

retailing with ONEgroup
policy & procedures



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introduction

The Retail Strategy has been designed as a complementary strategy to assist representatives in building their ONEgroup enterprise. The Retail Strategy is optional and should be considered a supplemental business strategy for representatives.

The mother & baby care range of products are the only products authorized to be sold in retail outlets enrolled after 1 August 2008. The mother & baby care range is also available to existing retail outlets in the retail program (enrollment prior to 1 August 2008), along with the previous range of retail products available to them.

To maintain a professional presence in the marketplace, ONEgroup requires all representatives to fulfil a defined set of criteria as detailed later in this document. A summary of these requirements follows.

Representative Quick Check List

- Open to new retail outlets in Australia, New Zealand and the USA only
- Hold the rank of Manager status or higher by volume
- Attainment of the Manager rank from signing up 3 Fast Start Representatives during your first month does not qualify you for participation.
- The retail outlet must have a baby, health or beauty focus
- Please note that ONEgroup reserves the right to deny retail status, upon evaluation.
- Must have a Retail Outlet Allocation request approved by ONEgroup:

You must request to have a retail outlet allocated to you prior to initial contact by:

1. Sending an allocation request to retail@mionegroup.com. Include representative name, username, store name, complete address and store contact name.
2. ONEgroup will assess the application and e-mail response to requesting representative within 3 business days.
3. Upon notification of approved allocation, representative may contact the store and seek the completion of the wholesale application form and first order.

qualifications for representatives

Rank and Status

Only active representatives in good standing at the rank of Manager or above may apply to the Retail Outlet program.

Testing

The successful completion of a mandatory, qualifying quiz is required prior to participation in the program. The retail outlet test will be composed of approximately 15 questions from three areas: policy and procedures, product training webinar and retail outlet business webinar.

Pass Rate

This is a test of basic competency, thus a 100% pass rate is necessary.

Retesting

A representative who fails to pass the retail quiz will be required to re-test and achieve a 100% pass rate before being allowed to allocate retail outlets. Incorrect answers to a failed quiz will not be revealed.

Webinar Verification

The success of the program is largely dependent upon the professional quality of the representatives involved. To this end, ONEgroup will verify webinar attendance in one of the two following methods.

1. Representatives with broadband internet access will be directed to a special Internet link to login and view the online presentation simultaneously with the audio portion of the call. Following each webinar, a list of participating representatives will be sent to customer service.
2. Representatives on dial-up or without Internet access will need to pre-register for the audio portion of the call by sending an email to retail@mionegroup.com at least 24 hours prior to the start of the call. This list will be sent to the call host and a roll call will be taken at the call's conclusion to verify participation. The verified list of participants will be returned to customer service, who will in turn notify the representative and make the testing link activate.
3. Once you have attended both webinars, email retail@mionegroup.com and request the testing link to be activated.

qualifications for retail outlets

Retail Outlets that do not fulfil the criteria for retail status include, but are not limited to the following examples:

Cooperative Buying Groups & Chain Stores (exceeding 5 outlets)

Any outlet owned and/or controlled by a chain or cooperative buying group of this nature is excluded from the retail program. For example: Group Pharmacies, Whole Food Market, Wild Oats Natural Marketplace, etc.

Market Stalls

The definition of a Market Stall is where an individual or business leases a space from a Market Organiser on a temporary basis, i.e., every 2nd Saturday.

Department Chain Stores

For example: Myers, David Jones, Target, Kmart, Wal-Mart, Farmers etc.

Supermarket Chain Stores

For example: Safeway, Woolworths, Coles, IGA, Foodland, Whole Foods Market etc.

Mail Order, Home Based & Mobile Businesses

Online Retailers based in non-approved countries and any auction sites e.g. eBay



terms & conditions

Retail outlets are assigned to representatives on the following basis:

- 1 Representatives may request the allocation of three retail outlets at any one time.
- 2 Representatives may only request allocation of retail outlets within their country of residence (excluding online stores). If a representative receives an enquiry from a retail outlet in a foreign country to them, they must make arrangements for a qualified representative based in that country to sponsor the retail outlet. If this is unattainable, ONEgroup will organise a representative who fulfils the requirements to support the retail outlet.
- 3 Representatives are restricted to signing up a maximum of 10 retail outlets to ensure each retail outlet receives ongoing support (i.e. minimum contact of once a month, on-site service, in-store promotions etc., if requested). Exceptions to this policy will be made on a case-by-case basis at the sole discretion of ONEgroup.
- 4 Under no circumstances may a representative approach a retail outlet, in any form, unless they have met all of the requirements outlined in the quick-check list above. Where ONEgroup is in receipt of a retail outlet application and the representative submitting the application has not had an allocation request approved, sponsorship of the retail outlet will be given to the representative who has been awarded the allocation.
- 5 When a retail outlet approaches ONEgroup, they will allocate sponsorship of the retail outlet to a representative who fulfils all requirements as outlined in the quick-check list above at the company's sole discretion.
- 6 If the retail outlet does not fulfil the current criteria for the retail status their application will be declined accordingly.
- 7 ONEgroup have had instances in the past where a representative will organise for a retail outlet to contact the head office and request who they wish their representative to be. These representatives may be liable for cancellation of membership. Sponsorship of the retail outlet will go to the representative who holds assignment regardless of a retail outlet's request.
- 8 The business or personal relationship between a representative and a retail outlet or contact at the retail outlet does not preclude the need for approval of assignment.
- 9 Assignments are approved for 60-day period. A further two extensions of 60-days can be approved by emailing retail@mionegroup.com with a reason for the extension request.
- 10 Further to the above, it is not permitted for a representative to advertise (i.e. leave promotional material) within a retail outlet without first having an assignment request approved by ONEgroup. If approved the assignment will only be valid for a 60-day assignment period. All promotional material must be removed from the site by the 60th day or the representative must provide ONEgroup with a valid reason for an extension. Please submit all requests for extensions to retail@mionegroup.com. If a request for extension is not received by the 60th day, the assignment will be considered invalid and will be open for assignment to other representatives.
- 11 Representatives may leave promotional material at businesses that do not fulfil the current criteria for Wholesale Status (for example: cafes, restaurants, waiting rooms). Assignment approval from ONEgroup is not required in this case. However, the representative must gain permission from the owner of the business.
- 12 If a retail outlet approaches a representative, the representative must request allocation through the correct procedures prior to any further contact or discussion with the outlet. Representatives must kindly advise the outlet that we have strict criteria and procedures in place. The representative must then gather the necessary information required to request allocation (i.e. representative name, username, store name, complete address and store contact name), and await approval from ONEgroup.

