

# PROFESSIONAL MARKETING



“Professional Marketing is the basis for the stable, long-term growth of your business. You have to always act according to QNet’s Code of Ethics to secure a prosperous future for your business and the businesses of all IRs worldwide.”

**Gerry Nehra,**  
**Legal Counsellor**  
**QNet Advisory Board**

## To our esteemed Independent Representatives,

QNet prides itself in creating an environment in which you can realise your personal and financial goals. To do this, every one of us must be committed to always behaving with the highest of ethical standards, respect and professionalism. Be sure that you follow QNet's Code of Ethics at all times; the Code can be found on QNet's website [www.qnet.net](http://www.qnet.net) and in your Virtual Office. This flyer provides some professional marketing guidelines for you to follow in your everyday business activities. If you have any questions regarding professional marketing, please contact the Network Compliance Department at [ncd@qnet.net](mailto:ncd@qnet.net).

Yours in service,  
QNet

## PROFESSIONAL MARKETING GUIDELINES

### ■ Prohibited Practices

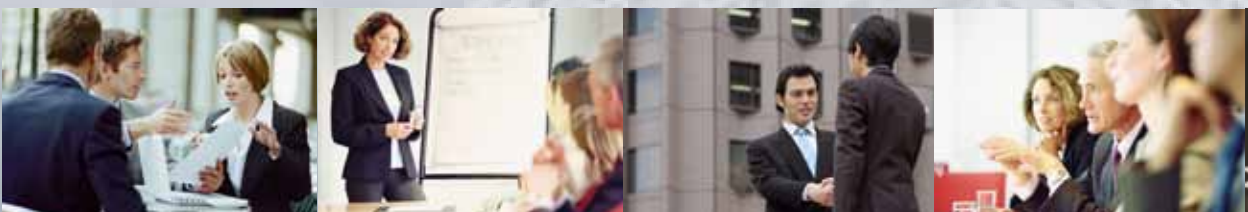
Independent Representatives shall not use false, misleading, deceptive or unfair sales practices. Independent Representatives shall take all necessary and reasonable steps to ensure that they and their Downlines do not knowingly make, or cause or permit others to make, any false or misleading representation relating to the business, company or the offered products. No omissions of material particulars relating to the business, company or offered products shall be made or engaged in, knowingly or otherwise.

### ■ Explanation and Demonstration

Product presentations and demonstrations shall be accurate and complete, in particular with regard to product description and benefits. Independent Representatives shall not provide any misleading product claims and benefits in any of their promotional materials in any form whatsoever. All promotional and advertising materials must be strictly compliant with the company's policy and its official approved materials.

### ■ Verbal Promises

Independent Representatives shall not make verbal or other representations concerning the product, except in compliance with the above.



## ■ Literature

Promotional literature and advertisements shall not contain any product description, claims or illustrations that are deceptive or misleading. All promotional literature and advertisements shall contain name, address, Independent Representative's title, phone number, and Representative Identification Number.

## ■ Comparison and Denigration

Independent Representatives shall refrain from using comparisons that are likely to mislead and which are incompatible with principles of fair competition. Points of comparison shall not be unfairly selected and shall be based on facts that can be substantiated. Independent Representatives shall not unfairly denigrate any firm or product directly or by implication. Independent Representatives shall not take unfair advantage of the goodwill attached to the trade name and symbol of another firm or product.

## ■ Income and Earning

*QNet's business is not a 'get-rich-quick scheme'.*

There is no guarantee, promise, representation or warranty that you will make a certain level of income. You accept the fact that earnings and income statements differ by individual, as the nature of this business and the level of earning are both strongly connected to a person's personal efforts, diligence, dedication, motivation and personal skills. Once your prospects understand this, you avoid disappointment and at the same time, you create a solid working culture within your organisation.

## ■ Enforcement of Code of Ethics

QNet's Code of Ethics and professional marketing guidelines ensure fair business practices by regulating the relations and dealings between Independent Representatives, as well as between Independent Representatives and their prospects and/or customers. These guidelines must at all times be observed, adhered to, and strictly followed. Any violation will result in due inquiry and/or disciplinary proceedings being taken against the individual(s) concerned, which can result in show cause action, suspension and/or termination of the status as an Independent Representative. Independent Representatives must familiarise themselves with the actual terms of professional marketing and the Code of Ethics on the QNet website at [www.qnet.net](http://www.qnet.net), and are formally directed to do so. Independent Representatives are encouraged to report any violation of the Code of Ethics to their Upline.



## Pledge of Commitment to My Success

*“Good business practices start with ME, the Leader.  
As a QNet Independent Representative, I will...*

- be honest and fair in all my dealings with QNet;
- perform all my professional activities in a manner that will enhance my reputation and the positive reputation established by QNet;
- present the compensation plan accurately and honestly, clearly portraying the level of effort required to achieve success;
- strive to ensure that my Downlines are satisfied with my service and leadership;
- present realistic income possibilities only and solely in relation to the appropriate effort involved;
- answer the questions and queries of prospects and Downlines fairly and honestly;
- sponsor/refer only those people that I have developed as my own Downlines and/or business prospects;
- not create any unapproved or illegal websites that will tarnish the image of QNet and its related companies;
- always encourage prospect(s) developed by their initial referrers to be sponsored by them as well;
- not entice Downlines from outside my Line of Sponsorship to sign under my organisation;
- not use any advertising which I know may be false or misleading;
- conduct myself in such a manner as to reflect only the highest standard of integrity and responsibility because I recognise that my actions as an Independent Representative with QNet have far-reaching effects;
- be clear that QNet is a Network Marketing opportunity in which my income is related to my marketing and leadership skills as well as my own personal efforts;
- treat all prospects, Downlines and associates with respect, goodwill and professional courtesy;
- not misrepresent the QNet business in any way;
- be fair and just to my Downlines and associates, and not engage in practices which may reflect unfavourably on myself, my organisation, the Company, and/or the industry.”

**I AM COMMITTED TO MY SUCCESS.**

Name \_\_\_\_\_

IR ID No. \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_