

COMPLIANCE AT POWUR

As an independent contractor affiliated with Powur, you are locking arms with us to spread renewable energy across the globe. This document outlines specific Compliance policies and procedures, which apply to all of the marketing materials you use, conversations you have, emails you send, blogs you post and how you work with potential customers and team members in relationship to Powur. These are designed to ensure that both you and Powur are aligned with state and federal regulations and mandates and reflect trademark laws in relation to the use of Powur and its solar partners' brands. There will be absolutely no compliance violations tolerated, as it jeopardizes the entire mission at Powur. If you have any questions, please email us at compliance@powur.com.

PLEASE READ THIS ENTIRE DOCUMENT

FAILURE TO COMPLY COULD RESULT IN YOUR TERMINATION AS AN INDEPENDENT CONTRACTOR OF POWUR

POWUR'S TOP TEN COMPLIANCE LIST

1. Powur is committed to referring homeowners to our solar provider partners who are serious about exploring the benefits of solar energy, and our Advisors are held to that standard. Specifically, it is out of compliance to refer any homeowner leads who have been asked to “do you a favor” or are not truly interested in solar just to get an appointment. This wastes our partners' valuable consultant time and jeopardizes the success of our mission. Any homeowner leads deemed to be fake will not be eligible for an appointment bonus and will result in a compliance violation.

2. ADVERTISING, WEB PAGES AND PROMOTIONAL MATERIALS. All promotional materials used to advertise or promote your Powur business – printed materials, websites, landing pages, autoresponder notes, FB ads etc. – must be approved in advance in writing by the Company. See submittal procedures below. Advertising and promotional materials CANNOT mention income guarantees.

3. URLs, DOMAINS AND OTHER ELECTRONIC MEDIA. It is not permitted to use the Proprietary Marks, copyrighted materials, and/or brand names of Powur or its provider partners in

domain names, business names, email addresses, Facebook, Twitter or ANY social media handles. For example, Powur, the names of solar providers it partners with and the names and likenesses of its provider partners' leaders are all brand names, and thus cannot be used in any urls, domains or electronic media, including Facebook pages. 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.

4. RECORDINGS AND VIDEOS. Advocates/Advisors may not produce or reproduce for sale or personal use any company-produced literature, audio or video material, 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. Specifically, Advocates/Advisors cannot copy, download or rip Powur's corporate YouTube videos or other proprietary videos and re-post them on their own channels.

5. REPRESENTATION OF AFFILIATION WITH POWUR. When representing your affiliation with Powur on any materials, including Stationary and Business Cards, you must follow the format below:

Mary Jones
Independent Powur Advocate
Independent Powur Advisor

6. TELEPHONE LISTINGS AND CHECKS. Advocates/Advisors are not permitted to use Powur's or its solar provider partners' Proprietary Marks in:

- a)** Telephone Listings;
- b)** Telephone Answering (I.E. 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 the Company);
- c)** Imprinted Checks.

7. SOCIAL MEDIA SITES. Advocates/Advisors 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 Advocate/Advisor 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 contractor affiliated with Powur. Advocates/Advisors must clearly identify themselves an independent Advocate/Advisor in any profiles. When an Advocate/Advisor participates in those communities, he/she must avoid inappropriate conversations, comments, images, video, audio, applications or any other adult, profane,

discriminatory or vulgar content. Advocates/Advisors are personally responsible for their postings and all other online activity that relates to the Company.

8. 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 Advocates/Advisors is not allowed.

9. MEDIA INTERVIEWS / ENDORSEMENTS. All media inquiries and/or requests for interviews should be referred to the Company's Compliance office. Advocate/Advisor 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 of the Company.

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 direct selling programs and Advocates/Advisors 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.

10. ONLINE CONDUCT AND SALE. Social media plays a vital role in how Powur's Advocates and Advisors build and manage their businesses. You can have fun and promote your business while still being professional. Below are basic codes of conduct. For more details, read our Policies and Procedures document.

