Transparency

RINGANA TRANSPARENCY REPORT SALES
2024

RINGANA

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DO YOU ALREADY KNOW?

A warm welcome to the age of transparency

“When we first started bringing fresh cosmetics to the market 27 years ago, effectiveness and sustainability were our key parameters – and they always will be. But we believe that now is the right time to add another premise to everything we do: TRANSPARENCY,” explain Ulla Wannemacher and Andreas Wilfinger, the founding team and CEOs of RINGANA.

Trans·pa·ren·cy

/Transparency/
Noun

DEFINITION
translucence, clarity, [light] permeability
‘colours of luminous transparency’

Luckily for the planet, the proportion of critical consumers out there continues to grow. Conscious shoppers are easy to spot from their watchful eyes, pricked-up ears and mouth which can’t – and won’t – hold back from stating a clear opinion. Before these shoppers buy a product, they comb the ingredients list. They assess the packaging. They question the origin of its raw materials. They also want to know whether the products are local and whether, in addition to protecting the environment, they can both promise and deliver on effectiveness. Many consumers even go to the extent of scrutinising how the company whose products they would like to buy operates – in terms of sustainability, in terms of employees, in terms of distribution partners and in terms of social responsibility.

In addition to freshness and excellence, RINGANA has another core value enshrined in its DNA: trendsetting.
RINGANA began manufacturing vegan cosmetic products before most people knew what ‘vegan’ even meant. When other companies were still discussing electromobility, RINGANA switched its entire fleet of company cars to electric. When consumers were first starting to express a desire for honest and open companies, RINGANA published its Transparency Report.

“Communication is everything, and we made the decision to go into as much depth as possible. We want our customers to gain an insight and understanding of our processes and for everything we do at RINGANA to be transparent,”, says Ulla Wannemacher.

“Company transparency is going to become essential in the next few years. With a bit of luck, transparency will even be required by law. At RINGANA we’re not going to sit around and wait for that to happen. We have examined all the key areas and made all this information available for interested parties in the form of interviews and Q&As.”

A
new
age
has
begun.

Welcome.



Let’s talk...

In 1996 Ulla Wannemacher and Andreas Wilfinger set up their own business in a small laboratory in the Styrian municipality of Hartberg. The impetus had been a tube of toothpaste brought home from nursery by their son. The toothpaste contained triclosan – an ingredient with very little influence on the product’s effects, but one which happens to be an aggressive surfactant, despite being in a product used by children on a daily basis. “We can do better than that,” agreed RINGANA’s founding team. And so the concept of absolute freshness was born. The advantages: high levels of effectiveness, no artificial preservatives, vegan products. The drawback: fresh has a limited shelf-life. And so distribution via retail outlets, such as pharmacies or chemists, wasn’t an option. What was seen as a huge challenge back then would soon turn out to be one of RINGANA’s main USPs...

Why did you start with this distribution system?

Andreas: It wasn’t a conscious decision, it turned out that way de facto. As a result of the freshness of the products and their short shelf-life, we couldn’t get a listing in trade. So we started off by selling products in our family’s hotel business and, lo and behold, there was a great deal of buzz around them. Hotel guests were taking the products home and recommending them to friends and acquaintances by word of mouth. And so the basis for RINGANA’s referral marketing was created.

Ulla: It soon became apparent that users who were enthusiastic about our products were able to share their experiences of them in a very personal and successful way. The foundation for our ‘face-to-face’ business was laid.

Michael: This personal element remains essential for RINGANA to this day. It’s one of the company’s USPs!

Would you do it the same way today?

Ulla: Yes, we wouldn’t do it any differently today. It has been exactly the right way, given that in addition to the quality of our products, our customers value personal support and advice.

Michael: The distribution system is one of RINGANA’s key elements. It also goes without saying that we moved with the times, and in 1999 we set up an online shop where people could order products at a time to suit them.

Andreas: Yes, the RINGANA GmbH Business Model is one of a kind. In a nutshell, it combines aspects of e-commerce, person-to-person direct sales and referral marketing. And it’s precisely this combination that not only captures the current zeitgeist, but also ties in perfectly with RINGANA’s corporate philosophy.

