



powur®

Sales & Marketing Policies & Guidelines

*PLEASE READ THIS ENTIRE DOCUMENT. FAILURE TO COMPLY COULD RESULT IN YOUR TERMINATION AS A POWUR
INDEPENDENT ENERGY CONSULTANT.*

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Policies & Guidelines at a Glance

Powur proudly authorizes our Consultants (Powur Independent Energy Consultants) to represent our company nationwide. We truly appreciate our Customers and Consultants. We expect our Consultants will represent us in a professional, honest, and accurate way when sharing Powur. We recognize the need to protect the image of our Company and require our Consultants to uphold and protect our values, beliefs, and our progressive approach to business.

Affiliation with Powur

When representing your affiliation with Powur on any marketing materials, including Business Cards, please follow the format. NAME, Powur Independent Energy Consultant, for example – Mary Jones, Powur Independent Energy Consultant.

Mary Jones

Powur Independent Consultant

The Powur Sales & Marketing Policies and Procedures have been implemented to provide a solid foundation for our Consultants. We REQUIRE our Consultants review the Policies & Guidelines provided and share them with their sales organization/team.

The marketing and promotion of Powur, the Powur opportunity, the Powur Compensation Plan, and the Powur message shall be consistent with the public interest, and must avoid all discourteous, deceptive, misleading, unethical, or immoral conduct or practices.

This document is provided for Consultants to understand what is and is not acceptable when marketing Powur. For example, if Consultants develop their own marketing and promotional materials, notwithstanding their good intentions, they may unintentionally violate any number of statutes or regulations affecting the Powur business. These violations, although they may be relatively few, could jeopardize our Customers' getting our services and/or the Powur opportunity for Consultants.

Trademarks

The Powur, name, trademarks, service marks and copyrighted materials as well as those of the solar providers it partners with (the "Proprietary Marks") are owned by the respective Companies and the use of the Proprietary Marks and copyrighted materials by Powur Consultants is **NOT** allowed.



The Company's name, trademarks and service marks and copyrighted materials (the "Proprietary Marks") are owned by the Company and/or its affiliates. The use of the Proprietary Marks and copyrighted materials by Consultants must be approved in writing by the Company prior to use and must be in strict compliance with the Powur Consultant User Application Agreement and Sales & Marketing Policies and Procedures.

Any right to use the Company's Proprietary Marks and copyrighted materials by a Consultant is non-exclusive, and that the Company has the right and sole discretion to grant others the right to use such Proprietary Marks and copyrighted materials.

Any and all goodwill associated with the Proprietary Marks and copyrighted materials (including goodwill arising from a Consultant's use) inures directly and exclusively to the benefit of the Company and is the property of the Company.

On expiration or termination of the Powur Consultant User Application Agreement, no monetary amount shall be attributable to any goodwill associated with any Consultant's use of the Proprietary Marks or copyrighted materials.

Consultants must include the Consultants Logo, their name and Powur website link on sales and marketing materials.

Consultants MAY ONLY USE the Powur Independent Consultants logo.



URL's, Domain Names and Email Addresses

Consultants are **NOT** permitted to use the Company's Proprietary Marks (Logos), copyrighted materials, Name, or any variation thereof in domain names, in their business names or email address.

Independent Consultants cannot use or register any domain name that could cause confusion, or be misleading or deceptive, in that they cause individuals to believe or assume that the website accessible through the URL is the property of Powur.

The Company shall have the right to require the owner of a violating domain name to transfer the domain name to the Company immediately at no cost to the Company, in addition to the Company's other rights and remedies. Each Consultant agrees to immediately reassign to the Company any registration of the Company's name and other Proprietary Marks in violation of the Powur Sales & Marketing Policies & Procedures.

Price and Promotions

Consultants may not advertise any of the Company's products at a price less than the highest Company-published price of the Company's products plus shipping and applicable taxes.

