



# myWorld

## Share Program

### **myWorld International is preparing to go public.**

And you, as a Lyconet Marketer, can become a shareholder – and this for free!  
How?

With the **myWorld Share Program!**

### **What is the myWorld Share Program?**

myWorld has formed a cooperation with Lyconet to increase its number of customers, Loyalty Merchants and global sales. In return, Lyconet will receive 25% of myWorld International's shares for its Marketers.

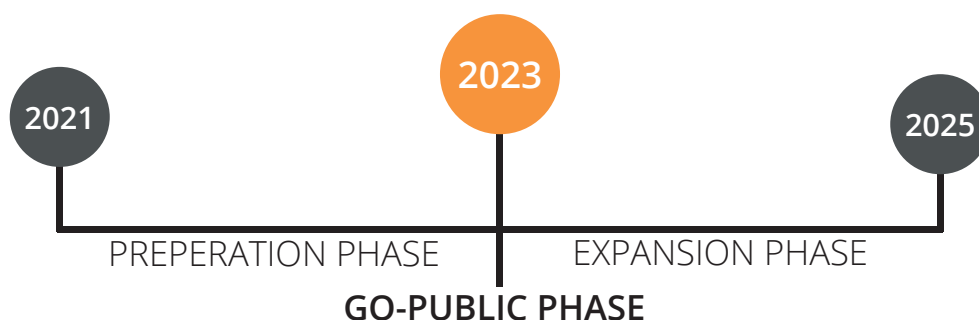
The myWorld Share Program is **exclusive to Lyconet Marketers** and gives them the opportunity to receive company shares by collecting so-called myWorld Share Points (mSP) for free. The more mSP a Marketer collects, the more shares he will receive.

The most sensational thing is that 50% of the Marketer's company share will be at his personal disposal (my Personal mSP Score), the other 50% will be transferred for him to the myWorld Share Cloud (my Cloud mSP Score). The myWorld Share Cloud will create a monthly SP+ volume for the Marketer.

**The larger the shopping community and its shopping volume is, the more valuable myWorld becomes and the higher the company value will be.**

### **What is the timeline for the myWorld Share Program?**

The myWorld Share Program is divided into three main phases:



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### Preparation Phase:

The Preparation Phase defines the next 30 months from February 2021. This time period is crucial, as we lay the foundation for myWorld International's planned Initial Public Offering (IPO).

During the Preparation Phase the Marketer will have the opportunity to collect mSP for free.

### Go-public Phase:

Personal mSP can be converted into company shares during the Go-public Phase. **This conversion will still be possible even if the company does not go public**

The planned IPO is also expected to take place during this phase.

### Expansion Phase:

Throughout the expansion phase, myWorld will use the obtained funds from the planned IPO to fulfil its committed business plan.

## Who can participate in the myWorld Share Program?

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Any Lyconet Marketer who has accepted the **myWorld and Lyconet Terms and Conditions 2021** can participate in the myWorld Share Program.

A valid myWorld and Lyconet agreement must still be in place at the time of the allocation of company shares and Cloud benefits.

## How can Marketers collect myWorld Share Points?

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Marketers can collect myWorld Share Points

- by **buying and redeeming Benefit Vouchers** (the exact number of available mSP will be visible during the Benefit Voucher order process).
- by **recommending new Loyalty Merchants** to the myWorld Shopping Community
- for **past orders** (down-payments, Discount Vouchers, mVouchers and Benefit Vouchers)
- by **exchanging incentive programs** (Customer Clouds, Infinity and Enterprise Programs)
- by **taking part in future promotions** (to be defined by Lyconet)



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myWorld Share Points are a part of the myWorld Share Program, which is a free incentive for Lyconet Marketers only. mSP cannot be purchased, have no intrinsic value, cannot be exchanged for cash, and do not constitute an investment. mSP are linked to the respective Marketer's ID and are therefore non-transferrable.

### The myWorld Share Point Multiplier

Benefit Voucher orders form the calculation basis for the allocation of mSP. From the Production Month (PM) of February 2021 until the end of the PM July 2023, the mSP a Marketer collects when **redeeming a Benefit Voucher** will be **multiplied by a monthly defined factor**.

Monthly orders can be made at any time and will always keep the factor of the month in which the order was placed.

One-time orders with a free mSP benefit are only possible in the month of registration as well as all even months (Feb, Apr, Jun, Aug, Oct and Dec).



Further information on the factor applicable for each month can be found on the mSP Dashboard on [www.lyconet.com](http://www.lyconet.com).



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### Calculating the mSP score

The **monthly 99 EUR Benefit Voucher** order has a **100 mSP calculation base**. This base will be multiplied by the factor of the month, in which the order was placed.

The **one-time 999 EUR Benefit Voucher** order has a **1.000 mSP calculation base**. This base will also be multiplied by the factor of the month, in which the order was placed.

**calculation base x the monthly multiplier = potential mSP score**

#### Example 1

A Marketer places a **monthly 99 EUR BV order in February 2021**.

**100 mSP** (calculation base) x **3,0** (the monthly multiplier) = **300 potential mSP score**

#### Example 2

A Marketer places a **monthly 99 EUR BV order in February 2022**.

**100 mSP** (calculation base) x **1,8** (the monthly multiplier) = **180 potential mSP score**

#### Example 3

A Marketer places a **one-time 999 EUR BV order in February 2021**.

**1.000 mSP** (calculation base) x **3,0** (the monthly multiplier) = **3.000 potential mSP score**

#### Example 4

A Marketer places a **one-time 999 EUR BV order in February 2023**.

