

# Kannaway Code of Ethics

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Kannaway has made a commitment to provide the finest direct sales experience backed by impeccable service to its Brand Ambassadors. In turn, the company expects Kannaway Brand Ambassadors to reflect that image in their relationships with Customers and fellow Brand Ambassadors.

As a Kannaway Brand Ambassador, you are expected to operate your business according to the highest standards of integrity and fair practice. Failure to comply with the Code of Ethics can result in your termination as a Kannaway Brand Ambassador. The Code of Ethics, therefore, states:

As a Brand Ambassador:

- ◆ I will conduct my business in an honest and ethical manner at all times.
- ◆ I will make no representations about the benefits associated with Kannaway and Kannaway brands other than those contained in officially approved corporate literature, official website and videos.
- ◆ I will provide support and encouragement to my customers to ensure that their experience with Kannaway is a successful one.
- ◆ I will motivate and actively work with Brand Ambassadors of my downline organization to help them build their Kannaway business. I understand that this support is critical to each Brand Ambassador's success with Kannaway.
- ◆ I will refrain from exaggerating my personal income or the income potential in general, and will disclose and stress to Brand Ambassador candidates the level of effort and commitment required to succeed in the business.
- ◆ I will not abuse the goodwill of my association with Kannaway to further or promote other business interests (particularly those which may be competitive to Kannaway) without the prior written consent of Kannaway.
- ◆ I will not make disparaging remarks about other products, services, Brand Ambassadors, or companies; likewise, I will not willfully denigrate the activities or personalities of fellow Kannaway Brand Ambassadors.
- ◆ I will abide by all of the Policies and Procedures of Kannaway as included herein, or as may be amended from time to time.
- ◆ I will not make any payment(s) or promise to pay any prospective or existing Brand Ambassador in return for such Brand Ambassador's enrollment, continued enrollment, or team building or recruiting activities with Kannaway