No special enticing advertising is allowed, including, but not limited to, offers of free Consultant enrollment, free shipping, or other such offers that grant advantages beyond those available through the Company.

At Powur we believe in doing the right thing, do the right thing and get educated about Compliance!

Legal Compliance Requirements

Consultants are authorized to sell the Company's products and services and to participate in the Company's Compensation Plan. Consultants may enroll new Consultants.

1. Consultants will not represent that he or she works for the chosen industry installation partner.
2. Consultants will not identify themselves as a Powur employee or imply they are acting on behalf of the Powur corporate office.
3. Consultants will not misrepresent savings achievable when a homeowner installs solar. Consultant will not tell a homeowner that they will never have an electric bill after they install solar.
4. Consultants will not give tax or legal advice.
5. Consultants may not have simultaneous beneficial interests in more than one Consultant position.
6. Consultants will not use any advertising, promotional and/or training materials that are not approved by Powur Compliance. Submit for approval via compliance@Powur.com
7. Consultants will not make direct contact with any Partner, provider or EPC/Installer unless directly facilitated by Powur Operations.
8. Consultants will not misrepresent himself or herself as the homeowner; always clearly identify yourself as a Powur Independent Energy Consultant and that you are speaking on behalf of the homeowner.
9. Consultants will not misuse any homeowner's personal information.
10. Consultants will not solicit anyone who is on the Do Not Call List.
11. Consultants will not misrepresent the potential increased value to the home when installing solar.
12. Consultant will maintain current license(s) as required in the state in which the sale occurs.
13. Consultants will not use the Trademark name Powur in any Social Media title, URL, or email.
14. Consultants will not make income claims or guarantees of income.
15. Consultants must conduct themselves with the highest standards of honesty, integrity, and in a Professional manner at all times.

Consultant Responsibilities

- ⊗ An enrolling Consultant must maintain an ongoing professional leadership association with Consultants in his or her organization and must fulfill the obligation of performing a bona-fide supervisory, distributive or sales function in the sale or delivery of products and services
- ⊗ Consultants should monitor their team to guard against team Consultants making improper product or business claims, violations of the Policies and Procedures, or engaging in any illegal or inappropriate conduct.
- ⊗ Consultants must emphasize, when presenting Powur, that marketing of product is a required activity for Consultants.
- ⊗ Consultants must always abide by the Policies & Procedures and engage in Compliance education, corrections to posts or advertisements when required.
- ⊗ Consultants must support, protect, and always defend the integrity of the Powur products and income opportunity.
- ⊗ Consultants may access all tools and reports that are available in the back office.

Advertising

- ⊗ Powur Consultants may not use official Powur material to promote the Powur opportunity in any states or countries where Powur is not open for business.
- ⊗ Mentioning income guarantees in advertising and promotional material is prohibited.
- ⊗ Consultants may only advertise or promote Powur using approved tools, templates or images acquired from Powur.
- ⊗ Consultants may market at swap meets, garage sales, flea markets or tradeshows.
- ⊗ Consultants may not create, respond, or appear in media advertising (television, radio, newspaper) or conduct interviews with the media without **PRIOR** Compliance Department written approval.
- ⊗ Don't use the corporate name, corporate logo, copyrighted material, or trademarks on any materials or communications on social media platforms, EXCEPT in materials provided by and authorized by the company.
- ⊗ All promotional materials used to advertise or promote your Powur business – printed materials, websites, landing pages, autoresponder notes, FB ads etc. – must be submitted **PRIOR** to use for Compliance Department approval.
- ⊗ Don't use any online classified (Craigslist, Indeed) to list, offer or sell Powur products OR the opportunity.
- ⊗ Consultants may not utilize the Powur company name or contractor information to create profiles on 3rd party online lead generation sites (i.e. HomeAdvisor, Angie's List etc.), all profiles must be in the Independent Consultant's company name only and Consultant must represent they are a Powur Independent Energy Consultant.

