

# Marketing Plan

## Instructions for Business Partners

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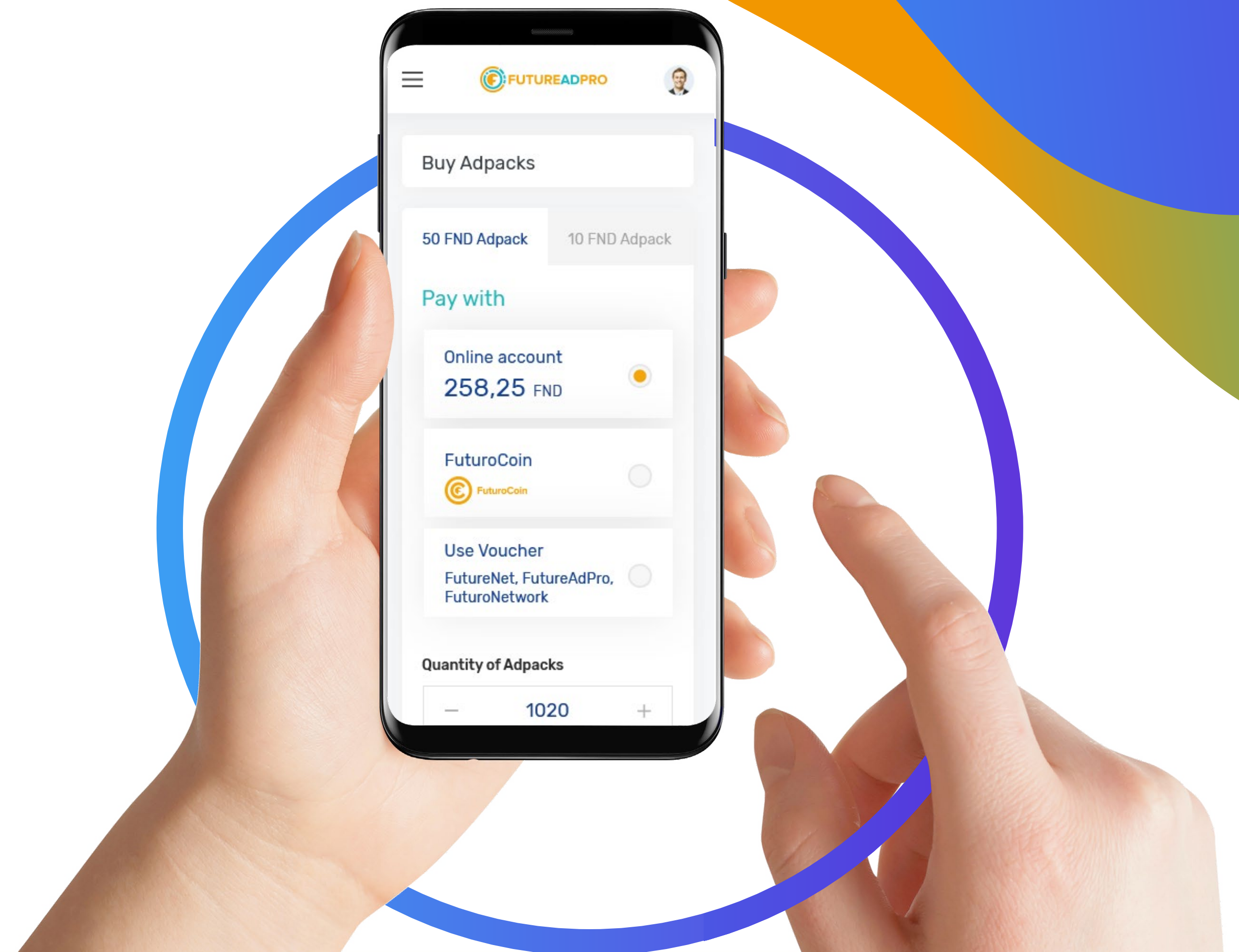




## What is FutureAdPro? About the Platform

**FutureAdPro is a revolution in the area of network marketing. It is an advertising platform which:**

- ✓ has already been visited over a billion times,
- ✓ is one of the fastest growing advertising platforms,
- ✓ is represented by a wide circle of advertisers from the whole world.