What are the advantages and drawbacks of this system?

Michael: There are so many advantages. Customers receive personal advice and support, and you can't put a value on this level of service. It makes it possible to experience the brand in a truly special way. One of the drawbacks I can see is that RINGANA is often compared with other firms who rely on direct sales and have a poor reputation in the industry.

Andreas: I can see advantages in our pricing structure, too. RINGANA products are very valuable; they only contain highly effective and expensive raw materials – there are no non-effective 'filling agents'. The production process with its 'requirement for freshness' and small batch sizes is very expensive. If the distribution margin were added, as is the case with commercially available products (e.g. from pharmacies), our products would be much more expensive. We can only afford our pricing strategy because our Partner system means we only have one distribution level and don't use any wholesalers, distributors, dealers or costly advertising placements. The drawback is that when you have a group of over 90,000 people, there are obviously going to be a few bad apples – Partners who don't or only partly adhere to our GC Rules, our Code of Conduct. Unfortunately, this small minority can inflict a fair amount of damage on our image. However, we've seen a dramatic fall in the number of negative incidents since we introduced the GC Rules. So we're heading in the right direction!

Ulla: There are many advantages for our self-employed Partners. They're free to decide where they want to work and to do as they please with their time. They can start their own business without having to hand over any money. They can be part of a large network of incredibly inspiring people. They enjoy comprehensive training and have numerous personal development opportunities. The drawback, or should I say the challenge, for Partners is that through their actions, they are responsible for their own success or failure – there's no one else to blame.

What is really important to you in relation to the Partners?

Ulla: We love the diversity of our Partners. They range from quiet to lively, spontaneous to considered and ambitious to frugal. We value every single one, and they are our greatest ambassadors. What really matters to us is that they all follow the GC Rules.

Andreas: What's important to me personally – and I always say this at our events, too – is how they establish contact with existing and potential customers. Sending crude mass messages via social media channels is something we are categorically opposed to. In addition, we implore everyone to refrain from promises of miracle cures or from giving medical advice.

Michael: Yes, I also place a great deal of importance on following





the GC Rules, our Code of Conduct. If you stick to these, you're doing everything right!

How important do you think RINGANA's education and training are?

Andreas: The RINGANA company continues to grow. There are new markets, new products and new pieces to add to our sustainability puzzle. Every single day the world of RINGANA turns that bit quicker on its axis. This acquired knowledge and information needs to be shared so that our Partners are always up to date. We believe that education and training are one of the key factors in our success.

Michael: This is the reason we created the RINGANA Online Academy, a comprehensive platform with free-of-charge 24/7 access for Partners. It starts off with product training, includes strategies for building your own business and ends with motivational training.

Ulla: Last but not least, our many events serve as team building exercises and motivate Partners to share knowledge. As part of our events, we present new products, have them explained by our research and development team and provide insights into various areas of life and work alongside renowned speakers.

What are your hopes for the future?

Andreas: I hope that in the future a distinction will be made between so-called MLM companies – which attempt to use direct sales to exploit people by encouraging them to buy and store products, meaning that they end up struggling with sales volumes and targets and encounter difficulties without support – and companies like RINGANA, who pursue their sales system in extremely ethical ways and give their highly esteemed Partners the opportunity to build their own business as they see fit, without any financial commitment, purchase obligations or sales targets.

Ulla: To continue to have a great mix of personalities who love our brand and recommend it wholeheartedly.

Michael: I hope that together with our Partners we can expand our existing markets and open up further exciting markets in the future.



We don’t want to incorporate existing distribution channels into our structure, we’re taking the best aspects from a wide range of areas and creating something of our own.

CORINA RONGE
Director Sales Management
at RINGANA since 2016

How long have you been working for RINGANA?