Electronic Advertising

Consultants may advertise or promote their business or the Company's business, products or services or marketing plan or use the Company's Independent Consultant Proprietary Marks or copyrighted materials in electronic media or transmission, including on the Internet, via web sites or otherwise only in accordance with the terms of these Policies and Procedures and other guidelines developed by the Company from time to time.

Branding

- ⊗ Don't use the company Proprietary Marks as Facebook, Twitter or ANY social media handles, names or titles.
- ⊗ Don't use Powur or any variation of the company name in any other written format whether digital or not.
- ⊗ Don't use the name Powur in ANY form in your team name, a tagline, your personal website address or extension, in an e-mail address, as a personal name or as a nickname.

URL's, Domain Names and Email Addresses

Consultants are **NOT** permitted to use the Company's Proprietary Marks (Logos), copyrighted materials, Name, or any variation thereof in domain names, in their business names or email address.

Independent Consultants cannot use or register any domain name that could cause confusion, or be misleading or deceptive, in that they cause individuals to believe or assume that the website accessible through the URL is the property of Powur.

The Company shall have the right to require the owner of a violating domain name to transfer the domain name to the Company immediately at no cost to the Company, in addition to the Company's other rights and remedies. Each Consultant agrees to immediately reassign to the Company any registration of the Company's name and other Proprietary Marks in violation of the Powur Sales & Marketing Policies & Procedures.

Marketing at Powur

General Marketing

Consultants may have team websites that must be password protected & used only for their sales organization. The Powur home office must be included on any team websites.

Consultants are NOT permitted to use Powur or its solar provider partners' Proprietary Marks in telephone listings, on telephone answering equipment or imprinted on checks under any circumstance. Consultants are prohibited from answering the telephone by saying "Powur," or in any other manner that would lead the caller to believe that he or she has reached the corporate offices of our Company.

Consultants may create a third-party website with Compliance Department authorization. Third party website registration document is required, and the website must be approved in writing **BEFORE** posting.

- ⊗ Don't produce or distribute unauthorized promotional materials such as but not limited to t-shirts, hats, banners, water bottles, etc. without **PRIOR** written approval. Consultants may only use official Powur promo items.
- ⊗ Don't sell any homemade or corporate marketing materials and sales aids to other Consultants.

- ⦿ Don't send unsolicited commercial emails. Spamming or distribution of unsolicited e-mails to persons with whom you have no prior or existing personal or business relationship is prohibited.

Non-Disparagement

Company wants to provide its Independent Consultants with the best products, compensation plan, and service in the industry. Accordingly, we value your constructive criticisms and comments. All such comments should be submitted in writing to Powur management at info@powur.com.

Remember, to best serve you, we must hear from you! While the Company welcomes constructive input, negative comments and remarks made in the field by Consultants about the Company, its products, or compensation plan serve no purpose other than to sour the enthusiasm of other Company Consultants.

For this reason, and to set the proper example for team mates, Consultants must **NOT** disparage, demean, or make negative, untrue or misleading comments about Company, other Company Consultants, Company's products, the Marketing and Compensation plan, or Company's directors, officers, or employees.

Social Media at Powur

Social Media and the Law

Social media plays a vital role in how Powur's Consultants build and manage their businesses. You can have fun and promote your business while still being professional. All communications shall respect the rights, opinions, and sensitivities of others.

Consultants must comply with all laws, rules and regulations regarding electronic communications including, without limitation, the federal CAN SPAM Act. Consultants may not post, publish or distribute content that is unlawful, harassing, libelous, defamatory, slanderous, abusive, threatening, harmful, vulgar or obscene, as determined by the Company in its sole discretion, or which could give rise to civil liability or otherwise violates any applicable local, state, national or international law or regulation.

Social Media

Consultants may choose to leverage social media and use it to build awareness which will create interest in our products and income opportunity. Consultants may create a business profile page on social media **EXCLUSIVELY** for their Powur business.

Consultants must clearly identify themselves as an **Independent Consultant** on **ALL Social Media profiles**.