## What is FutureAdPro? About the Platform

In FutureAdPro, you can create the advertisements of your business customized for specific recipients with the use of innovative system tools. In this way you will easily reach the desired target group and increase your own profits. It is all done through a lucid and clear interface which minimizes the risk of mistakes. If you see the potential of advertising in Future AdPro, become its **Distributor**.

Additionally, if, as Distributor, you will commit to viewing advertisements periodically, you will receive remuneration which is awarded in accordance with the rules specified in the Regulations and the Marketing Plan in the form of FND vouchers. However, the Service Provider makes a reservation that the possibility of receiving it and its amount depends on the revenues from advertisements generated by the Service Provider. Due to the above considerations, the remuneration and its amount are in no way guaranteed – the amount of the received remuneration may differ significantly, and it is also possible that it might not be granted at all.

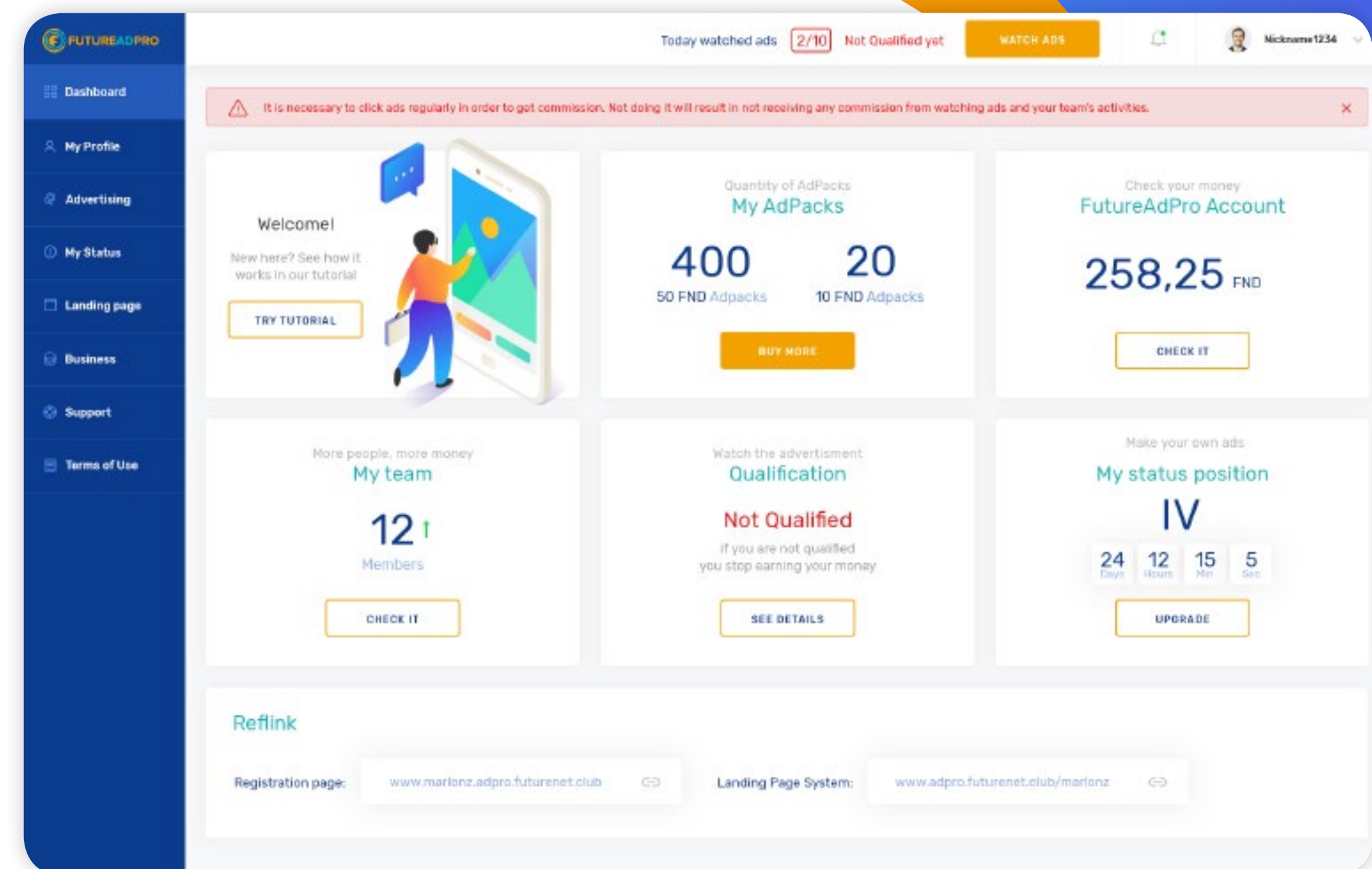




## About the Marketing Plan Introduction

The purpose of the Marketing Plan is to give you an approximation of the operation model of the FutureAdPro Platform, and outline the rules according to which it works. It explains each aspect of the Platform operation - from offered products, through the system of granting remuneration, to the diagram of creating the Distribution Structure.

