



ETHICAL RULES FOR WORKING ON THE INTERNET

CORAL CLUB

HY TEAM * HEALTH

RULES AND RECOMMENDATIONS FOR MANAGING WEBSITES AND SOCIAL MEDIA PAGES

ONLINE ETHICS

If your goal is to establish a powerful online presence, instill confidence in consumers, and attract conscientious and trustworthy partners to your team, carefully study Section 4 of the Coral Club Rules, entitled «**Rules and Regulations of Coral Club for Managing Websites and Social Media Pages.**» They are simple, clear, and easy to follow. Adhering to these rules will allow you to be an integral part of the Coral Club team.

Every Club Member is a representative of Coral Club. By publishing information about the Company and its products online, you take responsibility for shaping a positive image of the Company and the public's perceptions of it. Your social media pages are a kind of mirror reflecting the concept and image of Coral Club. Maintain a positive emotional tone in what you post and be honest and sincere in your interactions with the public. Only authentic and undisputed information about the Company, values, and goals will attract new consumers and partners to your structure.

Foster creativity and showcase your creative side by conducting engaging online challenges, managing interesting blogs, and digital projects. Talk about the ideas and concepts that improve quality of life and share the values of a healthy lifestyle that the Company promotes. Discuss the conceptual approach to supporting family health and share personal results made possible through collaboration with Coral Club. People trust authentic and sincere success stories and improvements in quality of life.

Utilize official Coral Club landing pages (My promo) – a modern and reliable source of information about the Company's products that will help you showcase its advantages to a larger audience of potential consumers.

We believe in your potential and are ready to help you maximize it. Make the right choice and build a successful business with Coral Club!

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RECOMMENDATIONS FOR MANAGING WEBSITES AND SOCIAL MEDIA PAGES

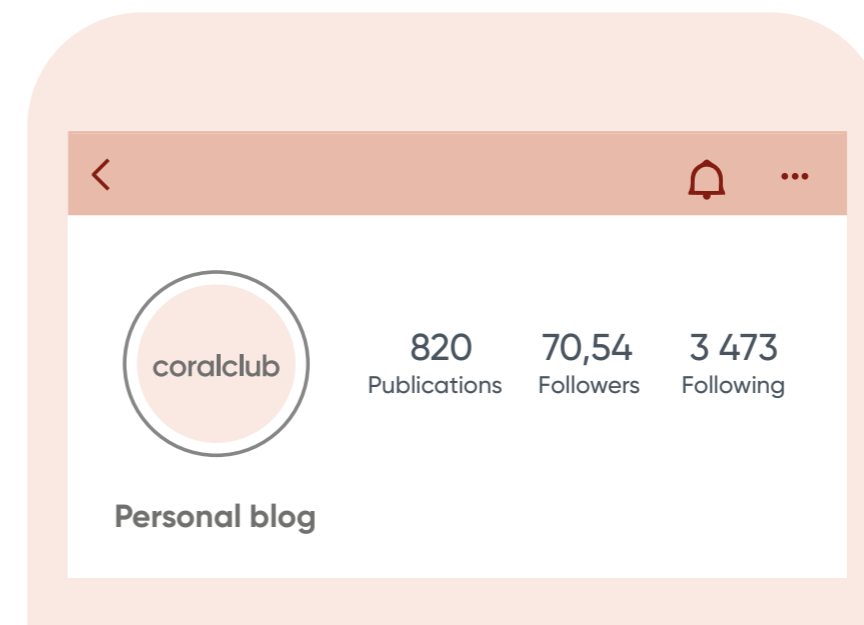
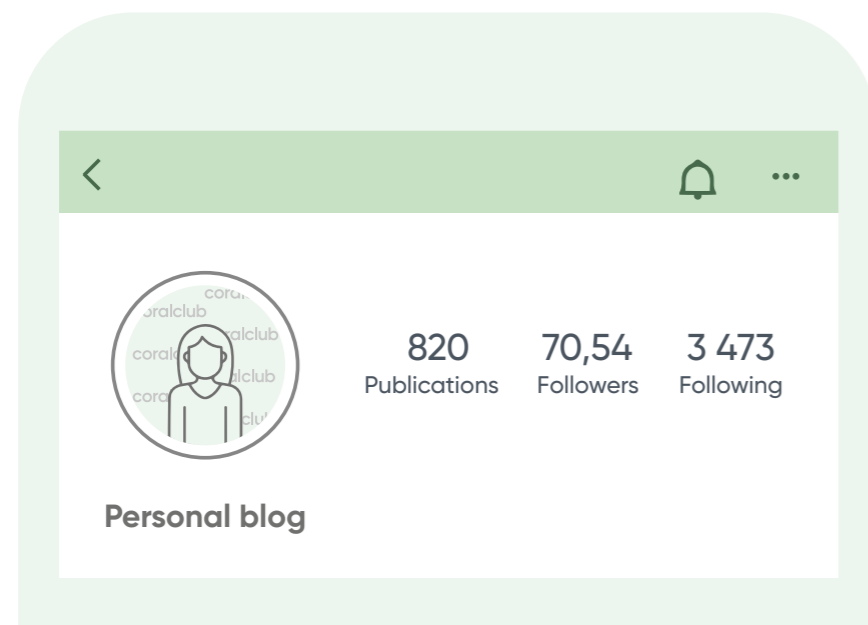
1 - CORAL CLUB LOGO AND NAME

