



FARMASI

FARMASI UK Launch Frequently Asked Questions

1. Who is FARMASI UK?

- FARMASI is a global company in 35 markets with a ground-floor opportunity in the UK powered by high-quality, luxury products priced affordably, also known as *affordable luxury*. FARMASI UK is ready to take on not only the direct selling industry but also the United Kingdom retail industry. This opportunity is powered by a rewarding, proven opportunity plan and a vibrant, fun, uplifting culture.
- We will disrupt the cosmetic, nutritional, and skin care industries and place our Beauty Influencers at the forefront of some of the most powerful socioeconomic trends in the world today.

2. What is FARMASI official pre-registration and when will it begin?

- FARMASI UK official pre-registration is targeted for December 19.
- Pre-registration will allow UK residents to enroll in the UK as UK Beauty Influencers.
- A pre-registration kit with 10-full-sized products and 4 make-up and 3 skin care samples with a retail value of over £200 is offered at £59.90, including the shipping fee and enrolment fee!
- The BI account is not fully registered until the pre-registration kit is purchased or the enrolment fee is paid after the formal launch. The pre-registration kit includes the enrolment fee.

3. What are the steps to pre-register?

- Visit www.FARMASI.co.uk and register (create an account).
 - No Fee is charged in this step.
 - Be sure to have your sponsor's Beauty Influencer Number or FARMASI personal website link before registering.
 - Be sure to have your National Identification Number.
 - Be sure to use an email that is not in our database.
- Receive a confirmation email within 1 hour.
- Receive a second email with a link to place an order for your pre-registration kit.
 - Those who pre-register in the first couple days will receive this second email in about 48 hours after pre-registering. The second email will arrive within an hour after the initial couple of days.
 - This second email will have a unique code in it. Please enter this unique code, which is linked to your specific email, when checking out so that the shipping fee is waived.
 - Click link in this second email, follow the specific guidelines, and place the order.
 - Receive an email to track your order.
 - You can enroll Beauty Influencers with your BI#, even before you purchase your pre-registration kit.
 - You will be able to monitor signups in your group in your FARMASI back office.
- The pre-registration kit must be purchased before the end of January, but we cannot guarantee that the nice box with the pre-registration kit will be available from mid-January. Otherwise, the Starter Kit or an enrolment kit must be purchased after February 1 to complete the registration process.



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4. What is the FARMACITY Launch Team Incentive Trip

- The first 10 Beauty Influencers with 30 frontline registrations + at least 5 frontline Beauty Influencers with 5 or more frontline registrations will qualify. You must purchase the pre-registration kit. You can only count those who have purchased a pre-registration kit towards the requirements.
 - Participate in meetings with key Executives
 - Visit FARMACITY
 - Explore Istanbul
 - What is covered? Airfare, transportation in Turkey and much more (1 person per ID).

5. What is the target date for FARMASI to commence selling products?

- The launch will be in the early part of February 2024.

6. What UK countries will be opened?

- We will launch in England, Wales, Scotland, and Northern Ireland.

7. Pre-launch Product Experience Program

- Existing BIs outside of the UK can use this program to allow UK residents to experience FARMASI products in advance of our launch. resale
- The intent is to allow the recipients to experience FARMASI products and share them with potential BEAUTY INFLUENCERS.
- The products will be FARMASI Poland products shipped from FARMASI's operation center in Poland.
- The eligible products will be products intended for launch in the UK.
- The order must be placed and paid for by an existing FARMASI BEAUTY INFLUENCER in an open market and must be sent to a UK resident who has provided consent to receive the products.
- Shipping fee will be a flat fee of US\$15.
- The pricing will be FARMASI US wholesale price.
- The order will count as PV.
- This program commences on Monday, November 20, 2023.
- Required information includes name, shipping address, email, and phone number.
- Those interested may request by submitting a ticket:
 - Ticket Subject: UK Shipment Request.
 - Product codes and names from the US website.
 - The products will be shipped based upon availability. Unavailable products will not be charged.
 - Shipping address provided must be verified, clear and accurate.
 - The minimum order requirement is US\$200 based upon wholesale price.



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8. Does FARMASI UK have a UK website?

- The UK website will be launched before pre-registration begins.
- The UK FARMASI website will be www.FARMASI.co.uk
- FarmasiUK.com is not approved by FARMASI and is not a trusted website.
- The official FARMASI UK Facebook page is: <https://www.facebook.com/farmasiunitedkingdomofficial/>
- The official FARMASI UK Instagram page is: <https://instagram.com/FARMASIUK>

9. What are the local UK prices and products?

- Prices will be announced later.
- Our prices will reflect our affordable luxury market positioning.
- Products to be launched at the launch event will include a wide range of makeup and skin care products along with select Nutriplus products.

10. Will everyone have an equal chance to earn incentives, recognition, and commissions at the time of launch?

- Yes. FARMASI will treat everyone who signs up in the UK equally.

11. When is my potential BEAUTY INFLUENCER officially signed up under me?

- The official pre-registration is your first chance to secure a signup. FARMASI has no way to force anyone to signup under and remain committed to any potential sponsor before that time. The binding relationship occurs when the UK pre-registration or UK registration is completed.

