



## **1. DETA ELIS HOLDING COMPANY AND ITS POLICY**

1.1 DETA ELIS HOLDING is a group consisting of the following companies:

- a) DETA-ELIS HOLDING O.O.O, based in Zelenograd, Russia,
- b) DETA - ELIS EUROPA GmbH, based at Kaiserstrassestr 74, 63065, Offenbach, GERMANY,
- c) DETA ELIS HELLAS IKE, based at L. Mesogeion 292, Cholargos, Attica, GREECE,
- d) DETA ELIS CUPRUS LTD, based at 179 Agias Fylaxeos, Limassol, CYPRUS, from now on referred to as "the Company" or briefly "DETA ELIS"

1.2 The group of companies of DETA ELIS is active in promoting electronic wellness devices, nutritional supplements, devices related to the improvement of drinking water as well as products associated with grooming, which are described in detail in the printed forms and on the official website of the Company. The Company reserves the right to expand the range of its products and the ability to add to them and provide product services, as well as educational services related to the technology and methods used in its products (holistic therapies).

1.3 The group of companies of DETA ELIS promotes its products in the market through independent partners, following the system of direct sales known as Network Marketing. Partners at all levels are encouraged to make retail sales and keep track of their sales. The remuneration system of DETA ELIS is based on honesty and integrity, providing fair and equal opportunity to anyone who wants to create a successful and profitable business.

1.4 Partners must comply with the regulations and provisions of the Corporate Policy, which is a part of their cooperation with the Company.

Corporate policy aims to create and consolidate ethical and lawful professional practice, which contributes to healthy sales growth while avoiding inappropriate, abusive or illegal actions on the part of partners. The Company has the right to modify, whenever it deems necessary, the provisions of this policy, provided that there will be a written notice of thirty (30) days. In such a case the changes of the Corporate Policy will be posted on the official website of the Company and the partners accept that this is sufficient information for them about the changes. The partners are obliged to comply with the amended rules and to accept them as part of their cooperation with the Company.

## **2. DEFINITIONS**

**2.1 PARTNER:** An adult natural or legal entity, which has been included in the database of the network marketing system of DETA ELIS and which has been assigned a partner code number and entrance code number (password).

**2.2 MEMBER:** An adult natural or legal entity, which has been invited by an active partner, has been included in the database of the DETA ELIS network marketing system and which has been assigned a member code and a password. In addition, a member has the right to purchase products at a "PARTNER PRICE" and the opportunity to receive a Personal Recommendation Bonus (first line bonus) for every act of sponsoring within two months (60 days) of registration, without having purchased a BUSINESS KIT (see 2.12).

**2.3 CUSTOMER:** An adult natural or legal entity that buys products at the retail price directly from a partner / member of the Company without any discount and without registration into the Company system.

**2.4 DETA ELIS PARTNER NETWORK:** a group of partners that is created as a result of the establishment of a recommended chain of partners, ie when a partner (sponsor) recommends one or more new partners into the Company who in turn recommend the next ones.

2.5 **REMUNERATION PLAN:** the set of rules that describe, inter alia, the necessary conditions for the partners to achieve certain levels of performance as well as how to calculate the remuneration corresponding to each level of performance.

2.6 **DETA ELIS PRODUCTS:** products that are marketed under the DETA ELIS HOLDING logo, most of which have a value in points in order to calculate the remuneration to the partners according to the remuneration plan.

2.7 **COMMISSION:** the amount of money that the partner is entitled to based on the performance level he has achieved based on the description in the remuneration plan.

2.8 **BACK OFFICE:** the personal electronic office that the company offers for a price to the partner.

2.9 **SPONSOR:** the partner who recommended a new partner into the Company and carried out the registration of the new partner from his back office into the company's database.

2.10 **SPONSOR LINE:** the imaginary line that includes the sponsor of the partner, the sponsor of the sponsor of the partner and so on.

2.11 **LEADER and VIP LEADER:** partner who achieved high and very high respective levels of performance based on the company's remuneration plan.

2.12 **BUSINESS KIT:** Corporate information and data for training partners, the purchase of which by the partners is a prerequisite for the activation of the partner status.

2.13 **CORPORATE UNIT:** invoice value on the basis of which the company's products are available, which is equal to 0.025 euros.

2.14 **STEP:** the realization by the partner of a payment from the development of the network that belongs to its sales structure, which he is entitled to under the company's remuneration plan.

**2.15 BRAND OF DETA ELIS:** The commercial rights for the commercial graphics and lexicographical symbols “DETAELIS”, “DEHOLDING” “DEVITA”, “DELIXIR”, “DEAQUA”, “DELOR” and “DENORMA” owned by the Company DETA ELIS HOLDING.

**2.16 CORPORATE POLICY:** This regulation which defines all the parameters that govern the relationship between the company, the partners and the members.

