



## YOU·CONNECT PROGRAM POSITIONING [BRAND AMBASSADORS AND AFFILIATES]

### Program Name:

You·Connect

### Introduction:

Welcome to You·Connect! This is Younique's exciting new way to help you, our valued Brand Ambassadors and Brand Affiliates, reach new heights by selling our products in international markets. It's all about making global business easy and accessible for you.

### Value:

With You·Connect, stepping into international markets is simpler than ever. We're cutting through the complexity of going global, so you can focus on growing your business and reaching more customers, no matter where they are.

### Audience:

- Younique Brand Ambassadors ready to take their business global.
- Community leaders eager to explore new opportunities.
- Anyone aspiring to join Younique and make an impact worldwide.
- Affiliates looking to broaden their customer base internationally.

### Key Message:

"Global Expansion Made Simple. Your Pathway to International Growth"

### Tagline:

"New markets, new connections"

### Supporting Pillars:

- **Global Business Opportunities:** Unlock new markets and expand customer base.
- **Simplified International Expansion:** Easy entry into new markets without the usual barriers.

- **Leverage Current Market Strengths:** Benefit from Younique's established market presence for smoother operations.
- **Empowerment and Growth:** Expand your business and personal brand on a global scale.
- **Local Events for Global Growth:** Participate in You·Connect events to learn, connect, and succeed.

#### Additional Points:

- Launching first in Poland and Denmark, supported by our current Netherlands market.
- Transactions in English language and Euro currency for easy international transactions.
- Products shipped efficiently from our central hub in Germany.

#### Benefits:

- Expand your market reach and unlock new opportunities.
- Boost your sales potential and grow your network.
- Streamlined process for entering and operating in new international markets.

#### Communication Guidelines

- Focus on empowerment, forward-thinking, collaboration, and expansion.
- Emphasize ease of international market entry and business growth opportunities.
- Highlight the support provided by existing market infrastructures.

#### Support

For more information, including a welcome video from Derek, slide deck, FAQ, and other assets, please visit the Learning Hub section of the Younique App.