

Guidelines for REiCO partners

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Guidelines for REiCO partners

1. Introduction

With this document, we would like to inform you of the regulations and guidelines that are part of our partnership. By displaying a uniform external appearance and positive conduct, we want to increase and secure both the recognition value and the trust in the Reico brand.

These guidelines are an integral part of the REiCO partner agreement and we attach great importance to adhering to the following rules. If we become aware of any violations, we will contact you directly.

If you have any questions about the regulations or their implementation, please feel free to contact info@reico-vital.de with the keyword "Guidelines".

2. Reico corporate design

a. New brand identity

In March 2026, Reico introduced a new corporate design. You can find all the details about this in the Design Guidelines for partners. Reico partners who started with Reico from March 2026 onwards will only use the new designs and templates.

The following transitional periods apply to all other Reico partners:

- New materials of any kind may only be created using the new design from 8 March 2026.
- Existing designs such as printed products, textiles, website designs, etc. must be converted by 31 December 2026 at the latest.
- Items such as car stickers, car trailers and trade fair stands must be converted by 31 March 2027.
- The Reico partner logo may no longer be used from 1 April 2027.

If you have any questions about the transition periods, the Reico team will be happy to assist you.

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b. Use of the Reico logo

The Reico logo can be used by Reico partners. However, guidelines apply in this context that must be observed.

If the presentation is exclusively about Reico, the logo provided by Reico as well as the design templates may be used.

Examples for using the Reico logo:

- Website dedicated exclusively to Reico
- A brochure promoting the partner's advice

If another activity and/or other products are advertised using the respective medium, the logo may **not** be used. For this purpose, Reico provides a signet (REiCO partner). It is important that, in this case, the complete design (colour/style/etc.) of the medium must show a clear distinction from Reico.

Examples for using the signet:

- Website for a dog grooming salon
- Advertising sign on the garden fence for Reico and an insurance company/other company

The decision whether the logo may be used or whether the signet must be used is at the sole discretion of Reico.

The use of both variants is an offer from Reico; there is no obligation to use them.

c.) Use of AI for image creation

Using AI applications creates challenges we need to be aware of.

Using AI to create and/or change products and/or packaging that do not exist in reality is forbidden. This includes forms of packaging that are not in our range and fictional product names. Please pay attention to the correct spelling of brands and product names. It is essential that all images correspond to Reico's overall context. In general, AI-generated images should always be checked very carefully for incorrect representations.

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3. Language

Uniform language contributes to a positive overall impression. For this reason, the following regulations apply with regard to the written and spoken word:

Area	Regulation
Company name	• Reico & Partner Vertriebs GmbH • Reico (stands alone, without hyphen, not in capital letters) • Reico Vital-Systeme
Products	• The information about our products must only be taken from the official Reico publications.
Titles, such as on answering machine, voicemail, business cards	• Reico partner • Reico partner • Independent Reico partner Independent Reico partner
Title after further training	• Reico Vital-Systeme expert
Region	Since there is no territorial protection, any information that suggests that you are in charge of a region/country is inadmissible. This includes: • Reico partner Kassel • Reico Munich – Reico partner Jane Doe • Reico Baden-Württemberg • Reico Sweden

4. Use of information materials

Reico provides information materials for various purposes. Content from the marketing plan, training materials such as recordings or presentations may not be published. Naturally, you can use advertising materials such as product flyers, social media materials or the like for marketing.

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5. Conduct as a Reico partner

Reico has been a member of the BDD (German Direct Selling Association) since 2006. The BDD sees itself as the guardian of fair and reputable direct sales. With our membership, we have committed ourselves to fair and honest conduct towards consumers, Reico partners and competitors as well as to compliance with strict standards of conduct.¹

a. Addressing potential customers

Respectful and appreciative interaction with others is an integral part of our corporate culture. For this reason, we require our Reico partners to behave appropriately when approaching potential customers. This also includes accepting "no", taking into account customer needs, refraining from conduct that is perceived as harassment, not making an unwanted offer, or continuing an advice session against the wishes of prospective customers, etc.

We refrain from anything that leads to prospective customers accepting an offer only in order to:

- be able to leave an unpleasant (advice) situation
- do you a personal favour
- benefit from an advantage that is not the subject of the offer.

Generally accepted communication times are also adhered to (e.g. no calls after 10 p.m., etc.) as well as use of the communication channel selected by the prospect or customer.

Product advice is fact-based and truthful. Promises about health benefits may not be made.

Reico examines complaints from consumers without delay and contacts the Reico partner, and if necessary, their sponsors.

¹ https://direktvertrieb.de/media/downloads/Standards_of_conduct_2026_A6_English_new.pdf

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b. Advice and distribution activity

Providing individual advice is an obligatory part of your work.

Whether in person, by phone or in an online meeting, the quality of your advice is a unique selling point and therefore a clear competitive advantage. A personal conversation will give you a clear picture of the circumstances. It will allow you to better understand the needs of humans and animals and convey conviction, trust and appreciation through the way you act.

This is the correct process:

- A prospective customer is only entered into the system if there was contact with the corresponding person in advance. Locking the prospective customer details serves to bridge the time between the first contact and the advice session.
- Entry of a customer in the system only takes place in connection with a personal advice session and the creation of a shopping cart.
- The respective data protection regulations must be observed when entering a customer into the system.
- Existing customers and Reico partners must not be poached.
- Existing customers outside the partner's own customer base must be referred to the responsible Reico partner or directly to Reico.

