

POLICIES & PROCEDURES (P&P) / COMP PLAN MOST COMMON “DO’S”

- 1) **Websites:** Coaches are permitted to develop their own websites to promote and market Beachbody products if they choose to not utilize the replicated website provided by the Company. Coaches must submit these personally developed sites to Beachbody Compliance for review/approval to ensure that all policies are adhered to (section 3.2.2 of the P&P). Critical areas of compliance include proper use of income and product claims, minimum pricing, discounts and giveaways.
- 2) **Independent Contractor Status:** Beachbody Coaches are independent distributors, not employees of the Company. Accordingly, Coaches must always identify themselves as an **“Independent Beachbody Coach”** on websites, business cards and any other marketing materials to prevent confusion regarding the relationship between the Coach and the Company when conducting their Beachbody business (section 3.16).
- 3) **Commercial Outlets:** While Coaches are strongly encouraged to retail and sell the Beachbody products and services through direct contact, Coaches can display and sell products in retail or service establishments solely which sell or provide services to private clientele, such as gyms, workout studios and doctors’ offices. However, retail establishments such as malls, kiosks, public retail stores, discount buying clubs and restaurants are prohibited. Fitness instructors or trainers can also be Beachbody Coaches, but may not use the Beachbody workout programs as part of their gym programs. For instance, a trainer can provide “plyometrics inspired” exercises but cannot provide “P90X inspired” exercises (section 3.7).
- 4) **Trade Shows/Expos:** Participating in trade shows, Expos and other similar forums is recommended. Coaches are not required to obtain approval prior to participating at such events, but it is highly recommended to contact Compliance with the event details if the Coach desires to sell Beachbody products at such events (section 3.8).
- 5) **Blogs and Social Networking sites:** Coaches are permitted to advertise and discuss their journey on personal blogs and social networking sites such as MySpace, Facebook and Twitter, but must always identify themselves as an Independent Beachbody Coach when doing so. Advertising on blogs and social networking sites must follow the advertising rules as noted in the P&P. Coaches are NOT permitted to sell Beachbody products or social networking sites, but may use links to refer product sales to their Coach or personal websites (section 3.32).
- 6) **Message Boards:** Utilizing the Message Boards to support members with their fitness goals is highly recommended. Coaches have flexibility on the ways they deem supportive, from simple words of encouragement to friendly internal challenges – section 3.2.7 of the P&P and the Posting Guidelines located directly on the Message Board site provides the specific rules governing the use of the Boards.
- 7) **Marketing/Promotional Materials:** There is numerous literature available on the teambeachbody.com website for Coaches to download and use for their business activities. Coaches are also permitted to develop their own promotional materials but must obtain prior approval from Compliance before distributing such materials (section 3.2.1).

This FAQ provides only a summary of important points of the Beachbody Coach Policies & Procedures.

Please review the complete Policies & Procedures in its entirety

(http://images.beachbody.com/tbb/pdf/policies_procedures_comp_plan.pdf) in order to maintain your compliance as an Independent Beachbody Coach. For any submissions, questions or to report any compliance violations, please contact Compliance directly any time at compliance@beachbody.com.