purposes, except for cases approved by the Agreement. This kind of information may be used exclusively for the promotion of the SWG programme, in line with the Agreement. The Distributor and SWG accept that SWG would not make the above-mentioned pieces of information available to the Distributors without this agreement about confidentiality and non-disclosure. The provision on confidentiality remains valid for an indefinite period even after the termination or expiry of the Agreement.

Chapter 2: BECOMING AN INDEPENDENT SWG DISTRIBUTOR

2.1 Recruitment of Distributors

Applicants can register for free through the official SWG website of a Distributor (sponsor). After registration, the applicant can buy the online marketing tools (licences) of the company on a SWG website in his own name. If he wants to become an independent distributor of SWG, he has to indicate this during his registration and, in this case, when buying the products, he also accepts the Terms and Conditions, the Code of Ethics and the Remuneration Plan of SWG.

2.2 Distributors' Rights

Each SWG Distributor is entitled to sell SWG products and participate in the Remuneration Plan of SWG. Each SWG Distributor can sponsor new distributors.

2.3 Age of Majority

Only an adult person may become a SWG Distributor – the Distributor must attain the age of majority according to the laws of his country.

2.4 Spouses

Each participant or legal entity constitutes one (1) business. A husband, wife or civil partner (cohabiting persons) who want to become SWG Distributors must register as separate (1-1) businesses. If two (2) Distributors marry, both can retain the position they achieved before their marriage.

2.5 Fictitious Names and/or Pseudonyms

A natural person must not apply to become a Distributor under a fictitious name or pseudonym, and must not use the identity of another natural person, because these are incompatible with the activities of a Distributor.

2.6 Taxation

From the aspect of taxation, a SWG Distributor must be regarded as a self-employed person. As a self-employed person, a Distributor must not be treated as an employee, partner or agent. The Distributors bear responsibility for paying the taxes and all the other payables on all their income and business activities. At the end of each calendar year, in compliance with the law, SWG issues an IRS 1099 Misc. Form required for the income tax return of non-employed Distributors.

2.7 Distributors' Managerial Tasks in Various Career Positions:

To ensure their maximum success, Distributors have to carry out the following tasks:

In Career level Starter (1)

- Use of SWG licences, products and services
- Being familiar with the contents of the SWG website
- Viewing the presentations on the website
- Being familiar with, and understanding, the Terms and Conditions and their annexes
- Being familiar with the use of the web office
- Preparing a list of names
- Setting personal and business goals
- Planning based on goals and opportunities
- Registering direct customers into the System
- Advertising the referral website among friends
- Learning and practising the referral conversation
- Participation in events (webinars, workshops, international events, team building trainings)

In Career level Manager (2)

- All the above as in Starter
- Achieving 300 career points (CP) and thus gaining the SWG acknowledgement badge
- Inviting acquaintances to the events
- Regularly conducting referral conversations
- Motivating buyers who would like to become SWG Distributors to carrying out the tasks listed in Starter
- Answering buyers' (Distributors') questions
- Participation in referral talks organized by buyers (Distributors)
- Demonstration of the use of the web office to Buyers and Distributors
- Training and motivating the Distributors

In Career level Star Manager (3)

- All the above as in Career level 1 and 2
- Organizing regular weekly trainings for the group of buyers (Distributors)
- Organizing regular weekly public demonstration presentations or web conferences
- Checking the knowledge of Buyers (Distributors) in Career level 1 and 2
- Checking the familiarity of Buyers (Distributors) with the Terms and Conditions and their annexes
- Harmonizing common goals and plans with the team
- Learning presentation skills, participation in presentation trainings
- Communication with the SWG Customer Service
- Personal consultation, managerial conversation with an active SWG top manager
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In Career level Leader Manager (4)

- All the above as in Star Manager
- Checking the performance of Star Manager tasks with the group

- Holding demonstrations and trainings
- Carrying out workshops for Distributors
- Participation in presentation trainings
- Dealing with matters coming from SWG

In Career level Sapphire (5):