Consultants may not explain the Powur Compensation Plan on Social Media.

Don't use the corporate name, corporate logo, copyrighted material, or trademarks on any materials or communications on social media platforms, **EXCEPT** in materials provided by and authorized by the company.

Consultants may join social networking sites (I.E., Facebook, LinkedIn, Twitter, etc.), online forums, discussion groups, blogs, and other forms of internet communication to communicate the benefits of Powur's offerings. However, at no time may a Consultant use any Powur or its solar provider partners' brand or trademark information or promote a **PERSONALLY** created Powur promotional website on social media to position him or herself as anything other than an Independent Consultant affiliated with Powur.

Social Media Videos

Consultants may **NOT** produce or reproduce for sale or personal use any company-produced literature, audio or, presentations, events, or speeches, including conference calls. Video and/or audio taping of Company meetings and conference calls is prohibited. Still photography is allowable at the discretion of the meeting host.

Consultants may post or “pin” photographs and repost videos as provided on Powur social media sites.

Consultants may upload, submit or publish self-created, Powur related video, audio or photo content that is consistent with the Policies & Procedures and that has been registered and approved by Compliance **PRIOR** to posting/publishing.

Media Interviews or Endorsements

All media inquiries and/or requests for interviews should be referred to the Company’s Compliance office.

Consultants participation in radio, television, newspaper, tabloid, internet, or magazine interviews, or using public appearances, public speaking engagements, or making any type of statement to the public media to publicize the Company, its products or their businesses, requires **PRIOR** written approval from Compliance.

Solicitation Restrictions at Powur

No endorsements by a Company officer or any third party may be asserted, except as expressly communicated in Company literature and communications. Federal and state regulatory agencies do not approve or endorse our program. Consultants may not represent or imply, directly or indirectly, that the Company’s programs, products or services have been approved or endorsed by any governmental agency.

Sales Presentations

At sales presentations, Consultants shall truthfully identify themselves, their products, and the purpose of their business to prospective customers. Consultants may not use any misleading, deceptive, or unfair sales practices. Explanation and demonstration of products offered shall be accurate and complete including, but not limited to, with regard to price, terms of payment, refund rights, guarantees, and after-sales services and delivery.

Personal or telephone contacts shall be made in a reasonable manner and during reasonable hours to avoid intrusiveness and in accordance with applicable laws. Consultants must immediately discontinue a demonstration or sales presentation upon the request of the prospects. Consultants shall not directly or by implication, denigrate any other company or product. Consultants shall refrain from using comparisons which are likely to mislead and which are incompatible to the principles of fair competition. Points of comparison shall not be unfairly selected and shall be based on facts which can be substantiated.

Consultants shall not abuse the trust of customers, shall respect the lack of experience of customers and shall not exploit a customer’s age, illness, lack of understanding or lack of language expertise.

Solicitation Restrictions

Consultant agrees that during the term of this Agreement and for a period of **one year** thereafter, Consultant shall not, directly or indirectly, on his or her own behalf or on the behalf of any other person or entity, solicit, induce or hire or attempt to solicit, induce or hire any Consultant, employee, member, customer, supplier or vendor of the Company (i) to enter into any business relationship with any other company or individual or (ii) to terminate or alter his or her business or contractual relationship with the Company.

- ⊗ Don't solicit Consultants to join another Direct Selling company.
- ⊗ Don't engage in crossline recruiting or unethical business practices.
- ⊗ Don't solicit Powur Customers or Consultants who have an active account and are participating in the Company opportunity to join you in another Direct Selling opportunity.
- ⊗ Consultants cannot, under any circumstances, solicit employees of the Company's solar provider partners to join Powur.

Income Claims at Powur

- ⊗ Don't represent or imply that Powur or its Compensation Plan have been "approved," "endorsed" or sanctioned by the federal government, state regulatory agencies or any other government agency.
- ⊗ Don't misquote or omit any significant facts about the Powur Compensation Plan.
- ⊗ Don't show copies or originals of your commission checks or post them on any Social Media sites.