### **3. STATUS OF PARTNER/MEMBER**

**3.1** Partner/Member of DETA ELIS HOLDING can become any adult natural person, including those engaged in other and different business activity, as well as legal entities in the form of personal business or limited liability company, provided that a recommendation has been made by an Active Partner of the Company. The legal entity must specify in writing form, the name of the person who will assume the responsibilities during the cooperation with the Company as well as the limit of these responsibilities. DETA ELIS HOLDING reserves the right to refuse to assign a cooperation code to a candidate partner.

**3.2** The partner / member must fill in the required fields in the back office (or in the printed application form) with true and accurate information about his / her identity and other contact details. DETA ELIS HOLDING has the ability to terminate the status of partner / member who has provided false information.

**3.3** Registration as a Member requires the fulfillment of the required registration fields in the back office (or in the printed application form), in which the candidate enters his / her personal data. To register as a member, you need to know your sponsor / sponsor login details. Upon registration, the candidate becomes a member of the company team and has the opportunity to have all the privileges of a partner for 60 days. From the beginning of his/her cooperation with Deta Elis, he/she must fully comply with this corporate policy.

A member of the team has the right, within 60 days to buy the products of Deta-Elis Holding at the prices of the partners through his personal account and to receive a Personal Recommendations Bonus (first line bonus) for the recommendation of the products. The member's personal account will be active for 60 days from the date of purchase of the product. This time period is given for the full study of the privileges of the partners and for the decision of possible future cooperation with the company as a partner. At the end of this time period, if a member does not obtain a Business Kit and does not become a partner, the personal account is automatically deactivated by the Company's business structure.

3.4 The registration of a new partner in the company database is free of charge. It is then necessary from the partner's side to activate the registration, which is achieved by the following two steps:

- a) purchase of the Business Kit, worth EUR 37.5, within 14 days from the date of registration and
- b) order (for the purpose of sale or personal use) of any product worth at least EUR 190 within 14 days of the purchase of the Business Kit.

In the event that all necessary steps are not followed, the activation of the partner is not implemented and his / her code is no longer valid (becomes inactive). Alternatively, the new partner can be activated by the following two steps:

- a) Order from the company (for the purpose of selling or personal use) of any product worth at least EUR 190, within 14 days of the date of its registration and
- b) Purchase of the Business Kit from the Company, worth € 37.5, within eight (8) weeks from the date of your first order.

This process is primarily aimed at those who first want to get in-depth information and additional personal experience from using the products and then activate the collaboration with the Company. In the event that all necessary steps are not followed, the activation of the partner is not implemented and his / her code is no longer valid (becomes inactive).

3.5 The possibility to appear in the Company (the back office) and the collection of commissions entitled by the partner according to the Company's remuneration plan is the moment you make the purchase of the Business Kit. The possibility to appear in the Company (at the back office) and collect the commissions to which the partner is entitled from the promotion of the products is possible from the moment of his registration.

3.6 A partner who fulfills the conditions described in 3.4 remains active for one year from the date of his first order (for sale or personal use) by the Company. The renewal of the cooperation for the following year is achieved:

- a) by ordering from the Company (for the purpose of sale or personal use) any product worth at least 190 EUROS and
- b) payment of the fee of 37.5 EUROS for re-activation of the personal back office.

The above two actions must be performed by the partner within a specified time period, the beginning of which is the tenth month (60 days) before the expiration of the code and finally the thirteenth month (30 days) after the expiration of the code. Any orders placed by your partner prior to the afore mentioned months are not counted as renewal. If the above conditions are not met with a view to renewing the partnership, the partner code is deactivated and at the same time is deprived of all the rights set forth in this DETA ELIS policy. The above procedure of renewal of cooperation is repeated every year.

3.7 In case of non-activation or non-renewal of his password, the former partner / member has the right to re-register in the company (either with the recommendation of the old or with the recommendation of the new sponsor) after six (6) months from the date of previous registration or non-renewal of partner status.

3.8 DETA ELIS provides the partner with the opportunity to transfer his / her status and password to a legal entity in which he / she is a

shareholder as well as to his / her spouse and in addition to first degree relatives. A condition for the completion of the transfer is the sending of a written relevant responsible statement considered for the authenticity of his/her signature to DETA ELIS and in any case the consent of the Company. If the partner wishes the transfer with a view for future transactions that will result in a breach of Company policy, the transfer will not be accepted by the Company. Transfer of partner status more than once is not allowed.

3.9 The sale of the status of partner to third parties is prohibited by the Company. The network of DETA ELIS partners is created with cooperation applications submitted by the prospective partners to the company and both this and the back office are assets of DETA ELIS.