- All the above as in Leader Manager
- Holding presentations in SWG events
- Checking Leader Manager Distributors, holding workshops
- Holding demonstrations and trainings
- Strategic talks with Career level Ruby and Emerald leading Distributors
- Building up a headcount of minimum 20 direct buyers
- Acquiring and teaching the complete knowledge base connected to the SWG System
- Finding training places and collaborating with them when entering into contracts
- Organizing management meetings
- Investigating complaints coming from SWG

In Career level Ruby (6)

- All the above as in Sapphire
- Organizing and carrying out motivational events
- Holding presentations at the events
- Presenting recognitions
- Preparing presentational materials and newsletters
- Checking the uniform advertising image with the Distributors
- Carrying out strategic meetings
- Bringing together the team of buyers for travel proposals
- Organizing management meetings

In Career Emerald (7)

- All the above as in Ruby
- Communication with the corporate managers of SWG in Hungary
- Participation in organizing and carrying out international events
- Holding presentations at SWG events
- Presenting recognitions
- Organizing and carrying out national management meetings
- Communication of feedback, ideas and possibilities coming from the network to the management of SWG

SWG measures the activities of the Distributors with the aim to enable the active Distributors to get all the help from the Management by which they can perform their purchases and activities within the SWG System even more efficiently.

Activity is determined by the following points:

- Buying – a regular buyer should buy SWG products every month (Entry fees to the events do not constitute buying)
- Event – a Distributor should be present and should participate in the events of SWG each time
- Referral activity – fulfilled if any of the following conditions are met:
 - management conversation (personal consultation with an active top manager of SWG)
 - registration of a new direct Distributor into the SWG System
 - organizing public SWG demonstrations and holding workshops

Chapter 3: COMPLIANCE WITH THE LAW, LOYALTY

3.1 Compliance with the Law

Each SWG Distributor is liable to comply with all the national laws, regulations and local directives connected to running his business. Each Distributor is responsible for his own managerial decisions and their costs. Since the Distributors are not SWG employees, SWG is not responsible, neither partially nor fully, for the payment of their employee benefits.

3.2 No Exclusive Territory

From the aspect of building the business, there are no top priority territories and no Distributor can suggest or claim that he has exclusive territorial rights. Sponsorship by Distributors has no geographical boundaries.

3.3 Personal Data

Personal data such as the number of the Distributor's ID card, his address, telephone number and other data are to be regarded as confidential information and may be used exclusively in connection with SWG business activities, unless the law stipulates otherwise. In emergency situations, the data subject can contact the Legal Department of SWG, which will inform the Distributor that someone wants to contact him.

3.4 No poaching

During the period of the Agreement, as well as twelve (12) months after its expiry or termination, the Distributor must not poach any employee, representative or Distributor of SWG on his own behalf or on behalf of another natural person for any reason. He must not influence or induce any employee, representative or Distributor of SWG in any way to change or terminate their employment or business relationship with SWG or to join another network marketing company. No Distributor may use or disclose any information about SWG which he learnt during the validity period of the Agreement, including the name, address or any data of SWG and any of its employees or Distributors. These data are to be treated as confidential information, and any violation of this rule may have legal consequences. Based on the agreement, this provision remains valid even if the Agreement is terminated or expires.

3.5 Cross Recruiting

It is strictly prohibited to recruit, either directly or indirectly, in writing, orally, or even implicitly, from one SWG Distributor's group into another one's.

3.6 Other Products and Services

It is not prohibited to Distributors to sell the services and products of other companies during the period of the Agreement but the direct or indirect promotion of these products and services must not be targeted to those whom the Distributor sponsors personally or on a group-level, and it is strictly prohibited to contact and address other SWG network branches about these transactions. This may lead to the expulsion of the Distributor.

3.7 Loyalty

SWG does not support a manager who brings in business partners with promises for his own personal gain and then leaves them alone.

Above career level Ruby (6), SWG does not permit building a network in another network. (Building a network in another network means to build a network (organize members) in another network and to appear in any event or photograph or be posted on any media or communications site or his achievements to be published on any such site. Or his business partners demonstrably point out his activities or achievements in another business. Such an activity degrades the business standards of SWG and would suggest that it does not provide safe and stable commissions even on these levels.)