- Advocates/Advisors must truthfully and fairly describe the Company's Revenue Plan. No past, potential or actual income claims may be made to prospective grid-mates, nor may Advocates/Advisors use their own incomes as indications of the success assured to others. Commission checks may not be used as marketing materials. Advocates/Advisors may not guarantee commissions or estimate expenses to prospects. 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 an Advocate'/Advisor's individual efforts, business experience and skills.
- Spamming or distribution of unsolicited e-mails to persons with whom you have no prior or existing personal or business relationship is prohibited.
- Advocates/Advisors must comply with all laws, rules and regulations regarding electronic communications including, without limitation, the federal CAN SPAM Act. Advocates/Advisors 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.

- All communications shall respect the rights, opinions and sensitivities of others.
- Advocates/Advisors may not use any misleading or deceptive tactics (as determined by the Company, in its sole and absolute judgment) in order to improve their index preference with search engines.

PARTNER RELATIONS

- Advocates/Advisors cannot, under any circumstances, solicit employees of the Company's solar provider partners to join Powur.
- Advocates/Advisors can ONLY call our solar providers to conduct Live Transfers, and cannot call providers for updates on leads or general questions as this affects the provider's ability to efficiently staff their Live Transfer line. Advocates/Advisors are expected to treat our provider's employees with the utmost respect. Rudeness and/or derogatory comments made by a Powur Advisor is a violation of Powur's Compliance Policies and Procedures as are calls to the provider other than a Live Transfer.

IMPORTANT DO'S AND DONT'S

	You CANNOT say this	You can say this
Quality Leads	"Will you do me a favor and take an appointment with a solar provider? I'll make a commission if you do."	"If I could show you a way to save \$26,000 or more on your energy bills over the life of a solar system, and it didn't cost you a single dollar up front... would you be interested?"
Solar Savings	"You can save thousands, even tens of thousands, of dollars every year by going solar." "You can go solar for free... it doesn't cost you anything."	"Solar can save you money on your utility costs." "You can start with \$0 down (\$0 upfront installation) and start saving right away." "In general, the more you spend on electricity, the more you can save by going solar."
Income Claim	"After only 3 months doing this I am making a ton of money... over \$5,000 per week!"	No income claims can be made. While Powur exists to enable people to earn money doing what they love and value, our culture is NOT about shiny cars and pictures of big checks.
Powur Revenue Plan	"Powur's Revenue Plan is making people rich so they can live the lives of their dreams."	The Powur Plan is exciting and innovative. It rewards you for the impact you create in shifting the world to renewable energy.
Your role within Powur and its Provider partners	"I work for ABC Solar", "I am a Powur employee."	I am an independent Powur contractor, a company partnered with ABC Solar, the #1 solar provider in [Territory]."

HOW TO SUBMIT ITEMS FOR POWUR COMPLIANCE APPROVAL

- Complete the Marketing Materials Request Form and send to compliance@powur.com.
- Include a draft of the material created along with this form.
- Your request will be reviewed by Powur's Compliance Department ASAP and within seven (7) business days.
- 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.

HOW TO SUBMIT ITEMS FOR POWUR COMPLIANCE APPROVAL

- Complete the Marketing Materials Request Form and send to compliance@powur.com.
- Include a draft of the material created along with this form.
- Your request will be reviewed by Powur's Compliance Department ASAP and within seven (7) business days.
- 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.

ENFORCEMENT POLICY

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. If we find an Advocate or Advisor out of Compliance with these Policies and Procedures, the following actions will be taken:

- **First Occurrence:** Violation Warning
- **Second Occurrence:** 30-day Suspension
- **Third Occurrence:** Termination as an Independent Advocate/Advisor of Powur

NOTIFY US OF POTENTIAL VIOLATIONS

On occasion, you may find another Advocate or Advisor you believe might be violating our policies. We ask that you forward details (URL's, screenshots, etc.) to us via email of potential violations and allow our Compliance team to take the appropriate action.

SUMMARY

Our goal is, ultimately, your success. By following our Compliance Policies and Procedures, you're aligning yourself with a system that is in place to get you to the top! Questions? Comments? Reach out to our team at compliance@powur.com.