ALLOWED

- Use in website design
- Use your photo against the backdrop of the logo or the company's official press-wall.

NOT ALLOWED

- Place as avatars and userpics on websites, social media, blogs, forums, online messengers.



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2 - DEFINING YOURSELF AND YOUR OFFER

ALLOWED

- Associate yourself, your life, and activities with the brand's values: peace, love, unity, respect;
- Showcase your personal achievements to your followers: health, beauty, travel, well-being, confidence;
- Share information about your occupation:
 - Developing international business and training partners;
 - Wellness curator;
 - Independent Distributor for Coral Club;
 - Partnership with an international company in a like-minded team.

RECOMMENDED

- Position yourself as an independent distributor / product consultant / partner of the international company Coral Club.

NOT ALLOWED

- Saying things like:
 - offering employment;
 - arranging employment;
 - delivering products.
- Label/position or present yourself as:
 - An employee/representative/official figure of the Coral Club Company.

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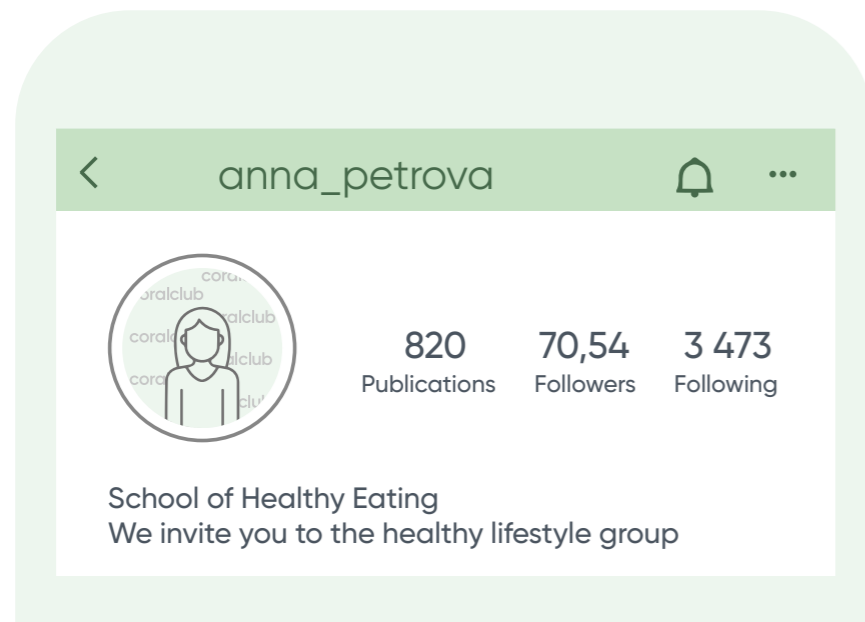
3 - DOMAIN NAME AND ACCOUNT NAME

ALLOWED

- Include the Club Member's name;
- Provide general names that convey the values of Coral Club and/or your account:
 - School of Proper Nutrition;
 - Join the Healthy Lifestyle Group;
 - Let's go through the body detox program together;
 - «Waterbread» program;
 - «I Want a Slim Figure» course;
 - Be part of the Coral Club partners' team, etc.