Sanction: At a seminar, SWG does not acknowledge the career level publicly. Besides direct commissions, he is not entitled to any other remuneration. He cannot move up to higher managerial



levels (Diamond, Star Diamond, Leader Diamond, Gold Diamond, Crow Diamond, or, if he is there, SWG degrades his career level to the lowest level among the direct lines. The same applies to managers on Ruby (6) and Emerald (7). Travel points do not accumulate for him, and use of existing travel points may be limited by SWG. Limitations can appear also in the use of the web office.

3.8 Liability

Violation of any part of the Agreement provides a basis for the suspension and/or termination of the Distributor's business. The Distributor may be subjected to civil or criminal prosecution if he violates the Agreement, the Code of Ethics or the Rules of Procedure of SWG or the laws of the respective country. In addition, SWG may withhold the payment of the commissions of any Distributor to compensate for the losses suffered due to the violation of the Agreement, the Code of Ethics or the Rules of Procedure of SWG or of the laws of the respective country.

Chapter 4: CONDITIONS OF SPONSORING, TRAINING AND TERMINATION

4.1 Sponsoring

A Distributor has the right to sponsor the products and services of SWG and to make these known to new members. Distributors receive compensation exclusively for the products and services sold, not for the registration or sponsoring of new Distributors.

4.2 Sale/Transfer of a Distributor's Position

The position of an Independent SWG Distributor may be sold or transferred. The filled in and attested Sale/Transfer form is to be sent to SWG by post, e-mail or fax. If SWG accepts and approves the transfer, the previously accumulated point values can be removed. The details can be found in the Terms and Conditions.

4.3 Multiple Registration

If an applicant registers to several Distributors, only the first filled-in registration received by SWG is accepted. SWG reserves the right to make the final decision in such disputable cases at its own discretion. Multiple registration is possible as specified in the Terms and Conditions.

4.4 Change/Correction of a Position

The applicant may request for a change of a position or correction of a sponsor within three (3) days of his registration. The signatures of both the parties (sponsor and applicant) are required for the change, and it has to be delivered to the Legal Department of SWG. In this three-day period, the first request for a change is free of charge. After the three (3)-day period, the change of the position or the correction of the sponsor will be revised by SWG and SWG may approve it at its own discretion, with assigning further conditions and limitations to the case. For a change of the position, the written approval of all the upline sponsors who might be adversely affected by the change of the Team Commission is required. All requests for a change are to be submitted to the Legal Department of SWG. For details, see the Terms and Conditions.

4.5 Correction of the Sponsor

Change of the sponsor is not permitted but correction is possible if an erroneous indication is reported to SWG within three (3) days of the registration. The correction may be requested from the actual (original) sponsor, indicating the reason why this is necessary. Further rules are stated in the Terms and Conditions.

4.6 Purchase of a Business Position

If a Distributor wants to purchase the business of another Distributor, each such transaction is to be approved by SWG by filling in and sending in the Sale/Transfer form.

4.7 Provision of Trainings

It is expected of the Distributors to provide adequate training to the Distributors sponsored by them. “Adequate training” includes but is not limited to the following: Contents of the Rules of Procedure, contents of the Remuneration Plan, product information, practice of building the business, sales techniques, ethical business conduct. The sponsor has to practice constant professional management with the Distributors of his business and has to fulfil his obligation for cooperative supervision in good faith in the following areas: Participation of the Distributors in the sale of products and services.

4.8 Resignation

Any Distributor may voluntarily resign from his business position by sending a written notice to the Legal Department of SWG. The resignation comes into effect with the delivery of the notice. The Distributor cannot apply again within six (6) months of the date of his resignation and cannot have financial interest in any other business position.

4.9 Suspension

SWG reserves the right to suspend any Distributor's position at any time if it considers that the Distributor has violated the provisions of the Agreement (or its amendments) and/or the applicable laws and/or the regulations regarding fair business conduct (Code of Ethics). SWG may suspend the business position for the whole period of the investigation of any violation of the provisions. SWG will notify the Distributor about this in e-mail or by post at the last stated address of the Distributor. The Distributor accepts that he must not practice his activities as a SWG Distributor during the period of the suspension (investigation). During the investigation period, SWG may suspend all the payments (commissions, bonuses) until a decision is reached. If the infringement turns out to be unfounded, SWG must cancel the suspension and must credit the payments due to the Distributor (commissions, bonus). During the suspension period, SWG has the right to prohibit the Distributor from ordering products. During the suspension period, the suspended Distributor has no right to act as a Distributor or to promote his business and the products.