You must use the proper income disclaimer when making claims regarding Powur.

Income Disclaimer

There are no guarantees regarding income in POWUR. The success or failure of each Consultant like in any other business, depends upon each Consultant's skills and personal effort. Earning levels for POWUR Independent Consultants that appear are examples and should not be construed as typical or average. Income level achievements are dependent upon the individual Consultant's business skills, personal ambition, time, commitment, activity, and demographic factors.

Consultants must truthfully and fairly describe the Company's Compensation Plan. No past, potential or actual income claims may be made to prospective Consultants, nor may Consultants use their own incomes as indications of the success assured to others. Commission checks may not be used as marketing materials. Consultants must not guarantee commissions or estimate expenses to prospects.

Don't make unauthorized or exaggerated income projections, claims, or guarantees while presenting or discussing our opportunity or Compensation Plan. You must display the Income Disclaimer when presenting the Compensation Plan.

Income claims include statements of average or non---average earnings, statements of earning ranges, income testimonials, lifestyle claims and hypothetical claims. Commission checks may not be used as marketing materials. Consultants may not guarantee commissions or estimate expenses to prospects. Any earnings information or statements regarding income in the Compensation Plan are solely to explain the Compensation Plan and are not representations or guarantees of any earnings or income.

The Company does not guarantee or imply any specific earnings or income. Individual income results may vary significantly and are based on many factors, including a Consultant's individual efforts, business experience and skills. The Company makes no guarantee or representation as to the level of success, if any, Consultants may achieve by selling any product or in soliciting Consultants or retail customers.

Do not utilize Corporate Training and Event recordings of Powur Compensation Plan discussions on customer (homeowner) facing websites.

Product Claims at Powur

Consultants must be truthful in the representation of the Company's products. Consultants may make no claim, representation or warranty concerning any product or service of the Company, except those expressly approved in writing by the Company or contained in Company materials.

You must use the proper product disclaimer when making claims regarding Powur.

Product/Service Warranty Disclaimer

Consultants may not make claims regarding or misrepresent how specific utility companies govern the production of solar energy sent to the grid, the consumption of energy sent to the grid, the net metering policy in play for a jurisdiction or any Time of Use (TOU) policies to the homeowner.

Consultants may not guarantee lower utility bills.

Consultants may not guarantee Federal Tax Rebates

Consultants may not misrepresent product or service warranty terms or conditions, refrain from using verbiage such as "bumper to bumper" or the like

Any commission, advanced compensation or bonus earned and paid on products or services refunded or cancelled is the obligation of and must be repaid or "clawed back" to the Company by Consultants earning such commissions. The Company has the right to offset such amounts against future commissions and other compensation or refund paid or owed to such Consultants who received commissions.

TCPA Compliance

What is TCPA? It stands for Telephone Consumer Protection Act. If you are not familiar with this act, it was put in place so that consumers can register their phone number with a national "Do Not Call List Registry". If a phone number is on the do not call list, you cannot call that phone number for any marketing purposes without CONSENT from the consumer. And that consent needs to be TCPA compliant.

If you do call a phone number on the do not call list without their consent, you have violated the law.

It is absolutely unacceptable that the actions of Powur Independent Consultants who do not respect (or are unaware) of TCPA laws can come back and damage our company.

This is an issue you need to be aware of. If the company finds that you violated TCPA laws, per our policies and procedures, you can and will be held responsible for any damages the company incurs by your actions.

National Do Not Call Registry

Do not cold call any leads you received from a lead vendor unless they can provide PROOF of TCPA compliance.

You can also easily check every phone number of any lead you come across and determine if it's on the Do Not Call List. Instructions for how to do so are posted below.

If ANYONE reaches out to you offering free leads, turn them down. Avoid any international or foreign entities trying to give you leads, and it is always best practice to check any cold leads you have with the Do Not Call List Registry.