It is a comprehensive set of guidelines which presents the functioning of the Platform from the business perspective. It describes the possibilities of the Platform minutely and clearly.



Please note that earning opportunities arising from the content of this Marketing Plan should not be treated as a guarantee or forecast of the actual earnings or profits of the Distributors. The success of each Distributor is the result of his active, actually performed work, and especially thoughtful marketing activities that require an idea, commitment and diligence. Due to the above, FutureNet can not and does not give any guarantees as to the possibility for the Distributor to obtain certain results. FutureNet also does not guarantee receipt of remuneration for following Marketing Plan, information, tools or strategy. You can see more about this in the document: Information Policy of the Service Provider constituting an attachment to the Distribution Agreement and available in your Back Office.





## Multi-level marketing (MLM) What is MLM

**MLM, also known as Multi-level marketing or Network marketing, is a type of business activity that is focused on the sellers' building Personal Structures of co-workers and recipients, divided on many levels. Based on your turnover and the turnover of co-workers and recipients, you receive additional commissions, as the creator of the Distribution Structure, in the amount and in accordance with the rules indicated in the Marketing Plan.**

The Service Provider does not guarantee remuneration for providing services to Platform Users as permanent salary or a fixed amount. The calculated remuneration depends primarily on the effectiveness of your work as a User, i.e. it is a commission (calculated in accordance with the rules specified in this Marketing Plan) on the purchases made by people included in your Distribution Structure.







## AdPack

### What is it and how does it work

In order to begin the promotion of your business you need to purchase one of the AdPacks. AdPacks primarily enable you to create advertisements promoting your business. Thanks to the database of profiled users, the ads created by you will be displayed to a particular target group that will constitute the circle of potential recipients of the service offered by you. Consequently, thanks to the AdPack you may win new customers.

AdPack also includes a specific number of hits that you assign to your advertisements thanks to which you decide on the frequency of displaying a created advertisement. When purchasing an AdPack, you receive a possibility of creating advertisements that will be displayed to Platform Users.



All purchases and settlements conducted on the platform (the received remuneration) are done through vouchers called FNDollar (FND).

We offer two types of packages:



10 FND

160  
displays of  
advertisements



50 FND

800  
displays of  
advertisements



## Distribution structure Rules of building

The **Distribution Structure** builds itself automatically when being a **User** you register as a **Distributor** in the **FutureAdPro Platform** with the use of **Reflink** from the **Distributor** inviting you, and you will be assigned to their structure in accordance with the following example:

When **Distributor A** invites a new **User** and they also register as **Distributor B** on their recommendation (i.e. with the use of their **Reflink**), they will be placed in the first line of the **Distribution Structure** of the inviting **Distributor A**. All persons invited directly by **Distributor A** will be in the first Level of the **Distribution Structure**, while when a person from the first Level of the **Distribution Structure** (**Distributor B**) invites a new **User** who registers in the **FutureAdPro Platform** as a new **Distributor C**, but with the use of **Reflink** of **Distributor B**, they will already be on the second Level of the **Distribution Structure** of **Distributor A**.

The **Distribution Structure** for each **Distributor** is counted up to **5 Levels** and on each there may be **infinitely many** **Distributors**.





## Status in FutureAdPro

### The rules of giving status – part 1

Status in FutureAdPro may only be obtained by the Distributors who fulfilled the Requirement of Personal Activity. The qualification entitling you to receive Remuneration from the possessed Distribution Structure is called status in FutureAdPro. 5 degrees of qualification (statuses), marked 1-5 respectively, are available in the system.

Moreover, a given Status (from I to V) may be achieved by the Distributors whose Turnover generated by the Distribution Structure in a given Settlement Period in connection with the purchase of AdPacks reaches the value indicated in the table on the right.