3.10 If the partner dies, the status can be transferred to another person or legal entity with the will of the deceased (which must be published and have legal effect), provided that the new entrant will not be a former partner who has been expelled from the company due to breach of corporate policy and breach of corporate ethics. In case of non-existence of a will, the legal heir must, within three (3) months from the date of death of the partner, submit an application to the company to transfer the status of partner along with the following certificates:

- a) certificate of close relatives; and
- b) certificate of non-publication of the will.

The heir must be able to register as a partner. If there is no interest in transferring the status of the deceased within the time frame above, then the status of partner is terminated and the code is deactivated. Upon termination, all possible financial outstanding issues of the deceased partner are attributed to the authorized heir. DETA ELIS has the right to ask the heirs to present all the necessary documents proving their status.

3.11 If the partner wishes to terminate or resign from the cooperation with the Company, he/she can do so at any time without notice and request the deactivation of his/her account. In this case, a responsible statement is required that will bear the original of his/her signature and

will be addressed to the Company. From the moment the partner resigns from the partnership, his / her spouse is considered to accept the resignation. The termination of the cooperation will be valid and will bring its results from the date of its approval and registration by the Company. As a result, all the privileges enjoyed by the partner from the commissions from the remuneration plan and the other benefits of the Company are permanently forfeited. The former partner has the right to apply for re-registration (either with the recommendation of the old or with the recommendation of the new sponsor) after the lapse of six (6) months from the date of resignation of the partner, with the Company on its part reserving for the acceptance or not of the request of the former partner.

3.12 DETA ELIS reserves the right, in its sole discretion, to terminate any cooperation following substantiated unconventional behavior of the partner, i.e. behavior that is a violation of the obligations of the partner arising from the company policy. When the company or its personnel receive a written complaint / complaints concerning the circumvention of the company policy and the code of conduct that governs the relations between the partners of the company, it conducts an investigation to confirm the information. In case the complaint is substantiated then the Company sends a written warning to the partner to the address mentioned in his contact details, with the claim to immediately stop the unethical behavior and to refrain from similar in the future.

The Company has the right, depending on the case, to impose sanctions on the partner which are described in subsequent chapters of the corporate policy, as well as to intervene in order to restore and repair the possible damage caused by this unconventional behavior in the network of partners of DETA ELIS or in the Company. If the partner does not comply and continues or even extends his unconventional behavior, then the Company has the right to immediately terminate the cooperation. Termination of cooperation by the Company is equivalent to deprivation of all privileges and rights of the partner in terms of supplies and other incentives established by the Company, and the partner code is permanently deactivated.

After the termination of the cooperation, the former partner is not allowed to use data that he/she obtained from the back office of the



Company during the cooperation in order to use it in another or new activity. The same applies to possible confidential information received from the Company, related to its development strategy and the development of its products. The Company is not entitled to terminate cooperation with any partner without solid evidence, which show a blatant breach by him/her of the corporate policy. It is also the obligation of the Company to maintain unchanged and intact the existing sales structure that has been created and continues to be created by the respective partner, unless there is evidence of network theft to the detriment of the partner.

#### **4. THE RELATIONSHIP OF THE PARTNER WITH THE COMPANY**

4.1 The relationship between the partner and the Company is a partnership of equal parties. The partner is an independent professional and is not an agent or representative or employee of the Company. As such (independent partner) he/she is solely responsible for all obligations of his/her activity, including all taxes and insurance contributions and generally any debt that he/she must or is required to pay in order to operate and develop his/her business. The partner is responsible for all costs and expenses arising during the exercise of his/her activity.

Each partner is free to develop his/her activity in a method and manner of his/her choice and to devote to it as much time as he/she wishes. In any case, all the actions of the partner must be in accordance with the corporate policy and the law of each country that carries out its activity. In parallel with his/her cooperation with DETA ELIS HOLDING, the partner has the right to carry out any other activity of his/her choice, provided that it does not violate this company policy and does not cooperate with other companies that use network trade as a way to promote their products (Network Marketing or Multi Level Marketing).

4.2 The Company, approving and registering in its database the registration of the new partner, accepts the sale of the products to the partner and pays him/her commissions based on the remuneration plan. The partner knows and accepts that the method that the company promotes its products is the direct sales system known as Network Trade (Network Marketing). It is not allowed to sell the products in retail stores as well as to promote them in product distribution centers at a

wholesale price. If the partner has a website, he / she cannot conduct e-commerce through it by maintaining an online store.

Selling through e-commerce platforms such as eBay, Amazon.com and other similar platforms is also prohibited. The only approved online store is the official online store of the Company. Exhibition of the products and printed material of the Company is allowed only after the relevant permission of the Company and after the respective partner who will participate is trained by the Company, in order to know the appropriate way of participation.