4.10 Termination

The status of a Distributor may be terminated as a result of the violation of any paragraph of the Agreement. The Distributor has to be notified about this in writing (by post or in e-mail), indicating the reason(s) of the termination as well. The termination comes into effect on the date specified in the notice unless the Distributor submits an appeal in due time and in line with the following procedure. In the case of terminations with immediate effect, the terminated Distributor:

- a) Must definitively discontinue the use of any markings, labels, office or advertising headers that refer to SWG products, drafts or programs
- b) Must not act as a SWG Distributor
- c) Loses all rights to his position and network indicated in the Remuneration Plan, and all rights to any commissions or income arising from this in the future.
- d) Must take adequate steps to maintain the security of the materials, confidential information and intellectual property of SWG that he has gained access to. SWG has the right to waive the Distributor's debt, of any amount, owed to SWG. If the national laws contradict this principle regarding termination, the applicable national laws apply.

4.11 Appeal

The Distributor whose status has been terminated may appeal at the Legal Department of SWG indicating the legal basis as well. (Note: Appeal over the telephone is not acceptable under any circumstances.) The appeal has to be sent to SWG within ten (10) business days of the date of the notice about the termination. If SWG does not receive an appeal within the above deadline, the termination becomes definitive automatically. If an appeal is submitted within the deadline, SWG will revise it at its own discretion and will inform the Distributor about its decision. The decision of SWG may be regarded as final, and there is no scope for further revision. If SWG rejects the appeal, the termination is valid from the date of the original notice.

4.12 Cumulative Legal Remedies

All laws, competences and legal remedies available to SWG are cumulative but not exclusive and, in all other cases, the provisions of the national laws apply. If a Distributor violates the provisions of the Agreement, SWG has the right to impose a fine at an amount specified by SWG, besides the suspension and termination procedures. Further, SWG can apply a legal or review procedure to enforce its rights laid down in the Agreement (which may be amended in the meantime). SWG has the right to calculate any debt of the Distributor towards SWG or of SWG towards the Distributor into the Distributor's commission.

CHAPTER 5: INHERITANCE, DIVORCE

5.1 Inheritance

Notwithstanding any other provisions of this chapter, in the case of a Distributor's death, his business position passes on to his legal successor as provided by law. However, SWG will not acknowledge the transfer until the legal successor submits the attested copy of either the Death Certificate or the Last Will or the document on the transfer of the property or another document as an annex to the filled-in Sale/Transfer form to SWG and signs the Agreement. From then onwards, the legal successor has all the rights and obligations like any other Distributor. The legal successor must be an adult according to the laws of the country where he has permanent residence.

5.2 Divorce

During an ongoing divorce, both the parties are to apply any of the following procedures:

- One of the parties may continue to build his SWG business with the written approval of the other party and of SWG, but must notify all the affected parties about this; or
- The parties can continue their SWG business activities together in the usual way but they will divide all the compensation paid by SWG according to the parties' mutual independent agreement. SWG does not divide commissions and bonuses between divorcing spouses under any circumstances. In such cases, SWG acknowledges only one (1) business position and pays only one (1) commission per business position during each settlement. SWG pays the commission always to the same person. If the divorcing persons cannot divide the commission among themselves or are unable to clarify their property rights, the Agreement shall be cancelled on an involuntary basis.