12. What are the rules around sponsoring activities leading up to the official pre-registration launch?

- No one should claim to be a UK Beauty Influencer until registered with FARMASI in the UK.
- No one should claim to have special approval from the company or special benefits from the company or preferential treatment by the company.
- No one should disparage or speak badly of any other BEAUTY INFLUENCER.

13. How will commissions and bonuses be paid and when will they be paid?

- Funds will be placed in your FARMASI Virtual Wallet.
- Bank transfers and PayQuicker will be provided as options.

14. Will BEAUTY INFLUENCERS outside of the UK be able to sponsor UK BEAUTY INFLUENCERS during the pre-registration period?

- Yes

15. Will BEAUTY INFLUENCERS outside of the UK be able to enroll Customers during the pre-registration period?



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- BEAUTY INFLUENCERS outside of the UK will not be able to enroll UK Customers during the pre-registration period. However, we plan to allow this function for enrolling Customers in the UK from Non-UK accounts in the future sometime in the first half of 2024.
16. How will Customer Support function for the UK?
 - UK Customer Support will be provided from existing markets.
 17. Will the FARMASI Subscription Program be available in the UK from the launch?
 - We are targeting the first half of 2024 to launch in the UK.
 18. Where will the products be shipped from?
 - The products will be shipped from our Poland Distribution Center.
 19. What if I have already signed up in another market, but want to be a Beauty Influencer in the UK?
 - Those who enrolled before the official pre-registration in markets such as the US, Canada, or Poland, will need to formally sign up in the UK on our official UK site and agree to the FARMASI UK Policies and Procedures.
 - Please be prepared to enter your name, email, phone number, birth date, national insurance number, sponsor's code, preferred language, and UK address.
 20. What if I achieved a rank or title in a market outside of the UK and want to become a UK Beauty Influencer?
 - We have not yet launched FARMASI UK. Therefore, no one has earned a rank or title in the UK.
 - If someone becomes a UK Beauty Influencer after achieving a rank or title in a different market, the company will not recognize that rank or title in the UK.
 21. Will UK FARMASI have the Royalty Circle and Legacy Circle?
 - Yes. Please see details below.
 22. What is the Legacy Circle, what are the requirements and what are the perks?
 - Legacy Circle symbolizes the remarkable achievements of our members, whose unwavering dedication has driven FARMASI to its current success. Legacy Circle membership is earned by the first 25 Beauty Influencers to achieve Manager in the market. The Manager title requires 5,000 GV with 1,500 Side Points (Virtual Manager is not eligible). Legacy Circle members can lose status by not hitting manager or above for two consecutive months. Each time a member loses status, a new member is added based upon title, legs, and side points. We take immense pride in providing the Circle with a platform for collaboration, inspiration, and growth. Together, we are committed to reaching unparalleled levels of success in the future. The perks: Free shipping for up to 5 personal orders each month, free samples, early access to special product launches, recognition at FARMASI events, and special website recognition.



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23. What is the Royalty Circle and what are the perks?

1. Royalty Circle symbolizes excellence in retail sales. Royalty Circle membership is based upon annual PV achievements.

- Amethyst Member: 15,000 PV – 22,499 PV
 - Monthly Free Samples
 - Pre-ordering privilege of select new products
 - Recognition on Corporate Website
 - Recognition at National Event
- Turquoise Member: 22,500 PV – 29,999 PV
 - All Amethyst Benefits
 - London Trip with Corporate (one person/2 days/one night)
- Zultanite Member: 30,000+
 - All Amethyst Benefits
 - London Trip with Corporate (Two persons/2 days/one night)
- Notes:
 - Free samples and pre-ordering Benefits start in the month after achievement and exist until the end of the following year.
 - The London Trip is planned one time each year for the previous year's achievers.

24. What Opportunity Plan will be implemented in the UK?

- The Final UK Opportunity Guide will be shared before February.
 - We will have 10 Ways to Earn.
 - The bonus eligibility requirement is 75 PV.
 - The Online Commissions and Retail Markup is 30%.
 - Reason: The 30% retail markup puts us in our strategically desired price range to appeal to everyday consumers throughout the UK, thus allowing us to drive great success and a powerful consumer base.
 - Our 30% commissions have no PV or GV requirements (clear, clean 30% for everyone).
 - 1 PV = £1 wholesale price including VAT. £100 retail value (VAT Inclusive) = £70 wholesale value (VAT Inclusive) = 70 PV.
 - The Exchange Rate Multiplier for GBP Commissions and Bonuses will be 0.80.

25. Will the UK have *Unforgettable Experiences*?

- Yes. When you achieve specific titles for the first time, you'll be invited on once-in-a-lifetime trips to amazing destinations to create beautiful memories. When you achieve Golden Director, you'll be invited to join us on the FarmaCity Trip; Platinum Directors are invited to attend the Europe Trip; Emerald Directors join us on a trip to the Americas; and Diamond Directors are invited to our Luxury Tropical Trip.



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26. What type of enrolment kits will be available in the UK?
- Enrollment Kits with 75 PV, 125 PV and 175 PV will be available aside from the Starter Kit. Each enrolment kit will include a Starter Kit as part of the price. The higher the PV, the greater the discount and value of the kit.
 - The Starter Kit alone will be £19.99 (VAT Inclusive).
 - The UK has an order limit of £200 in the first 7 days for new BIs.