4.3 If a natural person operates in another network trade company and wishes to become a partner of DETA ELIS, he/she should be aware that he/she must completely separate his/her business with DETA ELIS from that of the other company and not use the contacts he/she is likely to establish with the existing partner networks of DETA ELIS in order to develop his/her other activity. Once this partner achieves the title of GOLD MASTER and above, the Company reserves the right to ask him/her to choose between two or more activities related to network trade (Network Marketing or Multi Level Marketing ) and dedicate himself/herself to DETA ELIS.

In case of a spouse of a GOLD MASTER (or above) cooperates with another direct sales company, he / she is not allowed to participate in the meetings and events of DETA ELIS and his / her own activities must be separated from those of DETA ELIS. Partners with a GOLD MASTER title or above of the DETA ELIS must inform the Company if their spouse operates in another direct sales company. From the achievement of the BRONZE MASTER title and above, the Company considers unethical a possible start of activity of the partner with another company of direct sale regardless of the object, which is a circumvention of the corporate policy.

Violations of this paragraph of the company policy could lead to very severe sanctions by the Company, which range from a three-month temporary blocking of the partner code to a final termination of cooperation between the partner and the Company.

4.4 Periodically the Company announces contests and promotions for sales and organizes training and development seminars on network marketing and sales. All costs arising from the above events are borne

entirely by the Company. Every partner from the level of Platinum Master and above is at the disposal of the Company to participate, if requested, as a lecturer in the above seminars without demanding any compensation for it. Teamwork and collective benefit are core values of DETA ELIS, which as a human-centered company has the mission of providing the best service to all its partners and customers.

4.5 The partner is considered an "independent partner of DETA ELIS" and is entitled to use the company's recognized logos on his/her business cards and other personal mail, provided that it is fully consistent with the company's policy. The partner must not present himself as a representative, agent, manager or employee of the company, nor use the full trade name of the company (DETA-ELIS EUROPA GmbH, DETA ELIS CYPRUS LTD or DETA ELIS HELLAS SHAREHOLDER) as well as DETA ELIS, DETA ELIS DEHOLDING, DEHolding or related names in media, social networking, correspondence or advertisements, without mentioning his name and status as an independent partner.

4.6 The partner has the possibility if he/she wishes to create a personal and independent website on the internet, the purpose of which will be the advertising and promotion (removal of text) of the Company's products as well as the attraction and registration of new partners. The partner's website must be notified to the Company before it can be posted on the internet in order to receive its approval. The email address (URL or domain name) of the website may not include the name or synthetics of the Company name (eg detaelis or deta or elis). It is mandatory in the initial field of the website to clearly state the full details of the partner and to state that the website is his personal creation and is not the official website of DETA ELIS HOLDING. No text from the official website of the Company can be reproduced and published on the personal website of the partner without a clear reference to the source, the same applies to still or moving images. In general, anything that may confuse the ownership of the website and give the impression that the website belongs to the Company should be avoided.

In addition, it is advisable to have a direct link on the partner's website that will lead to the official website of the Company. The partner website mentioned in DETA ELIS HOLDING must have as its sole object the Company and its products and not refer to products and services of other companies regardless of object. In case the partner has created an

E - SHOP on his/her website, the listed selling prices of the products should not be lower than the prices at which were bought by the partner.

The terms of this paragraph apply invariably for the creation of accounts on social networking pages by the partners, which will have as object their activity in collaboration with the Company.

Ads on search engines, such as Google Adwords, can be generated as long as it is clear that the ad is from an independent partner.

4.7 The partner has the opportunity to advertise his DETA ELIS activity by producing and distributing printed promotional material, provided that the content of this material is compatible with the official positions of DETA ELIS and has been notified before its release to the Company in order to receive its approval.

4.8 All information material that the Company provides to the partner in the back office, such as names, addresses, contact details and generally anything related to the network of DETA ELIS partners that are part of its structure, is a confidential information supply and is owned by the Company. The partner must use the above data in order to develop and consolidate his/her activity with DETA ELIS and not promote another business, person, company or organization. In particular, the use of this data for the development of another activity that operates with Network Trade sales system is expressly prohibited (Network Marketing).

4.9 Any natural or legal person who applied for cooperation with the company voluntarily disclosed his/her personal data to DETA ELIS. Based on this fact, the partner accepts that the Company has the ability to process the personal data entrusted to it for the purpose of business creation and development, commissions and other benefits to him/her by the Company. DETA ELIS, as a processor of personal data, fully complies with all provisions and laws of the European Union governing the protection of personal data. The partner agrees that the Company may in its back office know his/her personal information in the line of sponsor to which he is subject, in order to have better communication and support in the exercise of his/her activity.

4.10 The Company may delay the shipment of products and the delivery of supplies, if they result in strikes, labor disputes, terrorist acts, earthquakes and natural disasters, floods, damage to the electricity and

telecommunications network, etc. If any of the above incidents of force majeure occur, the Company bears no responsibility for any delay.