In the case of the loss of the Turnover of the Structure, the status of a Distributor changes.

When determining the Turnover of the Structure that is necessary for achieving the status of Distributor, only the turnover generated in connection with the Distributor's agency in the sale of Product Packs of the value of FND 50 is considered.

Status I	Status II	Status III	Status IV	Status V
Number of direct customers with active AdPacks	Number of direct customers with active AdPacks	Number of direct customers with active AdPacks	Number of direct customers with active AdPacks	Number of direct customers with active AdPacks
1	2	3	4	5
50 FND / 1 Direct Customer	100 FND / 2 Direct Customers	150 FND / 3 Direct Customers	200 FND / 4 Direct Customers	250 FND / 5 Direct Customers





## The Requirement of Distributor's Personal Activity

**A Distributor is bound to undertake Personal Activity which will consist in the activities connected with the development of the Platform, its popularity, and in particular with taking care of the people included in its Distribution Structure. The Distributor will be responsible for their correct use of the service.**

**In order to receive the qualification for fulfilling the Requirement of Distributor's Personal Activity, each Distributor is bound to:**

- ✓ organize a support program for people included in their Distribution Structure in such a way that they assigned their hits from the purchased AdPack to a particular advertisement not later than within 7 days from the date of purchase of an AdPack;
- ✓ watch the number of advertisements specified by the system in 24 hours – each for the specified by the system number of seconds. Fulfilling that obligation does not depend on the Distributor's purchase of any number of AdPacks. You qualify in accordance with the fulfilment of this obligation only when the next day you will manage to watch the advertisements before the lapse of 24 hours from the last time you did. For example: if on 12 Dec 2018 you watched advertisements at 8:00 AM, and on 13 Dec 2018 at 11:00 PM, then you will not qualify between 8:00 AM and 11:00 PM.



*In no case must a Distributor buy any services or AdPacks to qualify on account of Distributor's Personal Activity.*



## Status in FutureAdPro

### The rules of giving status – part 2

Fulfilling the conditions of Distributor’s Personal Activity and achieving the right status, Distributors may receive additional Remuneration on account of the created Distribution Structure according to the Table below.

#### The conditions of giving status:

- ✓ Distributor’s fulfilling the Requirement of Personal Activity;
- ✓ having in their structure a specific amount of turnover of the Distribution Structure in a given Settlement Period.

Status I	Status II	Status III	Status IV	Status V
Commission from the team:	Commission from the team:	Commission from the team:	Commission from the team:	Commission from the team:
Level 1: 1% Level 2: 1%	Level 1: 1% Level 2: 1% Level 3: 1% Level 4: 1%	Level 1: 1% Level 2: 1% Level 3: 1% Level 4: 1% Level 5: 1% Level 6: 1%	Level 1: 1% Level 2: 1% Level 3: 1% Level 4: 1% Level 5: 1% Level 6: 1% Level 7: 1% Level 8: 1%	Level 1: 1% Level 2: 1% Level 3: 1% Level 4: 1% Level 4: 1% Level 6: 1% Level 7: 1% Level 8: 1% Level 9: 1% Level 10: 1%





## Status in FutureAdPro

### The rules of giving status – part 3

**Settlement Period – qualification is earned quarterly from the first day starting a calendar quarter to the last day of the calendar quarter:**

- ✓ 1 January – 31 March,
- ✓ 1 April – 30 June,
- ✓ 1 July – 30 September,
- ✓ 1 October – 31 December.

The qualification earned in the lasting Settlement Period entitles to collect Remuneration both for the Settlement Period in which you earned it and for the next.

**The conditions of awarding remuneration for creating the Distribution Structure:**

- ✓ as Distributor you must be qualified by the system in connection with fulfilling the Requirement of Distributor's Personal Activity. In the case of losing the qualification, the commission from the structure will not be calculated;
- ✓ while being a Distributor you must be qualified to a given status.