6. Marketing

a. Identification as a Reico partner

In both real and virtual appearances, it is mandatory that you clearly identify yourself as a Reico partner. You may only appear under the name registered with Reico.

In general, you must avoid anything that could give customers the impression that you are an employee of Reico or speak on behalf of the company.

b. Identification for websites and email addresses

The name Reico may not be used in a domain.

This applies to websites such as:

www.reico-hamburg.de

www.dog-obedience-training-reico.de

www.delicious-reico-food.de

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Naturally, this regulation does not apply if you use the domain provided by Reico in your communications.

If you would like to have an email address with reference to Reico, this is only permitted in the front part and only in connection with identification as a Reico partner.

reico-musterpartnerin@musterdomain.de

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Front part of the email address

Back part of the email address

Mention of Reico in connection with Do not use Reico partnership/Reico partner/ etc.

Additional examples regarding your email address:

reico-partner@your-domain.de

reico-partner@your-domain.de

reico_partner_reico@your-domain.de

reico_partner_reico@your-domain.de

c. Personalised pages in the portal

Reico offers all Reico partners the opportunity to create a personalised page. A release process is provided for this purpose, where Reico checks whether content can be published. The domain link is also checked by Reico and must be approved. Reico provides instructions for the creation of pages.

Naturally, all regulations from the guidelines also apply to personalised pages. The following aspects are of particular importance:

- There are no links to other websites or other offers.
- The contents are focused on work done for Reico and relevant topics.
Description of voluntary or other professional activities should be kept to a minimum. The decision to approve a text is the responsibility of Reico alone.

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d. Advertising and promotions

Promotions and misleading bargain offers with financial incentives to acquire new customers are expressly prohibited. This applies to internet promotions as well as trade fairs, etc. You can run promotions for your existing customers.

Examples of prohibited promotions:

- Today, 15% off all orders placed with me.
- I am donating all Reico commissions to an animal shelter.
- Trade fair discount of 10% on the entire range.
- Advertising savings on shipping costs

If you are unsure whether a planned action complies with the regulations, you can contact Reico headquarters.

e. Websites

In principle, it is possible for partners to use their own websites for advertising and customer acquisition. In general, all aspects of these guidelines, further design specifications and contents of the partner agreement must be taken into account. Provision of an online shop or applications that have the appearance of an online shop is forbidden. This includes aspects such as presenting products with "order function", "wish lists" or similar. Products may continue to be presented on websites; however, information must always be up to date. Classification of products into correct product categories is essential. We generally do not recommend that partners present products on their own websites. We recommend that partners use their personalised Reico partner site for presenting Reico activities.

f. Trade fairs and information stands

Reico partners can book trade fairs independently.

If Reico products are exhibited, you must register as a Reico partner with the trade fair company!

The trade fair packages can be put together individually. The contents of the trade fair packages must not exceed the sales price.

g. Special aspects regarding social media

Communication in social media has become an integral part of working in direct sales. Nevertheless, Reico still attaches great importance to personal contact and advice.

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You can of course join discussions and participate in groups that deal with the topic of pet food (e.g. on Facebook). However, suppliers of pet food are generally not welcome there. You should therefore be very conscious of your role. Addressing group members via personal messages or the like with the aim of acquiring new customers is to be avoided. This damages the reputation of direct sales and consequently Reico's reputation as well.

There must be no political statements related to Reico's products on your own pages and profiles. The best thing to do is to separate your personal account from your professional account or limit the visibility of certain posts.

Social media platforms are very suitable for demonstrating your expertise regarding dogs, cats or horses. For example, you can give tips and tricks for a change in diet or explain the action of Reico products in live formats. When using images, please make sure that you own the image rights. You should therefore refrain from using images that you have found on the internet. Instead, use images supplied by Reico (e.g. from the download area in the portal) or use licensed images from photo databases.

h. Job offers

As already described, the impression that you are acting on behalf of the company Reico should be avoided. This also includes the publication of "job advertisements" in job boards. Recruitment of Reico partners via this channel is not permitted.

Alternatively, you can recruit new Reico partners by:

- Approaching existing customers personally about the possibility of a distribution partnership
- Reporting on the possibility of self-employment in direct sales in your social media posts
- In your WhatsApp status, start calling on people to find out about self-employment in direct sales
- Put up a notice, for example in public institutions, that points out the possibility of self-employment in direct sales and that you will be happy to advise on this

7. Sale of products

The resale of Reico products is prohibited. It goes without saying that this also includes sales in the context of internet auctions, retail stores, etc.

The only exception are sales at trade fairs and markets, according to the conditions mentioned in point 6f.

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8. Other

- Do not make any statements regarding health benefits.
Better: Talk about your own experiences, e.g. "... my dog was sick and got back on his feet because of XY..."
- Bottling of products and samples is the exclusive responsibility of Reico.
- Information on prices for Reico products is not permitted.
Terms such as "price" and "online shop" must not appear in keywords, websites, etc.
The indication of commission rates is also prohibited.

Our guidelines are constantly updated. Please always keep yourself up to date with the latest information in this regard.