NOT ALLOWED

- Give names to accounts, pages, and groups on social networks that contain the name of the company or its products in full or abbreviated form;
- Use other words that sound or are written similarly as names for accounts, pages, and social networks;
- Avoid using formulations like «coral club_boston,» «sara_coral_club,» «coral club_california,» and similar variations.



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4 - CONTACT INFORMATION AND LOCATION

ALLOWED

- Provide your personal information (name, surname, contact phone number, email);
- Share links to your social media pages.

NOT ALLOWED

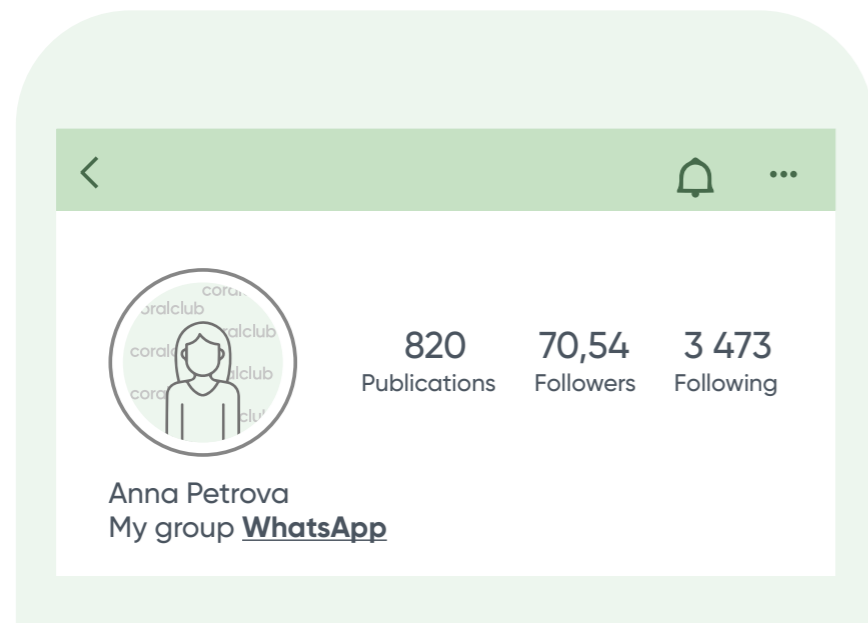
- Present the Company's contact information as your own;
- Position your own contacts as the contacts of the company's offices and representations;
- Distort information about your actual location.



5 – PROFILE HEADER/WEBSITE HEADER

ALLOWED

- To display:
 - Your photo/photo against the Company's logo;
 - Your name, surname, contact phone number, email;
 - Links to your groups in messengers, projects related to activities in Coral Club.
 - Links to specialized sites «MyPromo.»



NOT ALLOWED

- To display:
 - Company contact information;
 - Company logo.

NOT RECOMMENDED

- To display:
 - Referral links to the product or registration in open access.*

*To prevent the possibility of purchasing or registering new Club Members without prior personal acquaintance. We recommend sharing referral links only after prior personal communication.