## FutureAdPro subscriptions Purchase and types

In its basic version the FutureAdPro system offers the possibility of having up to 50 active packs of the value of 50 FND and 10 packs of the value of 10 FND. If you intend to take advantage of the potential of FutureAdPro to a greater extent, i.e. increase the frequency and the number of hits of your advertisement and reach a wider circle of potential customers, we encourage to use our subscription offer. In this way you will reserve server capacity allowing for displaying advertisements in a bigger number, i.e. conducting an extensive promotional campaign of your business within the Future-AdPro platform. Types of subscriptions:

Free	Light	Medium	Extra	Premium
Free	30 FND / year 16 FND / 6 months	80 FND / year 45 FND / 6 months 8 FND / 1 months	130 FND / year 70 FND / 6 months 12 FND / 1 months	180 FND / year 95 FND / 6 months 16 FND / 1 months
Max Adpacks:	Max Adpacks:	Max Adpacks:	Max Adpacks:	Max Adpacks:
10 FND / 5 50 FND / 20	10 FND / 10 50 FND / 40	10 FND / 25 50 FND / 120	10 FND / 35 50 FND / 200	10 FND / 50 50 FND / 400





## The rules and conditions of receiving remuneration by a Distributor (in connection with watching advertisements)

Creating advertisements on our Platform, you gain the possibility of being their recipient at the same time! AdPacks will allow you not only to create advertising campaigns, but they will also enable you to receive remuneration - in exchange for the time spent on watching advertisements indicated by the system.

In order to receive remuneration for watching advertisements you must:

- ✓ watch a given number of advertisements regularly (this activity must be performed every day during the whole time of activity of the AdPack),
- ✓ assign the hits from the AdPacks to the advertisements created by you (this is a one-time activity connected with the purchase of a new AdPack).

<b>Number of AdPacks</b>	1-20	21-40	41-120	121-200	201-400
<b>Number of advertisements to be viewed per 24h</b>	10	12	14	16	20



## The rules and conditions of receiving remuneration by a Distributor (in connection with watching advertisements) – the rules of qualifications

**In order to be able to receive remuneration in connection with watching advertisements, you should:**

- ✓ watch advertisements regularly, i.e. within each 24 hours;
- ✓ watch a specified number of advertisements in 24 hours – each for the specified by the system number of seconds.

The above mentioned activities must be performed by you in the course of each consecutive 24 hours for the whole period of activity of an AdPack. How does it work in practice? You qualify for remuneration only if the next day you will manage to watch the advertisements before the lapse of 24 hours from the last time you did. For example: if on 12 Dec 2018 you watched advertisements at 8:00 AM, and on 13 Dec 2018 at 11:00 PM, then you will not qualify between 8:00 AM and 11:00 PM and you will not receive remuneration. If however you will fulfil the condition of regularity, you will be qualified to receive remuneration from the AdPacks held by you during the next 24 hours.

Number of AdPacks	1-20	21-40	41-120	121-200	201-400
Number of advertisements to be viewed per 24h	10	12	14	16	20



*If you will not watch advertisements for 14 days, you will lose the possibility to receive remuneration from watching advertisements from AdPacks held at that time. The minimum number of advertisements qualifying to receive remuneration depends on the number of AdPacks held in accordance with the table above.*