I’ve been part of RINGANA since November 2016. At the time I was following the company’s development and Ulla and Andreas’s story on social media, and I decided to submit a spontaneous application. The time had come for the founding team to set up a dedicated department for strategic expansion. We reached an agreement, and so I started working as an Expansion Manager in this newly established field. I reported directly to senior management and worked closely with the then sales team as well as the RINGANA Partners. After all, it’s the Partners who drive our expansion with us. They’re essential in the internationalisation of our business. This was all new to me at the beginning; I had never experienced this kind of sales before. What was once a one-woman show has now become an entire division in its own right.

What amazes you the most at RINGANA?

In 2016 I was on quite a specific search for a company that I could identify with and that had an innovative spirit at the same time. I wanted to work in a small or medium-sized company where I could play a direct role in its development, work in close collaboration with its departments and be involved in sales and in this case, the RINGANA Partners. Needless to say, it was very important for me to be able to identify not only with the product, but also with the entire company philosophy. I still consider this very important even now because I am so passionate about working for RINGANA on a daily basis. The company has changed, but the philosophy behind it is still the same after six years – and so is the consistency with which it upholds these values. It amazes me how

assertively the senior managers make decisions on a daily basis, how uncompromising they are in upholding these values across the board. This is one of the key factors in our company's success.

How many Partners does RINGANA currently have and what developments have we seen here?

We currently have 90,000 Partners working in our focus markets in Europe and Mexico, who are building international customers bases and acquiring team Partners – of whom several thousand are in Austria alone. To remain as transparent as possible, we are using a period of six months to define an active partnership. When I started out, the proportion of Partners and business in Austria stood at over 50 per cent. Since then, as a company we have hugely increased the international percentage. Our expansion is not yet over – we still have a number of European markets ahead of us, and opening up markets outside Europe has only just begin. It's crucial that we have a joint approach with our Partners because they were and are the ones driving success from their own experiences, and they train new Partners, helping them further develop their independence and potential and thus gradually expand markets. The strategic direction is developed on senior management level, the preparatory work is carried at our RINGANA sites and the Partners are the ones who then move forward with expansion.

It's true that the sales system continues to be the target of negative comments. How do you respond to these people?

When you're up against long-held preconceptions, it's always a matter of educating people. In the markets where we're active, we've noticed that there is a significant disparity of information, as well as very different experiences of sales through network marketing or referral marketing, as it's often known as. In some markets there has already been a great deal of awareness training, while in other markets we're still increasingly up against stereotypes. It's about pointing out the differences between a multi-level marketing company and referral marketing, which is how we run things. In many ways RINGANA operates differently to other companies. We don't want to incorporate existing distribution channels into our structure, we're taking the best aspects from a wide range of areas and creating something of our own. Our concept of freshness means we're still very close to our customers.

It's important to deliver products directly from production. We don't work with a resale model. Our type of sales really hinges on proximity to the company. We have to proactively communicate all these pillars that we've built here, the so-called best practice example, in order to tackle these preconceptions head on. That's also why we're publishing this Transparency Report: to provide information and to highlight the differences between RINGANA and other companies.

What else does RINGANA do differently in terms of sales?

Our business model is extremely fair. Independent Partners recommend the products that they believe in and are enthusiastic about. Customers buy directly from RINGANA. This means that there are no minimum purchases, no stock and no risk. Absolutely anyone can start with EUR 0, no starting capital is required. RINGANA takes great care to ensure that our internal rules, the so-called GC Rules, are complied with. These rules are very important to us, much more important than any potential sale.

In addition, a great deal is invested in free training and further development. Publishing this Transparency Report also really helps highlight where our boundaries lie. We hold numerous events in order to present new products and innovations as well as to motivate our Partners.

What would you say were the challenges of your job?

In the last six years RINGANA has grown from a medium-sized company into almost the size of a group, and this requires us to learn something new every single day and at all levels, ranging from internal structure and product strategies for various markets all the way to collaborating with our international Partners.

In your opinion, what kind of mindset should Partners have?

Above all, they need to be able to identify with the products and philosophy as well as to demonstrate a passion for them. In addition, they need to enjoy working directly with other people. The next step requires openness, independence and an understanding of how you can grow a business gradually.