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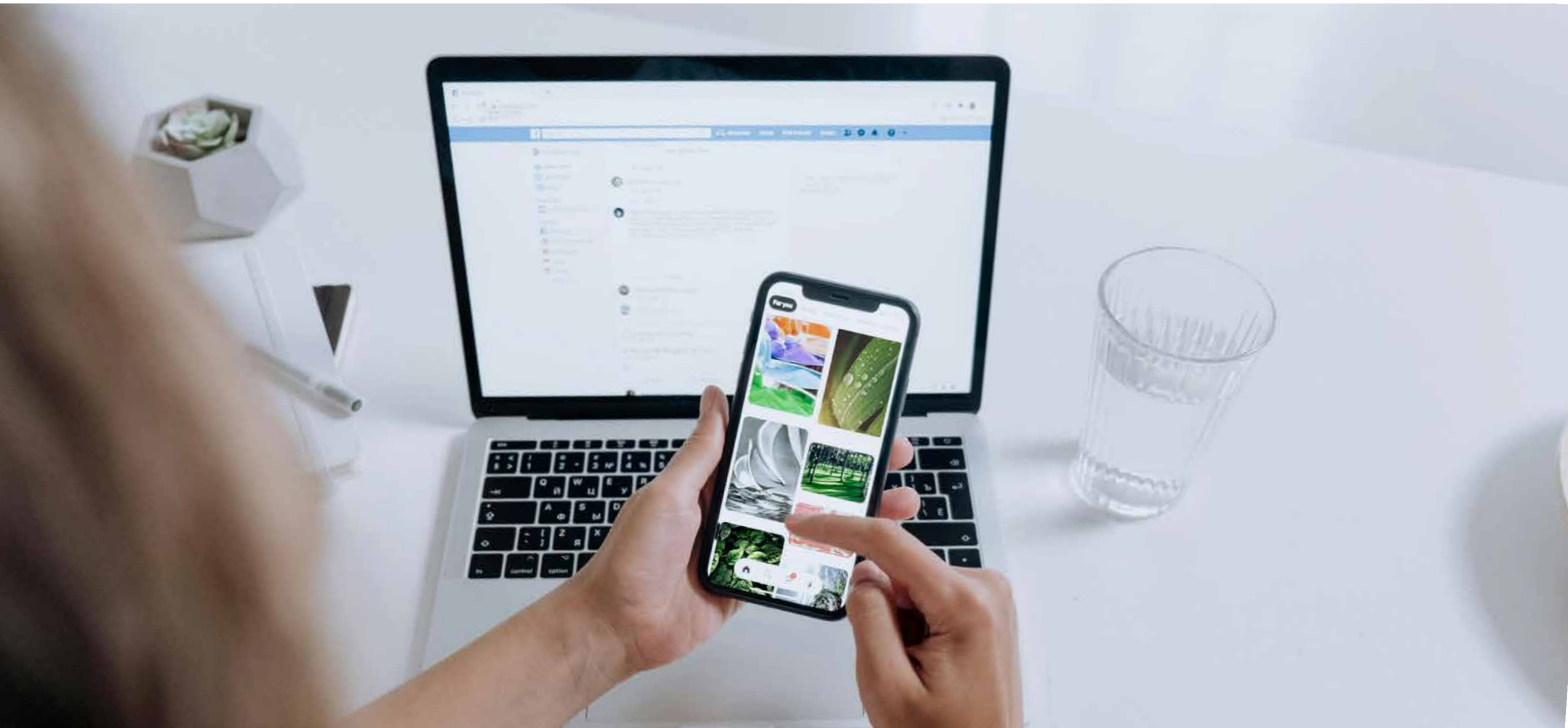
6 - DESIGN AND LAYOUT

ALLOWED

Follow the recommendations for using the Company's corporate style.

NOT ALLOWED

Borrow design and its elements from the Company's websites.



7 - ADVERTISING PLACEMENT*

ALLOWED

- Use banner advertising as an invitation to a Club Member's (your/your partner's/your team's) original project, school of proper nutrition, etc;
- Place targeted advertising leading to personal or business pages.

RECOMMENDED

- Label commercial content using phrases such as "advertisement," "Coral Club promotion," "partner post";
- Place the label at the beginning of the post.

NOT ALLOWED

- Publish any form of advertising using:
 - Original names of products and keywords of the Company;
 - Information about free registration in the Company;
 - Information about discounts on products, etc;
 - Contextual advertising with a link to registration or a product.