CHAPTER 6: TRADEMARK, LITERATURE AND ADVERTISING

6.1 TRADEMARK

The name of SWG and the names of all the SWG products, services and programs are trademarks owned by SWG. Only SWG can give permission to the production and distribution of these products or literature under these trademarks. This applies, including but not limited to, the following:

- transparencies, materials for projectors, brochures, videos, domain names, training materials and/or marketing materials and all promotional materials, e.g. T-shirts, caps, pens, fridge magnets, etc. It is strictly prohibited to use the name of SWG on any such materials unless it is a material approved or produced by SWG. Any right for the use of SWG trademarks and copyrighted materials is not exclusive, therefore SWG, at its own discretion, has the right to authorize others to use them. The Distributors accept that all the advantages connected to any trademark or copyrighted material they acquire during their work is the property of SWG and also accept that they cannot have any claims with respect to the above when the Agreement expires or is terminated. The Distributors are accountable to SWG for any damage arising from any incorrect use or misuse of the trade name, trademarks, brands, copyrights or any other intellectual property rights of SWG, except for cases if a special authorization is included in the Rules of Procedure or if SWG has issued such special authorization in writing.

6.2 TELEPHONE DIRECTORY

The Distributors do not receive permission to use the trade name of SWG for advertising their own telephone numbers or fax numbers in traditional or online telephone directories without identifying themselves as independent distributors or independent self-employed persons.

6.3 PRINTED ORDERS, ACCOUNTS

SWG Distributors must not use the name of SWG or any of its trademarks on their business or personal bank accounts.

6.4 VISITING CARDS AND LETTERHEADS

Without a written permission by SWG, it is not permitted for independent SWG Distributors to create their own visiting cards or letterheads on which the name and/or logo of SWG figures.

6.5 SWG LITERATURE

Only official SWG literature may be used to present the products of SWG and/or the Remuneration Plan and/or the Business opportunities of SWG. SWG literatures must not be copied or printed unless SWG has issued a prior written permission for it. Any requests for this are to be sent to the Legal Department in e-mail, by post or by fax. The prior written permission of SWG is required for the approval of transparencies, banners, exhibition materials or other promotional materials. The downloadable materials available on the website of SWG can be used for promotional purposes.

6.6 ADVERTISING

Only materials approved by SWG may be used for placing any advertisements on any printed material, in the radio, on television, on the Internet, in the electronic or other media. The name, logos, trademarks and copyrighted materials of SWG which figure in any advertisement produced by SWG may be used only with the written permission of the Legal Department. Permission is to be requested from the Legal Department by sending the draft of the advertisement material by post, fax or e-mail. After the permission, the text must not be changed. If any change or modification is made, the new material has to be submitted for approval again. Production may start only forty-eight (48) hours after the receipt of the permission.

6.7 THE INTERNET AND THE WEBSITE

SWG Distributors can promote their business exclusively through the personal, replicated website programme of SWG. These website links point directly to the official SWG website, giving a professional image approved by SWG to the Distributors on the Internet. A Distributor must not create an independent website where he uses the name, logo and/or product descriptions of SWG or where he promotes the products and/or the Remuneration Plan of SWG in any way (directly or indirectly). The Distributors must not use the trademarks and/or brand names of SWG or any presentation form and/or abbreviation created from these as a domain name or e-mail address. Without a prior written approval by SWG, the Distributors must not advertise and/or promote their own business or the business, products or marketing plan of SWG and/or must not use it and must not use the name of SWG in the electronic media, through websites on the Internet or in any other way. A Distributor must comply with the following requirements of SWG (listed below but not exclusively) even if SWG issues the written permission:

- (a) The Distributor must not make any offers and must not address anyone saying that he is doing a research or a survey, and he must not start an informal conversation, if his real intention is to sell a product or service or to sponsor Distributors;
- (b) A Distributor who operates another website online, regardless of the fact whether he collects personal information from the consumers, must indicate on his website, in a clearly visible place, how the buyers' data are used;
- (c) If a Distributor shares personal information which he has collected online, he must provide an opportunity to the consumers to prohibit this, and this prohibition has to be regarded as binding;

- (d) The Distributor must provide an opportunity to the consumers to terminate all further communication and, if the buyer requests for this, the Distributor is liable to terminate the communication immediately;
- (e) The Distributor must comply with all the laws and regulations regarding electronic communication;
- (f) The Distributor must not send contents to persons who have not authorized him to do so, must not use mailing lists and must not send any circulars, chain mails, or spam.
- (g) The Distributor must not publish contents which are illegal, harassing, defamatory, slanderous, offensive, menacing, damaging, vulgar, obscene, or which are objectionable in any other way, nor contents which may lead to civil prosecution or such that violate the valid local and international laws and regulations;
- (h) The Distributor must not send, directly or indirectly, unwanted bulk e-mails to persons with whom he has not had a personal or business relationship before.