Are there any cases when you would advise someone against becoming a Partner?

If you're not prepared to take on the responsibilities of being an entrepreneur, then going self-employed generally isn't advised. This is because, as a Partner, you alone are responsible for your successes or failures. You've also got to be able to cope with other aspects of being self-employed – you won't have the same amount in your bank account each month, as this will vary depending on performance and success, and you've got to be able to deal with accounting, filing tax returns and setting your own goals, etc.

What do you most like about your job?

There's lots of things (laughs). I think this variety is a key factor, as well as the wide range of tasks that goes hand in hand with my position. I have great fun every day perfecting new ideas. I particularly love the fact that everything at RINGANA takes place on a very personal level. I really appreciate this closeness to people. Nowadays the RINGANA team is very international and brings completely different experiences to the table. Last but not least, I thrive on working towards a goal with Partners and team members: sharing commercial success and spreading our philosophy far and wide!

WHEN YOU'RE UP AGAINST LONG-HELD PRECONCEPTIONS, IT'S ALWAYS A MATTER OF EDUCATING PEOPLE.

Inter-views with Partners



Now I can build something. Now I can make myself and others proud.

JANINE EGGER,
Scotland, Target Level 3

How long have you been working for RINGANA?
I became a Partner about three and a half years ago. A very dear friend initially approached me about RINGANA. I saw so many parallels between myself and RINGANA that I signed up right there and then. To give just one example, I became a lacto-ovo vegetarian 25 years ago, before there was even a word for it. (Laughs).
Bursting with information after the appointment, I went straight to my bathroom and inspected all the products. I was on the verge of tears because in front of me were two rubbish bins full of microplastic and many other harmful substances. That's when I knew: there's no going back now, this is my destiny!
I had a bit of a bumpy start. Shortly after signing my Partner contract, I cleared out the flat where we'd lived for 11 years because we were about to move to Edinburgh. My husband and son had already gone ahead, but I had to stay and rent a small apartment in Vienna because our puppy was too small to fly at the time. And then Brexit happened. So everything was in complete chaos, but the country manager gave me a helping hand and I was able to get started in Edinburgh.

Do you still have other lines of work?
I work exclusively for RINGANA. I used to be a model, so I've travelled the world and been to many castings. Now I shuttle back and forth a lot between Austria, where my Dad lives, and Scotland, where my husband and son live. It's not easy coming back, finding my feet again and picking up where I left off, but I have one constant throughout and that's RINGANA – because I can do this work anywhere.

What does a typical 'working day' look like for you?
I start my day in the bathroom with RINGANA and come full circle by ending my day with RINGANA cosmetics. (Laughs). During the day I communicate with my Partners and attempt to engage within our groups. I'm sure to discuss RINGANA with someone at least three times a day. I'm reserved in the way I communicate, I make people curious about it. Many people in Austria have heard

BURSTING WITH INFORMATION AFTER THE APPOINTMENT, I WENT STRAIGHT TO MY BATHROOM AND INSPECTED ALL THE PRODUCTS. I WAS ON THE VERGE OF TEARS BECAUSE IN FRONT OF ME WERE TWO RUBBISH BINS FULL OF MICROPLASTIC AND MANY OTHER HARMFUL SUBSTANCES.

of RINGANA, but when you dig a bit deeper you find out that most of them don't know much at all about the company.
I also spend some time organising the FRESH dates and I still read a lot, of course!

How much time do you commit each week?
It varies, but on average I would say five hours a day at least. I often work at weekends, too. So definitely in the region of 30 to 35 hours a week, but it doesn't feel like that much because there's no pressure on me to commit to a certain number of hours. Throughout my whole life, my calendar has always been completely booked up with jobs that bring in money. But it hasn't amounted to anything. Now I can build something. Now I can make myself and others proud. I've found my path, and I know that I can get there because it's where my passion truly lies. And I've already achieved quite a few of my goals!