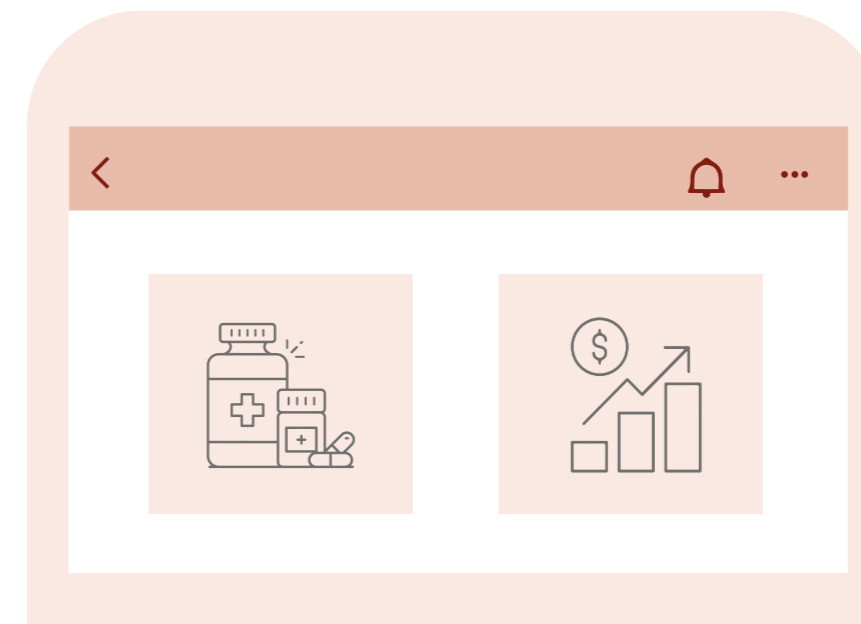
8 - WHAT TO WRITE, WHAT TO PUBLISH

ALLOWED

- Only talk about products that are allowed for sale in your country;
- Share stories of how your life has changed with Coral Club;
- Share results related to products;
- Invite participants to your projects, challenges, online and offline activities, etc.

NOT ALLOWED

- Publish the marketing plan in open access;
- Refer to our products as «medicines», «means for rapid weight loss», etc;
- Talk about curing specific diseases;
- Create a product catalog page.



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RECOMMENDED

- Use visual materials responsibly, without applying filters, photomontage, or other means that distort reality for advertising purposes;
- Avoid non-representative (overly idealized) images that may mislead consumers regarding the actual effects of the products.
- Always include a clear disclosure at the beginning of the caption (before hashtags).
- Use simple and approved labels: #ad, #advertisement, #sponsored, Independent Coral Club Partner.
- Structure captions:
 - Disclosure (first line)
 - Authentic story (lifestyle, personal touch)
 - Hashtags block (brand + lifestyle).
- Use recommended hashtags:
 - Brand Identity: #CoralClub #CoralWellness #CoralLifestyle #IndependentCoralClubPartner
 - Lifestyle & Value: #WellnessJourney #HealthyLiving / #Healthylifestyle #HydrationFirst / #Hydratetheworld #BeautyFromWithin #SelfCare

NOT ALLOWED

- Exaggerate the properties of food supplements or attribute medicinal qualities to them;
- Use filters, photomontage, or other means of distorting real images to demonstrate “before/after” effects;
- Share information about income levels in partnership with the Company;
- Make unrealistic promises – do not claim guaranteed high income or rapid career growth without effort.
- Hiding disclosure inside 20+ hashtags.
- Placing disclosure only at the end of the caption.
- Using unclear labels (#spon, #sp, #collab, “Thanks to Coral Club”).
- Presenting yourself as an “Official Coral Club Representative.”
- Using spammy or misleading tactics (excessive tagging, unrealistic claims).

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9 - BORROWING INFORMATION

ALLOWED

Use materials from another Club Member on your website/page with their consent and provide a link to the original source.

NOT ALLOWED

Copy and claim materials developed by other Club Members without their consent.