4.11 To the extent permitted by law, DETA ELIS HOLDING, its administrators and employees (collectively referred to as "related parties") will not be liable and partners will not hold DETA ELIS and its related parties responsible and shall resign from any claim for any losses, loss of profits and for any other loss that the partners may suffer due to:

- a) breach by the partner of the Corporate Policy and procedure
- b) false or fraudulent allegations of partners to their customers regarding the operation and proper use of the Company's products that will lead to complaints and legal consequences by customers; and
- c) erroneous instructions (or even irregular and abusive suggestions from partners who may be self-appointed doctors without legally holding the medical status) concerning the health status of their clients, which will have a negative effect on customers and ultimately lead to complaints and legal implications on the part of customers to partners.

In the event that one or more partners of DETA ELIS HOLDING are proven to take the actions described in this paragraph above and as a consequence, the Company engages in a legal dispute that will result in the legal obligation of DETA ELIS HOLDING to pay a fine, compensation, court costs and other monetary amounts and compensations, the partner or partners are obliged to pay to DETA ELIS HOLDING any amount of any kind of fine, compensation or expenses of any kind that DETA ELIS HOLDING will have to pay due to the infringement of the corporate policy by the partner or partners.

## **5. RETAIL SALE OF PRODUCTS AND SALES ETHICS OF DETA ELIS HOLDING**

5.1 DETA ELIS HOLDING provides a 100% satisfaction guarantee for the products available to its customers and partners. Within thirty (30) days from the date of purchase the customer can contact the company and replace each product with a new one for any reason, while also can cancel the order for any reason, return the product to the Company (whether used or not) and get back all the money he/she paid for his/her purchase. The money will be returned within 30 days from receiving the product by the Company. For a product to be returned it

must be in the condition in which it was received, with its packaging and distinctive features intact. It should also be accompanied by the documents included in the package as well as the retail sales receipt or the invoice / delivery note. In the event that the customer or partner attempts to return a product that has been damaged by misuse (eg the product has suffered obvious mechanical damage or moisture ingress), the Company will not accept the return of the product and will offer its repair at the expense of the client or partner. In case of return of products, the Company deducts from the partners involved the points and commissions that were credited from the distribution of the said products. The Company reserves the right to refuse repeated product returns from the same individuals.

5.2 Within thirty (30) days from the date of purchase of the product, the customer has the opportunity to return a product to the Company that is proven to be defective and replace it with a new one. The possible shipping costs of the product from the customer to the Company will be borne by the Company.

5.3 DETA ELIS HOLDING electronic wellness devices come with a two-year warranty, while household products (for example DeAqua) come with a one-year warranty. If within the time period of the respective warranty from the date of purchase of the product a malfunction occurs due to misuse by the buyer, the Company undertakes its repair and returns it to the customer or partner without any charge to the latter. In case the repair is not possible then DETA ELIS HOLDING delivers a new product to the customer or partner.

5.4 DETA ELIS HOLDING provides the possibility of repairing the products that were damaged due to misuse of the buyer, provided of course that the repair is possible. The repair is carried out by specialized technical partners of DETA ELIS HOLDING for a reasonable price and within the after sales service offered by DETA ELIS to its customers and partners.

5.5 The return of a product by a customer or partner, who makes use of the satisfaction guarantee, implies the automatic return to the Company of all the supplies that were attributed to the network of partners of DETA ELIS HOLDING as a result of the promotion of the said product. In case it is not possible to return all the commissions immediately because some of them may have been redeemed by the partners, then the

Company reserves the right to demand from the involved partners the return of the due amounts or to withhold future equal commissions of the partners.

5.6 The partner must be aware of the Company's mission, which is related to the promotion of well-being in society, as well as respect for the innovative technology that accompanies the Company's products. In this context it is necessary that each partner throughout the approach and process of selling to the general public of the Company's products to represent the highest level of the principles of honesty, fairness and accountability.

5.7 When a partner approaches a potential customer, he/she is obliged to immediately state his/her status, the identity of the Company and the products he/she promotes and also the reason he/she comes in contact with that customer. Partners who present themselves in a status different from their real one, with the ultimate goal of influencing the judgment and decision of their prospective client, will be subject to strict recommendations - even sanctions - from the company. The task of the partner is the thorough presentation of the Company's products; while in no case should he/she force the prospective customer to make any purchase.

5.8 The partner must act with dignity and never use deceptive, misleading and unfair sales practices. It is strictly forbidden to give properties to products other than those listed in the Company's official printed documents. All products must be described honestly and accurately and the questions of potential customers should be answered thoroughly and clearly. The partner should direct the customer to the most appropriate market for his case and not try to overload the customer with products that may not be needed. In addition, the information provided by the partner regarding the prices of the products must be accurate.