You are a 1099 business owner, you are solely responsible for your actions in this company, and whether your intentions are good or not it does not matter. If you violate TCPA and damages come back to the company, you can be held liable.

Here are the instructions on how to check every cold lead with the Do Not Call List Registry. If you are working a cold lead, or unclear if you can legally call a lead, simply follow the instructions below to check.

Step 1: Go to: <https://www.donotcall.gov/>

Step 2: Click on Verify your Registration

Step 3: Enter up to Three Telephone Numbers and your email and click verify

Step 4: Check your email and the email will let you know if the telephone number is on the Do Not Call List

General Data Protection Regulation

The General Data Protection Regulation is a regulation in EU law on data protection and privacy in the European Union and the European Economic Area. It also addresses the transfer of personal data outside the EU and EEA areas.

Events at Powur

The content of all company sponsored events is copyrighted material, if there is a posted recording of such an event on the Company's platform or Social Media Group Page, the Consultant may NOT repost to a customer (homeowner) facing social media channel or website.

NO audio or video recording is allowed at any Powur event unless done at the Company's request and approval.

Still photography is allowed at events.

Consultants may choose to promote their business at events or business gatherings.

Consultants may display, promote, and/or sell Powur products at tradeshow and professional expositions as long as they submit an Event Request Form at least 7 days **PRIOR** to the event.

Don't upload, submit or publish any content (video, audio, presentations or any computer files) produced by Powur or captured at official events without prior written approval or unless content is publicly available on the public facing website.

Any event larger than 50 people will be registered PRIOR to the event.

Renewals at Powur

The Consultant Agreement shall renew monthly, and the Company has the right to decline to accept any renewal, in its sole discretion, upon payment of the then current renewal fee, if applicable, and in accordance with the then current renewal policy of the Company as set forth in the Agreement.

The Company can withhold renewal, at its sole discretion, for i) non-payment of applicable renewal fee; and/or ii) violating the terms of this Agreement, which includes the Policies and Procedures, Powur Revenue Plan and other documents produced by the Company.

Any Consultant not renewing by the renewal date shall be deemed to have voluntarily terminated his or her Agreement with the Company, and thereby will lose all enrollment rights, his or her position in the Compensation Plan and all rights to commissions and bonuses. A Consultant who fails to renew his or her Agreement may not reapply under a new sponsor for one month after nonrenewal.

Reaching Out to Powur

Submitting an Item for Powur Compliance Review

Complete the **Approval Request Form** and send to compliance@powur.com.

Include a draft of the material created, question or request. ONLY digital submissions accepted. Your request will be reviewed by Powur's Compliance Department for consideration.

Once reviewed and approved by Powur Compliance, you may be issued a Compliance Approval Number that must be displayed on the document or page. Materials cannot be changed without resubmission to Powur Compliance.

Our Compliance Philosophy

Most Compliance violations are a result of an innocent mistake. However, Compliance is critical to our business and yours and we take it VERY seriously.

Consultants must abide by our Policies and Procedures. When violations do occur, it may result in disciplinary actions such as a warning, suspension, or termination, based on the company's careful review and discretion.

This document is a training tool. Please refer to entire documents found in your back office. This document is not a replacement for:

Powur PBC (1-4) Consultant User Application and Agreement v 1.9 (1)

Powur PBC (3-4) Consultant Application and Agreement and Policies & Procedures v.1.6

If we find a Consultant out of Compliance with these Policies and Procedures, the following actions will be taken based on the offense:

First Occurrence	Courtesy Warning, No correction within 72 hours – NO back-office access.
Second Occurrence	7-day Suspension
Third Occurrence	30-day Suspension
Fourth Occurrence	Termination as an Independent Consultant

ALL violations are dealt with at the company discretion and may result in immediate termination.

Please refer to the Policies and Procedures document in your back office for a complete explanation of all policies.

You may contact us for any additional questions at: **Compliance@Powur.com**