terms & conditions (continued)

- 13** Representatives who are approached by a retail outlet and have not fulfilled the criteria outlined on page one will have the opportunity to forward the lead onto a suitable and qualified representative in their team. If this is unattainable, ONEgroup will organise a representative who fulfils the requirements to support the retail outlet.
- 14** A representative must not cold call or distribute mail outs / emails to multiple retail outlets or any retail outlet that is not approved under the allotment system.
- 15** If a double up of assignment occurs due to insufficient or incorrect information being provided by a representative, their assignment will be considered invalid & assignment will be given to the representative who has provided the correct information.
- 16** If due to technical difficulties a representative is unsure if their online assignment request was submitted, please phone the head office. A representative should not assume their assignment has been approved. Only once email notification is received that an assignment has been approved should the representative proceed to contact the outlet.
- 17** The representative must keep a log of retail support, including dates, nature and time of contact etc which may be used by the company as reference in the case of complaints received by ONEgroup. If a retail outlet complains to ONEgroup, the representative who has assignment and the upline Executive will be notified. If the problem is not satisfactorily rectified, the upline Executive is to nominate someone else (in the same line/team) to which the retail outlet will be reassigned.
- 18** If a retail outlet fails to place an order during any six-month period, they will be removed from the assigned retail outlet database and may be reallocated by another representative.
- 19** Representatives who are also owners of a retail outlet(s) may sponsor their own store(s) without first attaining the rank of Manager. However, the retail outlet does need to complete the training requirements – including webinar training and testing - before the allocation process may be completed. Representative employees of retail outlets are not eligible to sponsor a retail store at which they are employed.
- 20** If a representative wishes to approach a small chain of stores (less than 5) which fits the criteria for retail status, every store included in the chain must be requested & approved by ONEgroup under retail assignment procedures. To avoid any possible conflict of interest, regardless of whether one (1) or all stores included in the chain stock ONEgroup product, assignment for all stores included in the chain will remain in the assignment system.
- 21** ALL Wholesale Applications must be completed in full. Wholesale Applications submitted incomplete will not be accepted. The Wholesale Application Form will be held until the receipt of the first order.
- 22** Each store location stocking product must have their own wholesale account with ONEgroup. Any individual or retailer found to be distributing ONEgroup product to non-allocated stores may be subject to suspension or closure of their account.
- 23** Representatives are not permitted to resell ONEgroup product to Retailers. For a Retail Outlet to stock ONEgroup products they must be approved by the company and be ordering through a Wholesale Account directly from the company.



Online Retail Outlets

All assignment requests for online retailers will be processed manually at the head office. Online retailers will not be approved automatically via the website. For a website to be considered for retail status they must have an independent shopping cart and be baby, health, beauty, or organic orientated. Third party auction sites such as eBay will not be considered as a retail outlet. Please submit any requests for online stores by emailing retail@mionegroup.com.

30 Day Accounts

AUSTRALIA ONLY - If a Retail Outlet wishes to open a 30-day credit account with ONEgroup, they must complete the application in full. The Finance Department will cross check all credit references so it is important to ensure your retail outlet provides valid references from businesses and suppliers. Otherwise, the request for credit will be declined and their account will be approved on a cash basis only (i.e. payment up front for each order).

Retail Support

A Representative is required to provide the retail outlet with a certain level of support. This level of support is outlined on the Wholesale Application. The retail outlet is required to sign the application confirming they understand and agree to the level of support that the store will be provided. Approval of the Wholesale Application will be subject to both parties signing the application. If at anytime the sponsoring representative is no longer able to provide the retail outlet with the level of support specified on the Wholesale Application, the representative may nominate an alternate representative who has fulfilled the requirements of the retail outlet program and is able to provide the level of support requested. If this is unattainable, ONEgroup will organise for a representative who fulfils the requirements to support the outlet.

Discounts - Shipping & Handling

Retail outlets purchase direct from ONEgroup at the following discount rate:

\$100+ (excluding GST & Taxes) = Suggested Retail Price less 40% - includes free shipping

<\$100 = Suggested Retail Price less 40% - \$7.95 shipping and handling

Shipping & Handling

A shipping & handling fee of \$7.95 applies to all Retail Outlet orders less than \$100.

Testers

When a Retail Outlet places an order for six (6) or more items of the same product on the same order they will receive one (1) additional item of that same product free of charge to use as a tester. (Excludes MiVitality, Cosmetic Brushes and Sample Sachets). Note: Offer limited to only those products available on the individual retail outlet account.

Promotional Items

One (1) 50 sheet mother & baby care tear-off pad is provided free with each initial mother & baby care order. Subsequent packs, shelf wobblers and additional sales aids may be purchased for a nominal fee.

Product Returns

Please refer to the 'Terms & Conditions' outlined on the 'Wholesale Account Application' form, available under 'forms & assignments' in the 'members' area of the website.



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