5.9 The partner is obliged to refrain from exaggerated statements about the effectiveness of products and not to provide advice that he/she is not entirely convinced is correct or does not have the authority to provide. In case a partner does not comply with the information contained in the printed material of the Company and exaggerates or claims something wrong and all this comes to the knowledge of the Company, the Company on the one hand will severely reprimand

him/her and on the other hand will not take responsibility for whatever arises.

5.10 The Company's products should only be used in accordance with the Company's recommended operating instructions. If a partner promotes a product to a customer for a specific use not recommended by the Company and then the customer due to dissatisfaction seeks redress through the courts, the Company will not support the partner who will be personally responsible.

5.11 The partner is obliged to respect the privacy of its customers and their possible desire to discontinue any contact with the Company's partners. In addition, the Company's partners are not allowed to exploit financially or in any other way any of their customers.

5.12 The Company's products are intended for sale only and not for rent. It is strictly forbidden for partners to order products from the Company in order to rent them for a specific period of use for a fee to potential interested parties. Such practices constitute unfair competition to the other partners of the company and must be avoided.

## **6. ETHICAL CODE AND OTHER GUIDELINES**

6.1 The will of DETA ELIS HOLDING is the consolidation on the part of the partners of the corporate culture that governs and determines the relations between the Company and the partners, as well as the relations between the partners whether they belong to a common sales structure or to a different one. All partners are expected to show kindness of speech and behavior in any case to the company's staff, its representatives and to all other partners. It is important to be honest and to behave with integrity, to add prestige to the Company, other partners and network marketing in general. Each partner must understand that he/she is a member of a general group that has a common purpose and destination, therefore it is necessary on his/her part to show positive behavior in a spirit of cooperation and teamwork to all other partners.

6.2 Company partners should not discredit other partners, company products and services, remuneration plan or Company employees to other partners or third parties. Proposals, comments and questions regarding the above and anything else related to the smooth operation



of the Company should be sent in writing form to the Company's headquarters. Correspondence between partners and the Company is confidential and the Company is not obliged to disclose or communicate to any applicant.

6.3 Partners are advised to refrain from attracting potential partners who have already been approached by other partners and are in the process of discussing and completing the partnership. A new partner, who has registered without having made a purchase yet, has the opportunity to re-register with another sponsor only after a period of six (6) months.

6.4 During corporate events and seminars, partners who become (or attempt to become) sponsors of potential partners, but those potential partners have already come into contact with the Company by being invited by another partner, apply a policy of "illegal approach and seizure of a guest". This practice is a serious breach of corporate policy and in the event of a written complaint the Company will investigate the case and will impose the corporate policy taking appropriate action.

6.5 Partners must respect each other as they all engage in collaborative business. Maintaining the sponsorship line is the most basic component of a well-functioning DETA ELIS HOLDING network marketing and the most necessary condition for the healthy development of the Company's sales structures. In the event that a partner is proven to have committed for any reason the robbery of another active partner belonging to another sales structure and is included in its personal sales structure, the Company will transfer the partner who changed network (as well as the entire personal team he created) back in the position that really belongs and in addition will impose sanctions on the partner who committed the robbery with a temporary (up to three months) blocking of his code.

If the partner who committed the seizure repeats such practices, then the Company will terminate the cooperation with him/her and his/her code will be permanently blocked. Any partner who accepts a proposal from another partner to switch to another sales structure is required to report this fact directly to the Company.

6.6 The back office of each partner is the most personal and confidential element in its activity with DETA ELIS HOLDING. In this context, each partner is the only one responsible for entering his/her back office and

making all the moves in what he/she considers appropriate. Any possible unauthorized entry made by a partner in the back office of another partner, without the consent of the latter, is a serious violation of corporate policy and is contrary to the protection of personal data that each partner should enjoy. In case there is a written complaint and the specific violation is substantiated, the Company will impose severe penalties on the offending partner, depending on the extent of the violation.

6.7 No partner or leader is allowed to intervene and influence with opinions, comments, recommendations, prompts, etc. the business activity of partners that do not belong to its own sales structure, without the consent of the responsible leader of the sponsor line of each partner. In case a leader is approached by a partner who is not part of his sales structure and he/she is asked for his/her opinion on various issues related to the business activity of the partner, he/she should refer that partner to the responsible leader of his/her sponsor line.

6.8 Partners and leaders should present DETA ELIS HOLDING Independent Business Opportunity as an equal opportunity, available to anyone regardless of ethnicity, gender, nationality, religion or political beliefs. When the DETA ELIS HOLDING partnership proposal is presented, the partners are responsible for presenting the Company's remuneration plan to the prospective partner, with the utmost precision and without misleading tactics that may have the ultimate goal of enticing the candidate in an unethical manner. During the presentation, the candidate partner should be informed on the one hand that this is a proposal for independent cooperation and not a proposal for employment under an employment contract, and on the other hand that there are no exclusivity in the cooperation or representations by city, region or country.