What aspects of your work do you most enjoy?
I'm a very communicative person and I really enjoy organising the FRESH dates. I always have lovely guests, and lots of people always come together under one roof.
I find it incredibly fun!
Our community is growing, I'm able to work with many teams.
And in the time that I've been here, I've become a better person and I think I've still got room for further self-development.

In your opinion, what are the requirements for being a RINGANA Partner?
Courage and passion. If you believe in the products and you're positive and enthusiastic about them, then I think other people pick up on that too. But that's where you need a great deal of courage.
You have to be open and willing to work on yourself. You get praise and recognition back even when you take small steps. But you also have to accept it when things aren't going so well. Stay consistent and keep at it – that's the key!

What kind of training do you receive?
I'm quite amazed by the fact that training at RINGANA is free. I have completed 100% of the Online Academy! I really enjoy watching the videos, they're important and really useful! I also observe other trainers and pick up tips from people who already have experience and know what they're talking about.
The great thing about RINGANA is that you can always ask someone. There are some lovely people who help and support me across a wide range of areas. I feel like I'm included and that's a really nice feeling.

How much do you receive in commission?
I'm averaging Target Level 3, I receive approx. 30 % of the sale price per recommended and purchased product. I have just acquired new Partners, and this is the first time that these team points are being taken into account in my commission. So now I'm excited about getting paid!

What other goals have you set yourself?
RINGANA will remain part of my life for a long time – forever, with any luck! I haven't put any pressure on myself, I prefer taking my time in



terms of professional growth! I would gradually like to build an international, European team – that's my dream. For this year I've set my sights on Target Level 4 or 5. And this nice feeling of simply being at peace with yourself and what you're doing is something I'd like to pass down to my son!



Self-development is very important to me, and with RINGANA I can build my personal brand and work on my business.

JANKA NEUMAHROVÁ,
Slovakia, Target Level 5

How long have you been working for RINGANA?
I know exactly how long it's been – I can remember the day very clearly! It was 13 February six years ago when I registered as a RINGANA partner.

How did you hear about it? What were your reasons for becoming a Partner?
I had already made the move to natural cosmetics. But I'd never really looked that closely at the ingredients, and then I found out about RINGANA at an event in Bratislava and was so bowled over by the products and the freshness concept that I registered straight away. I wanted to try out all the products as soon as I could!

Do you still have other lines of work?
I help out with my husband's company on the side, but it's on a really infrequent basis – around two or three times a week, and it doesn't involve much work.

What does a typical day look like for you?
I make my children's breakfast and, once they've gone to school, I sit down and read. One of my interests is self-help books: they help me to focus better and work on myself. Then I check my emails, read communications in the group chats, reply to messages and contact partners who need support. Sometimes there are meetings. I speak on the phone with my mentor every day. The time flies by, and then the children come back home when they've finished school. In the afternoon I have several phone calls to make for RINGANA.

How much time do you commit each week?
At least two to three hours a day, so around 10 to 12 hours a week.

How flexible can you be in terms of managing your own time?
I can fit all my work around my family. I discuss with my husband when I can attend or schedule in-person meetings or FRESH dates.

What do you most enjoy about working in this role?
I really like communicating with people, especially with people I don't even know yet! I find it so much fun!

And I love the training side of things, i.e. learning and making progress. When I left school, I really wanted to study Psychology but unfortunately it didn't work out that way. My work with RINGANA, where I get to communicate with so many people, makes up for all that and gives me a great sense of fulfilment.

What is the biggest challenge for you in your work?
The biggest challenge for me personally is standing on a stage and delivering presentations in front of people. I can still remember the very first time I did it. I had to summon all my inner courage, and my heart was beating like crazy. Having worked with RINGANA for three or four years and having often spoken in front of large groups, the quality of my presentations has come on leaps and bounds, and that brings me great joy. I can see some positive development here!

In your opinion, what are the requirements for being a RINGANA Partner?
You don't need any special training or particular experience. The most important thing is that potential partners take responsibility for themselves and their lives. Because you're responsible for what you do and also for what you don't do. It requires inner drive to want to develop and evolve. Often Partners quit RINGANA after a very short time and say that the system doesn't work, but in reality they haven't developed themselves sufficiently to the point that it can work. Self-development requires drive!

