

How to Do Business Guide

DO'S

- 1.** Focus on building your business in current open markets prior to attempting to expand your business in new markets. The more substantial your business becomes in your home market, the greater the opportunity you'll have to find pathways into the new market.
- 2.** If you have contacts in the new market through your downline or individuals you know personally, it is appropriate to tell them of Kannaway's future plans to open in their market. Inform them that they will be notified when it is appropriate for them to take action.
- 3.** Please understand that the "first in the door wins" international business development strategy is not viable in all cases. Sustainable businesses are built by those who strategizes expansion based on the idea of developing businesses that grow over the long term instead of quick hits or shortcuts. It takes investments in time and money to grow a business in a foreign market.
- 4.** Direct any contacts that you personally know in Hong Kong to the global Kannaway website (www.kannaway.com) for information on the Company and opportunity.
- 5.** When appropriate, use Kannaway's PowerPoints and Policies and Procedures as information for those who you have contacted in Hong Kong. Kannaway will provide these at the appropriate time. The Compensation Plan in Hong Kong will be fundamentally the same as the Compensation Plan used in the United States.
- 6.** If you register as a business, you must fill out and submit the paper application with the proper business registrations. This includes the certificate of incorporation and a valid business registration certificate. If you register as an individual, you still must provide your government issued identity numbers.

DON'TS

- 1.** Don't engage in the development and implementation of pre-registration of prospects. Do not develop any quasi-application which would give the prospect the impression that they have registered with the Company. Do not collect names, addresses or telephone numbers of people who have been cold contacted. Not everyone is eligible for participation in a business of our nature. For example: anyone under the age of 18 is not eligible.
- 2.** Do not develop or attempt to develop any genealogies until the opening of the market. The development of genealogies can be viewed as the development of contracts and the operation of a business which has not been registered.
- 3.** Do not collect any money for any reason. The collection of money can be viewed as the establishment of a contract and, without the approved corporate contract, is inappropriate and cause for action.
- 4.** Do not make any claims regarding the products and their effectiveness. Both of these are strictly prohibited.
- 5.** Do not use surrogates, consultants or any representatives to build an organization in Hong Kong.
- 6.** Do not produce or distribute any literature that supports the concept of building a Kannaway business. All literature that is descriptive of the company or the product must be company produced and approved.
- 7.** Do not send literature that is descriptive of the Kannaway business from any other market. The literature that will be used in Hong Kong must be developed to support the building of the business specific to Hong Kong.
- 8.** Do not send product or encourage the purchase of product over the Internet. These are simple "Do"s and "Don't"s. While these are specific to the Hong Kong market, they are to be seen as applicable to all potential markets. Kannaway expects appropriate behavior from its Entrepreneurs. Should someone engage in inappropriate behavior, it will place Kannaway in the position of having to exclude them from the market at the time it opens.
- 9.** Do not engage in the development and implementation of registration of prospects in markets that Kannaway is not currently open for business.