6.9 All partners who become sponsors of new partners are obliged to pass on the corporate culture to them and to draw their attention to the observance of the corporate policy. The sponsor has the responsibility together with the leader of the sales structure under which he / she clearly informs the new partner about the correct use of the products and the prospects of the remuneration plan, as well as to support, inspire, guide and motivate him during the his path to the creation of his own independent business. Leaders should teach their network partners the principles of teamwork on the network and discourage their network

from engaging in illegal engagement and other illegal activities that may damage the reputation of DETA ELISHOLDING , the DETA ELISHOLDING company products and services. It is necessary for the leaders to organize regular meetings and seminars in order to inform and train the network that belongs to their sales structure, to participate in all the events organized by the Company and to be in general communication bodies of the corporate programs and promotion actions.

## **7. THE REMUNERATION PLAN, THE CAREER LADDER AND OTHER BENEFITS OF DETA ELIS**

7.1 The remuneration plan aims to optimally promote the personal development and financial independence of DETA ELIS HOLDING partners. The fundamental principles by which the remuneration plan is governed are fairness, simplicity, teamwork, speed and efficiency. The sales structure of each partner is based on the development on two sides (binary system), the right and the left side (the so-called spillover & side line), while the pay plan is enclosed in six (6) basic fees which cover the whole range of the activity of the partner and are the following:

- 1) RETAIL SALES PROFIT..... refers to the profit that the partner makes from the sale of products to the final consumer. The Company has a suggested retail price, which is calculated by adding a percentage of up to 20% before VAT on the value of the purchase price of the partners by the Company (see paragraph 7.2).
- 2) FIRST LINE BONUS..... Each partner of the Company has the opportunity to personally suggest the cooperation with DETA ELIS HOLDING to anyone who would like to be active in the network sales system and to generate income through this cooperation. Candidates nominated by the same partner and decided to proceed with the partnership by activating their registration by purchasing a product (for sale or personal use), are the first line of this partner, who earns a special commission (first line bonus) corresponding to each product distributed by its own first line. The first line bonus is payable at the back office of the Company on the same day that the distribution of the product from the Company to the respective partner is completed at the back office.

- 3) STAR BONUS ..... this bonus is given to every sponsor who correctly and effectively taught the new partner binary development and helped him win the star award. When the new partner personally recommends within one week from the date of registration two partners who have activated their registration, one on the left and one on the right side, it is called star, with the result that the sponsor of that partner wins the star bonus that corresponds to 37.5 Euros. The star bonus is payable at the back office of the company on the same day that the achievement condition is implemented.
- 4) NETWORK BONUS..... this bonus is paid to the back office of the Company when a total of one thousand (1000) points are completed in the sales structure of each partner cumulatively on both sides, in a ratio of points or 500/500, either 700/300 or 300/700. The redemption of points is valid in unlimited depth in the sales structure of the partner, while the remaining points remain available for the next payment or payments. A prerequisite for the payment of this bonus is the personal recommendation of a partner on the left and one on the right side. The bonus from the development of the network corresponds to 75 Euros and is payable at the back office on the same day that the condition of achievement is implemented.
- 5) WELCOME BUSINESS ..... an option to subscribe to the DETA ELIS database, which offers the opportunity to double the STEPS based on the remuneration plan. More specifically, the partner must make a triple registration in one day (24 hours) (1 basic code - 1 code on the side line and 1 code on the spillover) with a minimum registration amount of € 1560, three business kit included, one for each partner code.
- 6) CAR BONUS ..... the specific bonus for the acquisition of a car is given to the basic code of the partner, who within one day made a triple registration (i.e. the so-called WELCOME BUSINESS system) and within three years from the date of registration the basic code achieved the Platinum Master level and all codes are activated on an annual basis as defined in the remuneration plan.  
In case the Partner made his/her registration with WELCOME BUSINESS from 1.12.2019 onwards, he/she has the right after the end of two years (2 years from the date of registration) and if his basic code has achieved the title of Gold Master, within time margin of fifteen (15) calendar days, to waive the right to claim

the car and to receive from the COMPANY the amount of three thousand and seven hundred - fifty Euros (€ 3,750).