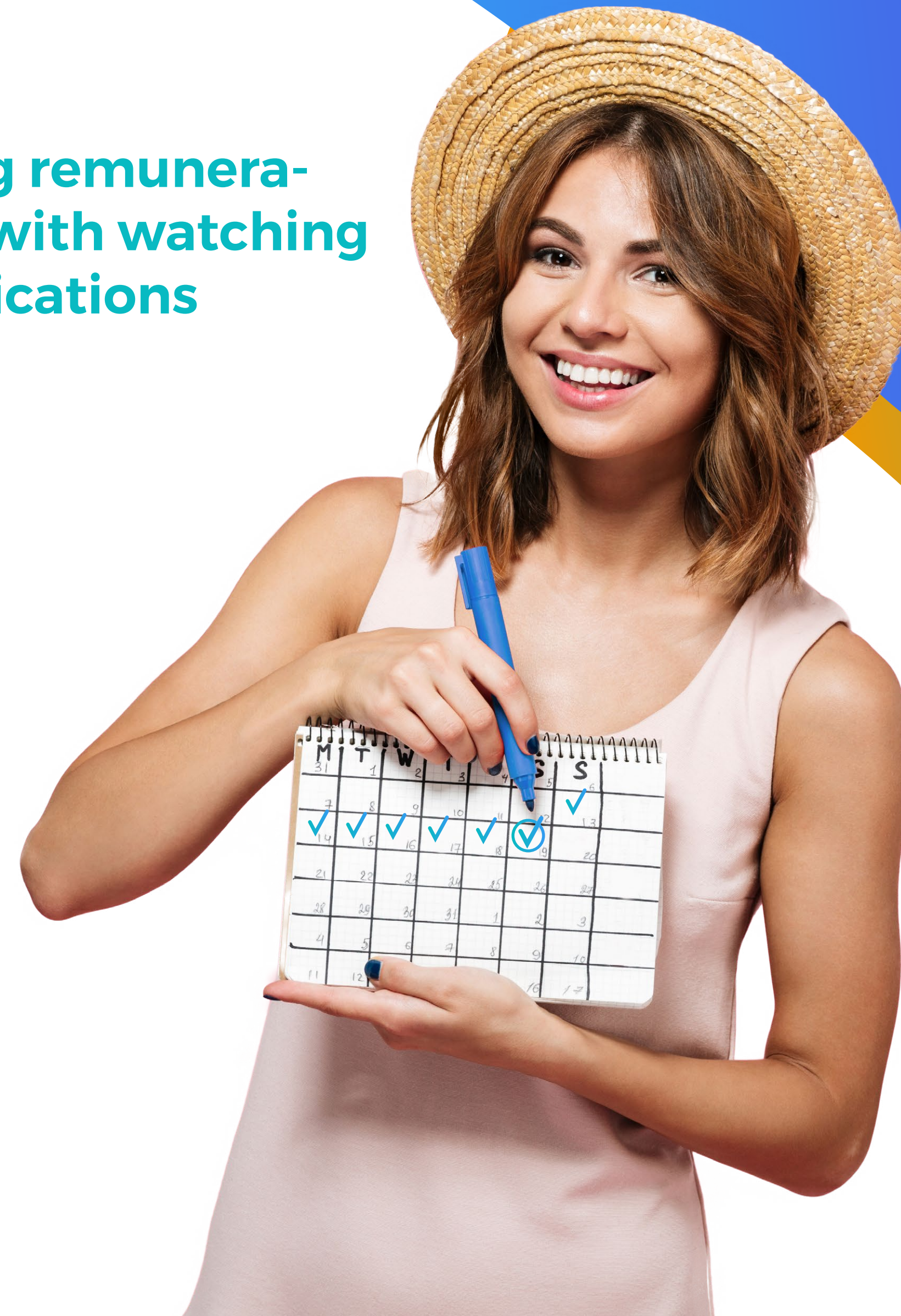


## The rules and conditions of receiving remuneration by a Distributor (in connection with watching advertisements) – the rules of qualifications

A Distributor, wanting to receive Remuneration for watching advertisements, must assign all hits from the said packs to the advertisements they created on a one-time basis.

### The conditions of giving commission:

- ✓ after the lapse of 7 days from the date of purchasing the AdPack – in the case of the failure to assign the hits of the above mentioned product – the Distributor will not receive calculations of Remuneration despite watching regularly a specified number of commercials;
- ✓ should the Distributor fail to assign hits within 30 days from the date of purchase of an AdPack, they lose the possibility of assigning hits from the purchased AdPack at the same time losing the possibility to receive Remuneration for watching advertisements.







## Dictionary of Terms

### Service Provider

BCU Trading LLC, Abdulla Al Fahed – 4, Office No. 210, Al Qusais second, Dubai, United Arab Emirates, having share capital of USD 50 000, entered to register under number: 781893 who is the owner of the FutureNet and Future-AdPro platforms.

### FutureNet/FutureAdPro Platform/Website

Located at the Internet address <https://adpro.futurenet.club/>, under which the Service Provider runs the Website constituting the Internet Platform which comprises a number of elements typical for Internet websites, and the services rendered electronically for Distributors, in particular business system tools available for the registered and logged in Distributor by the above mentioned Internet websites.

### AdPack

the only FutureNet Product/Service available within the FutureAdPro Platform supplied by the Service Provider the description of which has been included in the Product Catalogue.

### FutureNet Products/Services

Products supplied by the Service Provider or Partners with the agency of the Distributor, included in the Product Catalogue.

### Product catalogue

document describing the features and properties of Products/Services sold with the agency of the Distributor constituting attachment no. 3 to the distribution agreement.