6.8 DOMAIN NAMES

A Distributor must not use and must not register any trade name, brand name, service trademark and/or product name of SWG and/or the name of SWG or its modified variant and/or abbreviation as a domain name on the Internet.

6.9 EMAIL AND EMAIL MARKETING

A Distributor who sends e-mails or uses a service which sends unwanted and unapproved e-mail flyers, bears full responsibility for all the information regarding the products and the marketing programme not directly figuring in the materials issued by SWG. Sending spam, making phone calls or sending faxes without a respective approval is strictly prohibited under various laws. A Distributor must not slander, offend, harass or threaten others, and must not violate the legal rights of others in any way (right to privacy, advertising right). A Distributor must not publish, post, upload, distribute or communicate any incorrect, profane, slanderous, offensive, obscene, scandalous or illegal topics, contents, names, materials or information. A Distributor must not advertise or offer for sale any product or service for advertising purposes or for the implementation or promotion of surveys, competitions, pyramid schemes and/or chain mails. The users of the SWG website must not participate in any activity which would obstruct or limit the other users in the use of the website.

6.10 INTERNET SITES

A Distributor must not sell and must not promote any SWG marketing plan, product or service or SWG business in any e-commercial form, online auction, closed internet group or social media site. This prohibition includes, but is not limited to the following:

Internet sites where the contents are generated by their users, forums, message boards, blogs and podcasts like Facebook, MySpace, Twitter, YouTube, Wikipedia, etc. The SWG marketing plan, product or service and the SWG business can be promoted or sold exclusively through the official website of SWG and not through the website of the Distributor or a third party in any form. Except for the corporate website, the trademarks, service brands and copyrights of SWG must not be used on the Internet for the sale of SWG products.

6.11 STATEMENTS ABOUT INCOME

The Distributor must not disclose his commission scheme in any form, must not make any specific statements regarding income neither for the purposes of recruitment, nor for any other purposes, and must not hold presentations in this connection.

6.12 EXHIBITIONS

With the prior written permission of SWG, Distributors can present the SWG products and business opportunities at exhibitions, too. The request for the participation in an exhibition is to be submitted to SWG in writing at least two (2) weeks before the event. The subject-matter of the exhibition can be exclusively the SWG products and the SWG business, exclusively these can be offered and presented, directly or indirectly, on a desk or at a stall. Only marketing materials approved by SWG may be exhibited or handed out.

6.13 RECORDINGS

A Distributor must not reproduce audio and video materials, and must not make copies of any audio or video recordings about business opportunities or products produced by SWG. The Distributors must not record the operations of SWG in any way and in any respect.

6.14 MEDIA INTERVIEWS

Without a prior written approval by SWG, it is prohibited for Distributors to give interviews to the radio, television, newspapers, tabloids, internet interfaces or magazines, public appearance and is also prohibited, and public speech must not be used to publicize SWG, its products, marketing plan or the SWG business. Every media request is to be forwarded to the corporate office of SWG.

6.15 MATERIALS OWNED BY THIRD PARTIES

The Distributor must not sell any training, sales or managerial product, material or program (hereinafter together referred to as: Third Party's Product) to other Distributors even if the given Distributor or another person or legal entity created them and they bear the name, brands and/or copyrights of SWG. If the Distributor wishes to use any Third Party's Product in his own SWG business, he has to get prior written permission for it from SWG.

Chapter 7: PAYMENT OF BONUSES AND SALES COMMISSIONS

7.1 AGREEMENT

Bonuses and commissions can be paid immediately only if the Distributor has accepted the Terms and Conditions and the Rules of Procedure of SWG. Immediate payment is due EXCLUSIVELY for the sales of SWG products. There is no commission for purchasing materials to enhance sales and for registering Distributors.