**1.000 mSP** (calculation base) x **0,6** (the monthly multiplier) = **600 potential mSP score**



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### my Total mSP score

The screenshot displays the 'myWorld Share Program' dashboard. At the top, there's a navigation bar with 'Lyconet' and various menu items. The main content area features a 'myWorld Share Program' header and a 'Downloads' dropdown. Below this is a horizontal timeline of mSP scores for each month from February 2021 to November 2021. The scores are: Feb (x3.0), Mar (x2.9), Apr (x2.8), May (x2.7), Jun (x2.6), Jul (x2.5), Aug (x2.4), Sep (x2.3), Oct (x2.2), and Nov (x2.1). Below the timeline, there are four main sections: 1) 'mSP Score' details for February 2021, showing 'BV Monthly Order' (EUR 99.00) and 'BV One-time Order' (EUR 999.00). 2) 'Share Points Status' showing 'my Personal Score' (1,650.00 | 0.00) and 'my Cloud Score' (1,650.00 | 0.00). 3) A 'BENEFIT STORE' banner with a 'Shop now' button. 4) A 'BENEFIT VOUCHER' order summary for a 'Monthly Order - EUR 99,00' with a 'Benefit Voucher' value of 'EUR 99,00'.

Please note, that the potential mSP from a Benefit Voucher order can only become counted mSP when the Benefit Voucher is redeemed. Only counted mSP can be converted into company shares.

### my Personal mSP Score

The **counted Personal mSP** a Marketer has collected in his Personal Score during the Preparation Phase can be converted into personal myWorld company shares during the Go-public Phase.

However, the Marketer must have collected **at least 1.000 counted Personal mSP** in order to convert these into personal myWorld company shares. If the Marketer has collected **less than 1.000 counted Personal mSP**, all the mSP he has collected will be transferred for him to the **myWorld Share Cloud**.

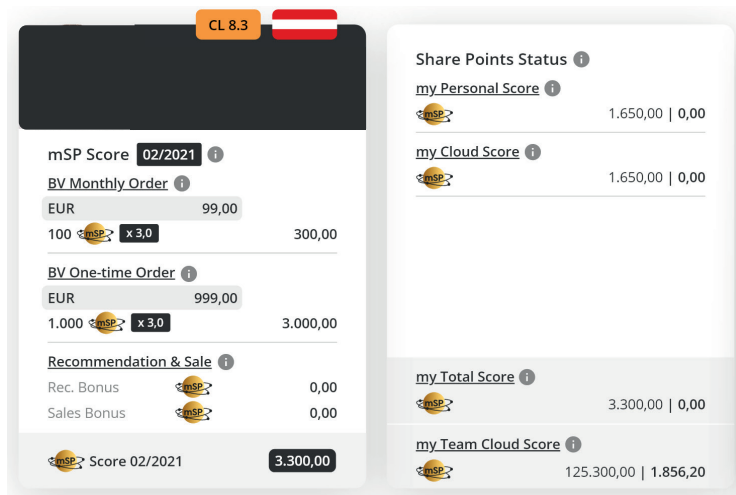
The **personal myWorld company shares** a Marketer receives are subject to a **blocking period** that **ends on the 31.12.2024**. Shares can therefore not be sold or exchanged before that date.



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### my Cloud mSP Score



The **counted Cloud mSP** a Marketer has collected in his Cloud Score during the Preparation Phase, will be transferred for the Marketer to the myWorld Share Cloud. Lyconet holds the company shares for the myWorld Share Cloud and will distribute Shopping Points+ (SP+) to all participating Marketers.

### Calculating the SP+ distribution

Every year, **Lyconet will sell 10% of the value of the myWorld company shares** it holds for the myWorld Share Cloud. The **net result of this sale and any potential dividends** (minus taxes) will be converted in EUR. This EUR amount will then be converted into SP+ (1 EUR = 1 SP+). The converted SP+ will be divided by 12 and distributed to the participating Marketers in every Production Month (second Production Week) of the following year.

The number of SP+ a Marketer receives, is proportionate to the number of mSP he has contributed to the myWorld Share Cloud.



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### Requirements for receiving SP+ from the myWorld Share Cloud

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Marketers have to be active for a certain period of time to receive SP+ from the myWorld Share Cloud. The term “active” refers to a Marketer who has made a Benefit Voucher order in a Production Month.

- **Monthly SP+ distribution in the year 2025:** Only for Marketers who were active in 15 of the previous 18 Production Months (between July 2023 and December 2024)
- **Monthly SP+ distribution for the year 2026 and later:** Only for Marketers who were active in 10 of the previous 12 Production Months (between January and December of the previous year)

If a **Marketer fulfils this requirement**, he will receive his SP+ distribution from the myWorld Share Cloud, evenly divided among his 3 Bonus Lines. In addition, the SP+ generated by his entire Organization through the myWorld Share Cloud will also be counted for his Lyconet Career.

If a **Marketer does not fulfil this requirement**, he will not receive any SP+ distribution from the myWorld Share Cloud. In addition, the SP+ generated by his entire Organization through the myWorld Share Cloud will not be counted for his Lyconet Career. **However, his SP+ and the SP+ generated by his entire Organization from the myWorld Share Cloud will be counted for his active Recommenders.**



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### **Duration of the myWorld Share Cloud**

The **myWorld Share Cloud will run until the year 2045** and can continuously be extended for an additional 5 years by Lyconet and myWorld.

### **Disclaimer**

The granting of the participation in the myWorld Share Program is a gratuitous act by Lyconet and may therefore be withdrawn. myWorld and Lyconet reserve the right to change the requirements for participation in the myWorld Share Program or to withdraw this incentive in the future at any time and without stating a reason.

The myWorld Share Program may only be promoted using material that has been authorized by Lyconet and its cooperation partner myWorld for this purpose in the version currently available on [www.lyconet.com](http://www.lyconet.com).

*Together we are strong*