



Savings Guarantees

Here at ACN we are committed to maintaining a culture of integrity. As such, we have one goal in mind: to provide outstanding service and support to our Independent Business Owners and their customers.

To maintain this culture of integrity and implement best practices, we need your help. Did you know that ACN strictly prohibits IBOs from making reference to specific or numerical saving guarantees, whether expressed or implied, with respect to ACN's services, including long distance? We do and it is very important that all IBO's follow the policy regarding savings guarantees (Marketing & Advertising Policy Section VI(c) Earnings/Income Claims and Savings, or Rate Guarantees). This includes, but is not limited to, all social media platforms, blogs, websites, BOM's, PBR's, and Super Saturday events.

As an example of what to avoid, please review the below:

DON'T: "ACN will save you big money on your cell phone bills!" -or- "You can save a minimum of \$50/month on your mobile bill!"

DO: "Many customers can save money on their monthly mobile bills through the services ACN provides."

As the world's largest direct seller of telecommunications, energy and other essential services, our marketing integrity is fundamental to the ACN reputation. Doing your part as and ACN IBO is essential to ACN's overall success.

Please keep in mind that the use of logos by our agency partners is not permitted without their prior approval. Therefore, please don't use the logos without obtaining written permission to do so.

If you have any questions about this or any of our policies,
please contact the Business Ethics Department at businessethics@acninc.com.

We are here to help you.