### Account / Profile

a set of resources and rights within a Website assigned to a Distributor or a User that contains the information necessary for their authorisation and enabling to use services, in particular containing dedicated business tools allowing for creating and controlling the development of the Distribution Network and the amount of received Remuneration, protected with a Password.





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## Dictionary of Terms

### Registration

Activity conducted within the Website consisting in setting up a Distributor's Account and defining the login and the Password, and other required boxes.

### Entrepreneur

a person being a Distributor:

- a) an individual who is at least 18;
- b) a legal entity (i.e. an organisational entity to which legal regulations of the country from which the Distributor comes give legal personality);
- c) organisational entity without legal personality to which legal regulations of the country from which the Distributor comes give legal capacity (the right to be the subject of rights and obligations), conducting in its own name and at their own risk business or professional activities in accordance with the legal regulations of the country of residence of a given Distributor.

### MLM type business activity

conducting business activities through building by Distributors their personal structures of co-workers, on the basis of the turnover of which the creator of the network receives additional commissions in the amount and pursuant to the rules indicated in the marketing plan.

### Password

a unique sequence of characters created by a Distributor ensuring them the access to the Account.

### User

individual, legal entity or organisational entity without legal personality to which the act give legal personality, having an Account on the Platform, both having the status of Distributor or not.



## Dictionary of Terms

### **Distributor**

a person that is an entrepreneur, that made the Registration on the Portal, accepted the terms of the distribution agreement, marketing plans and the regulations of using Portals, that in particular is an agent in the purchase of FutureNet Products/Services between the User and the Service Provider.

### **Partner**

an entrepreneur cooperating with the Service Provider whose products, services or advertising campaigns are available on the Platform.

### **Reflink**

a unique sequence of characters of QR code assigned to a given Distributor, allowing them to build a Distribution Network and allowing the settlement system of the Service Provider to determine whether a given User purchases the Products/Services within FutureNet via the Distributor to which a given Reflink is assigned.

### **Distribution Structure**

the system of connections between Distributors, resulting from the recommendation of FutureNet Products/Services by the Distributor to those Users, created as a result of using Reflink during the Registration in the FutureAdPro Portal.

### **Level 1:**

specification of the position of a Distributor within the Distribution Structure towards the Distributor creating a given Distribution Structure.

### **Status**

the qualification obtained by a Distributor entitling them to receive Remuneration from the Structure Turnover provided the Requirement of Personal Activity is fulfilled and the Structure Turnover in a given Settlement Period is achieved.





## Dictionary of Terms

### Remuneration

profits received by a Distributor for the active participation within the FutureAdPro Portal regular watching of advertisements or agency in the purchase of AdPacks between other Distributors and the Service Provider), awarded in the form of FNDolar vouchers. The condition of receiving by the Distributor of the entitlement to receive Remuneration is fulfilling the Requirement of Distributor's Personal Activity or joint fulfilment of the Requirement of Distributor's Personal Activity and achieving by the Structure built by them a given Structure Turnover specified in the Marketing Plan.

### FNDolar

it is a fixed-term voucher of any value, purchased or received by a Distributor as Remuneration which may be exchanged within the Platform for various FutureNet Products/Services or amortised - in the number indicated in this agreement - through assigning an equivalent in the form of a cryptocurrency or USD currency at the Distributor's discretion.

### The Requirement of Distributor's Personal Activity

the activities that must be undertaken by the Distributor themselves in order to obtain the entitlement to receive Remuneration.

### Structure Turnover

one of the criteria that must be fulfilled by the Structure in order to obtain the entitlement by the Distributor to receive remuneration, being the minimum value of AdPacks purchased by Users included in a given Structure in a Settlement Period.

### Settlement Period

the period of time indicated in the Marketing Plan, constituting the basis for determining whether a Distributor obtained the entitlement to receive Remuneration and in what amount.



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## Dictionary of Terms

### **Marketing Plan**

the document specifying the rules of winning Remuneration by Distributors depending on fulfilling the conditions specified in it and in accordance with the rules on which the platforms (FutureNet Biznes and FutureAdPro, as well as possibly other made available within new services.

### **Distributor's eWallet**

Distributor's electronic wallet which is necessary for storing cryptocurrencies and USD currency and for making payments with their use. The Service Provider does not provide the eWallet service.

### **Direct Customer**

A user who created an account on the Platform using the Reflink of the Distributor that creates the given Distribution Structure.