What do you view as the advantages and drawbacks of being a RINGANA Partner?
Self-development is very important to me, and with RINGANA I can build my personal brand and my own business. When you start working with RINGANA, your perspective on the environment and the elements that can protect it changes. It was only then that I myself became more conscious of environmental protection and sustainability. That sums up life with RINGANA – being conscious. Those are the advantages, in my opinion. One drawback about RINGANA is that I've lost friends because they didn't understand my work and made fun of it – but maybe that's not a bad thing because these people have no place in my friendship circle anyway.



What kind of training do you receive?
I try to complete all the training sessions that RINGANA offers. The Online Academy is absolutely great – you can watch videos on there any time. New videos are added all the time. I also do external training off my own bat, which appeals to me. I recently did some with a motivational trainer, for example.

How much do you receive in commission?
When I started I was on Target Level 3, that gets you around 500 euros. When I was on Target Level 4, I was earning around 1,000 euros in commission. Now I'm on Target Level 5 and earn between 1,400 and 1,800 euros a month.

What other goals have you set yourself?
I still have one major challenge ahead of me. In this business, things have a tendency to go up and down. I've now been in a phase where things have been steady for a while now. I'm continuing to develop and I'm working very hard on taking the next steps forward. I believe in my own abilities and that it won't take me long to get to Target Level 6. For my second goal, I'd like to strengthen my self-confidence. I'd like to get even better at presentations. And my ultimate objective – I'm already seeing stars everywhere. (Laughs). My dream is to reach Target Level 10!

WHEN I LEFT SCHOOL, I REALLY WANTED TO STUDY PSYCHOLOGY BUT UNFORTUNATELY IT DIDN'T WORK OUT THAT WAY. MY WORK WITH RINGANA, WHERE I GET TO COMMUNICATE WITH SO MANY PEOPLE, MAKES UP FOR ALL THAT AND GIVES ME A GREAT SENSE OF FULFILMENT.



The financial opportunities are one thing, the other is the quality of life and this value system that we can pass on to our children.

DANIEL DOMININGHAUS,
Germany, Target Level 8

How long have you already worked for as a RINGANA Partner?
I became a Partner in 2015. I was getting to know my now wife at the time, and she had already been a Partner since 2009. I thought the company RINGANA and the products were cool, but network marketing had some negative connotations for me. This is because I used to be a business consultant and carried out the restructure of a network marketing company where it didn't work out so well. For the sake of keeping the family peace, though, I got involved and sometimes went to events. But the decision to get serious about it and keep going until it worked out came in 2017. That was when my wife and I decided we'd do it together. We definitely managed to achieve what we wanted and had set out to do, and now we're at the final hurdle, working our way towards the top target level.

Do you still have other jobs besides your work for RINGANA?
We have cut down on our other jobs. I still give seminars on the side but the focus is definitely on RINGANA.

It's clear to us how much our children benefit from all this flexibility. That doesn't exist in any other job. The financial opportunities are one thing, the other is the quality of life and this value system that we can pass on to our children.

How many hours do you invest each week?
That's hard to say because it doesn't feel at all like an investment. (Laughs). I would say four to five hours a day and my wife does the same again. Around one to two hours a week are spent on administrative tasks like accounting and tax returns, etc. We invest most of our time, though, communicating with customers and the team. We now have 700 people in our team.

What do you most enjoy?
The thing I enjoy the most is standing up in front of people and inspiring them. Revealing that five years ago we still hadn't got the faintest idea of how it could work. Speaking to people about this opportunity, seeing their faces light up when they think to themselves, "Wow,



a company like that really does exist, it's not just the stuff of fantasies."
That's what brings me the most joy. Also customer feedback on products or new inspiration on the topic of diet and nutrition are always nice. How much we can improve people's quality of life if they simply use amazing products and come round to this way of thinking. We can show them that the way your life is right now doesn't have to be this way forever, whether it's about well-being or quality of life.
I love being around positive people who support each other, want to grow, and encourage and celebrate one another. And it's also really nice to help others build something for themselves and to give people the opportunity to change something in their lives. That's really awesome!