7.2 The Company has a suggested retail price, which is calculated by adding a percentage of 20% to the value of the purchase price of the partners by the Company. Anyone wishing to become a potential Partner / Client is required to state their personal details in the online registration form, such as last name, first name, date of birth, ID number and email address. After declaring his/her details, he/she becomes a potential Partner / Customer of the COMPANY, gaining two months access to the back office of DETA ELIS, having received a unique partner code and password with which, apart from the other possibilities, eg group control, data change, back office purchases can access the COMPANY 's wholesale prices. After two months (60 days) the partner code is automatically deleted from the database. The potential Partner / Customer, before the expiration of the partner code has the opportunity to consolidate his position in the DETA ELIS database and to receive the status of Partner by paying the amount of thirty seven Euros and 50 cents (37.5 €) for the purchase of the Business kit.

7.3 The career ladder identifies and highlights the development of partners based on the overall Steps achieved, in combination with the corresponding required career points in a specific quota percentage between the two sides. The career ladder that follows after the star distinction is the following:

Master 1 Step 1 career point

Bronze Master 15 Steps 2 career points

Silver Master 45 Steps 4 career points

Gold Master 100 Steps 8 career points

Platinum Master 250 Steps 16 career points

VIP Sapphire Master 500 Steps 24 career points

VIP Ruby Master 1000 Steps 48 career points

VIP Emerald Master 2500 Steps 96 career points

VIP Diamond Master 5000 Steps 192 career points

VIP Black Diamond Master 10000 Steps 384 career points.

The required percentage quota between the two sides must be 50/50 or 75/25 or 25/75. A prerequisite for achieving each title in the career

ladder is the fulfillment of all three conditions at the same time, i.e. the required steps, the required career points as well as the required percentage quota between the two sides of the partner's sales structure. In case the partner achieves the steps required to win a title without meeting the other two conditions, then his payments are temporarily blocked and he is given a period of one month to meet all the conditions. If he succeeds within one month to meet all the conditions, then his payments are released and the steps he/she achieved in the meantime count normally to achieve the next title. Otherwise, that is, if he/she fails to meet all the conditions within the given period of one month, his/her payments are released after the end of one month, but the steps he/she achieved in the meantime are not counted to achieve the next title of the career ladder.

7.4 Any Master or above, who does not renew his code or whose cooperation with the Company is terminated for any of the reasons mentioned in the third chapter of the corporate policy, will no longer be counted in the calculation of his sponsor's career points. In this case, however, all the current partners that he/she had personally recommended to the Company will henceforth be counted as personal recommendations of his sponsor, with the result that those of them who are Masters and above are counted in the career points of the sponsor of that partner.

7.5 DETA ELIS has created for its successful leaders two different travel incentives aiming at motivating, educating and entertaining them as well as consolidating the corporate consciousness. The travel incentives are described below:

A) PLATINUM TRAVEL SEMINAR. Any partner, who wins the title of platinum master for the first time, wins his/her participation in the next PLATINUM TRAVEL SEMINAR. This trip lasts four (4) days and takes place in Moscow. During the trip, the partners visit the headquarters and production unit of DETA ELIS in Russia, while attending specialized seminars conducted especially for them by VIP leaders of DETA ELIS. This incentive concerns one person and the Company bears all the expenses.

B) VIP TRAVEL CONFERENCE. Every year DETA ELIS organizes a seven-day VIP TRAVEL CONFERENCE, which takes place each time in a different destination. In this travel take part: 1) the VIP partners who in the previous business year belonged to the top -12 of the company 2) the partners who in the previous business year joined for the first time the

VIP Masters in the career ladder and 3) the VIP partners who within the previous business year acquired a new VIP title in the career ladder of DETA ELIS. Every participant in the VIP TRAVEL CONFERENCE has the opportunity to offer to a partner of their choice from their sales structure an additional position for this trip, provided that the partner of their choice is at least a Bronze Master in the career ladder of DETA ELIS. The participants in the VIP TRAVEL CONFERENCE have, among other things, the opportunity to attend specialized seminars related to their activities, which are conducted by experienced speakers under the auspices of the company.

7.6 DETA ELIS partners who wish to redeem their bonuses, must register in the wire account system ([www.wireaccount.com](http://www.wireaccount.com)). The redemption process is completed with the following steps:

- a) Login to the personal office
- b) option "Account"
- c) withdrawal of money
- d) indication of the desired amount of money and the unique code of the e-wallet
- e) the order is completed with the "Export" button.

You should know that if the export order is placed by Tuesday (23:59) then the desired amount will be transferred to your e-wallet on Friday (of the same week), if the order is given later than Tuesday (23:59) then the transfer will take place in your e-wallet on Friday (next week). The minimum redemption amount is € 100 and each redemption has a 3% commission withholding.

The wireaccount account must belong to the name of the natural or legal person who is registered as a partner of the Company and holds the partner code for which the payment will be made. DETA ELIS will not transfer any bonus money to accounts other than the aforementioned application.

7.7 Each partner, as an active citizen of the country in which he/she resides, is tax liable for the bonuses received, which he/she received during each tax year, in accordance with the applicable laws of his/her country.