7.2 PAYMENT OF COMMISSIONS

Bonuses and commissions are paid only for the sales of the products, and these are paid in the internal web office of the Distributor immediately. The Distributor may ask for the payment of the full amount of the commission to the Distributor's bank account in e-mail (info@senholding.com) or to any e-wallet provider used by SWG.

Chapter 8: THE SALE AND PRICING OF PRODUCTS

8.1 DEMONSTRATIONS

At sales demonstrations, the Distributor has to identify himself and the SWG products, as well as the purpose of his activity, to the future buyers truly. The Distributor must not use false, misleading or unfair sales practices. The demonstrations and explanations of the products have to be thorough and detailed, including but not limited to the following: price, payment method, after-sales services. Personal meetings or telephone calls can take place in a reasonable way and at a reasonable time in an unintrusive way. A Distributor must immediately discontinue the demonstration or presentation if the buyer asks him to do so. A Distributor must not slander other products or companies, neither directly nor indirectly. He must refrain from any comparisons that are misleading and that do not comply with the principle of fair competition. The aspects of comparison must not be chosen unfairly, they have to be based on substantiated facts. A Distributor must not abuse a buyer's trust, age, disease, lack of language skills or lack of understanding, and must respect the buyer's lack of specialised knowledge.

8.2 PRICE CHANGE

The price of any SWG product and literature may change without prior notice.

8.3 CONSUMER PRICE

It is PROHIBITED to divert from the consumer price of the products specified by SWG. SWG Distributors can sell the SWG products only at the price which the buyer can find for the given product.



at the official SWG website. Products must not be advertised cheaper/more expensive than the consumer price, including but not limited to discounted products or other special pricings which SWG offers to its buyers. No SWG product can be offered along with the products of another company, regardless of the fact whether that product is offered in a network marketing system or no.

8.4 RECEIPT

After the actual purchase of SWG products, every buyer can find the receipt issued in his name among the downloadable documents in his own web office.

8.5 WARRANTIES

Apart from cases specified in this document, SWG does not provide any warranties for the marketability, usability for the given purpose, professionalism, or any other warranty, for products and services not ordered from SWG

Chapter 9: GENERAL PROVISIONS

9.1 AMENDMENTS

SWG reserves the right to change these Rules of Procedure, its consumer prices, the availability and contents of its products, and the Remuneration Plan, at its own discretion, without prior notice. Any change in the Rules of Procedure or in the Remuneration Plan becomes a binding part of the Agreement the moment it appears on the official SWG website. The Distributors are liable to monitor the updates and SWG bears no responsibility if a Distributor is not aware of the changes. If the given Agreement and its any amendment contradict, the amendment is revised. If the information stated in SWG brochures, product catalogues, price lists, literatures, websites, headers etc. is changed, SWG Distributors can use only the latest approved version.

9.2 NO WAIVER

If SWG does not exercise its rights laid down in its Rules of Procedure, or if it does not enforce the obligations of the Distributors, or if it does not correct the business practice of any party which differs from the rules, it does not constitute a waiver by SWG with respect to compliance with, and enforcement of, the provisions of these Rules of Procedure. Waiver by SWG is valid only if it is submitted by an authorized representative of SWG in writing. Waiver by SWG regarding non-compliance of a Distributor does not affect the rights of SWG and the obligations of the other Distributors. Accordingly, late enforcement or no enforcement of the rights of SWG does not affect the right of SWG to enforce its rights against the given, or later, infringements.

9.3 REPORTING VIOLATIONS OF THE RULES

If a Distributors becomes aware of the fact that another Distributor has violated the rules, he must report it to the Legal Department of SWG in writing, by fax, post or e-mail. The document must contain the signature and personal identification number of the reporting Distributor. SWG does not accept anonymous complaints in any case. SWG does not accept complaints reported over the telephone, either. Such problems are to be reported in writing, and this applies to the complainant as well as to the party accused of the violation of the rules. The report has to contain detailed information about the case: date, number of cases, affected persons, witnesses, and all documents which might refer to the case have to be attached.

9.4 GOVERNING LAW

The Agreement is governed by the laws of the United Arab Emirates, taking into account international laws and international regulations on data protection, as well.