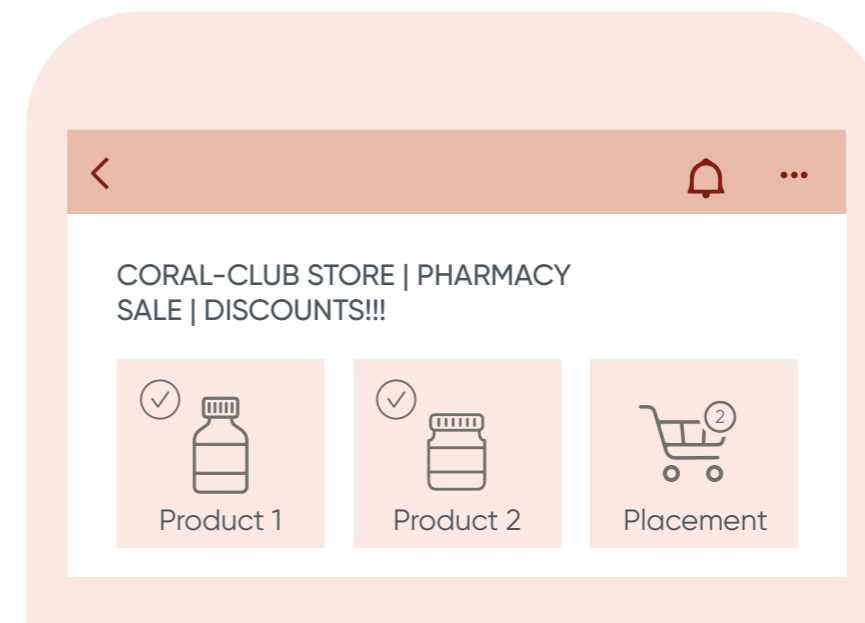
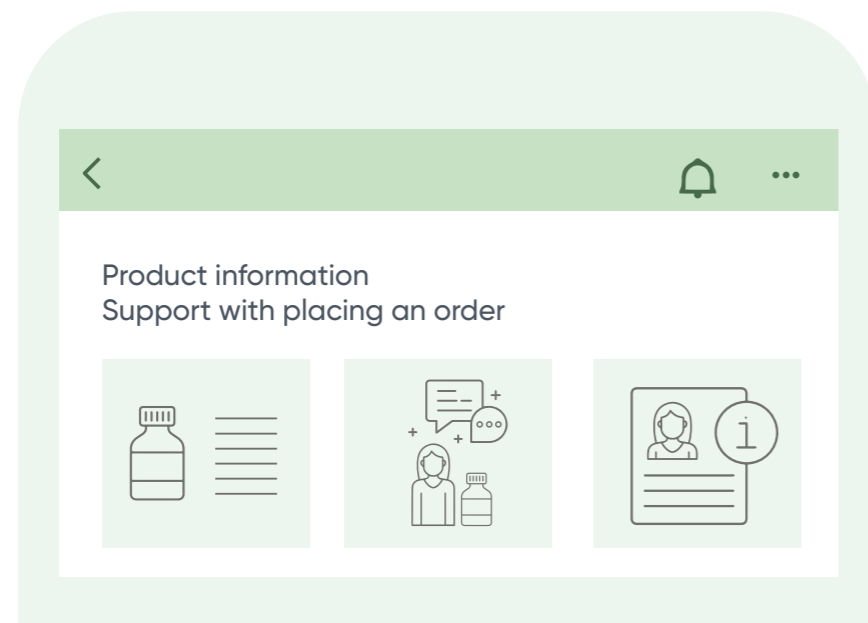
10 – PRODUCT PRICING INFORMATION, SALES

ALLOWED

- Talk about the products;
- Suggest contacting a distributor for consultation and assistance with placing an order;
- Publish product prices in blogs, posts where information is presented in the first person.

NOT ALLOWED

- Use words like «sale», «store» and «product» on your website;
- Create services for order placement;
- Sell products on marketplaces de compra-venta.*



* If this violation is detected, the Club Member who posted the product will be immediately blocked.

11 – RUNNING AN ONLINE BUSINESS: ADHERENCE TO COMPANY RULES

Managing a business online is a unique opportunity to stand out and express your individuality while adhering to the Company's Rules, without associating your website and personal pages with the official Coral Club site.

Gross violations of Company Rules include:

1. Posting information that misleads potential clients;
2. Positioning yourself as the official website of the Company (official social media pages) or its official representation in a specific region;
3. Listing products on marketplaces.

Violating these rules will lead to unfavorable consequences – mistrust from clients and partners, tarnishing the company's image, undermining your personal brand, and impacting your network as a whole.

Success is achievable only through honest and sincere interactions with clients. By sharing personal victories, talking about the Company, its products, and opportunities, you will spark interest among potential consumers and partners,

associating yourself with the benefits they will gain from collaborating with Coral Club. Witnessing your success, followers will be more eager to join your team.

The philosophy of Coral Club revolves around an individual approach to each client, establishing personal connections. When communicating with individuals, provide more details about the products, share results, business offers, answer questions, and leave contact information. Only after establishing a personal connection (e.g., virtual meetings or phone calls) you should provide a personal referral link for product purchases or registration.

Establishing a personal connection is crucial as it lays the foundation for trust and long-term collaboration. Therefore, we are against spam mailings, publishing referral links, and sharing Club Member numbers openly.

We believe in your success and are eager to support you at every stage of your development. Transform your life and become a successful member of the Coral Club team!

For the purpose of identifying violations, Coral Club conducts a monthly audit of social media and the ethical behavior of distributors in the online space.

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