What is the most challenging aspect of the work?
From my perspective, there are four areas where trust is a must. Firstly, you have to trust in RINGANA, in this company's values. Secondly, you have to trust in the products. This more or less happens on its own just by trying out the products for yourself. Thirdly, you have to trust in the business model, in referral marketing. So the knowledge that you have to do more at the beginning and that the relationship will turn around at some point. And fourthly, and this is definitely often the most challenging aspect, you have to trust in yourself. You need this self-confidence to keep believing that you can do it, even in times when perhaps not everything is going well. That also includes understanding that more people say no than yes, but that we're able to deal with it and we can always strengthen this confidence in our decision.

What is your view on training at RINGANA?
The first thing that we tell new Partners is: fundamentally, everything is there. Theoretically anyone can say, "I've looked at the RINGANA Online Academy and from there on in I'm building my business alone."
The way I see it, that's where the personal development aspect comes into play. I think it's important that, to some extent, we teach people to think differently to how they did before, given that most of them have never been entrepreneurs and so have never had an entrepreneurial mindset.
My wife is incredibly good at coaching our team and, if it comes to it, teaching people that you can just get started and see opportunities ahead of you rather than hurdles. Thinking big, pushing the boundaries of your own mind and seeing opportunities: that is what the work between the mentor and their respective Partner involves.

How much do you earn as a team?
The fact is that nobody here becomes rich overnight, it doesn't work like that. Most people's goal isn't necessarily to be able to live off their earnings as soon as possible. In our team, for example, one of the Partners said, "I don't want to be a 'typical' single mother, but I'd like to be able to afford riding lessons for my daughter." She then built herself a team and can now pay for her daughter to go riding. So she fulfilled her goal.
Back to the question about our income. Obviously this varies, but as a family with three children we can live very well off what we make. In the last year our commission was regularly in the high four figures – that's much more than the average for Austria and Germany. Something else to bear in mind: as an entrepreneur, I have many other opportunities to shape my life.
For most people, earning that much is simply inconceivable. That's why we should help them get an idea of how it can work. You start working and you can build up 350 euros a month of additional income with relative ease. And then it depends on how much you make, how well you look after your team members and how able you are to excite and inspire them.

What are your next goals?
So the overall goal is Target Level 10 of course! First and foremost, though, we want to continue to be an example for the people we've introduced this business to. And to be an example for anyone who says, "Hey, I'm taking my life into my own hands now; I'm responsible for what happens in my life and I'm not reliant on someone else's kindness to receive a salary increase at some point, I'll be the one who gives myself an increase."
We want to help people grow in self-confidence and to show them that, with RINGANA, you can build up an income, but this whole concept of personal development is difficult to attribute a monetary value to. That is a huge part of our work, but one which most people only grasp when they're halfway through the journey.



We're a better job advert than any global HR manager could ever come up with!

ELISABETH RAUCHENBERGER,
Austria, Target Level 10

How long have you been a RINGANA Partner for?
I've been a RINGANA Partner since 19 April 2012, I already had my tenth anniversary.

What were your reasons for becoming a Partner at RINGANA?
Through his enthusiasm for RINGANA and the mission behind it, an acquaintance at the time convinced me to go to an event with him. That's where I discovered RINGANA's philosophy. It impressed me, and I became a Partner straight away. At the event they had said, "Have a look at the reverse side of your cosmetic product packaging and come to your own conclusion!" I did and I was shocked by the dubious ingredients in my products at the time, which needless to say, I got rid of immediately. When my RINGANA products arrived a few days later, I unpacked them all and put them in my bathroom. I was so happy and really proud of the fact that from now on I would only be looking after myself with fresh, natural products. That was it at that stage. I had no intentions of becoming an active Partner. After four months of trying to talk me round, my mentor persuaded me to go to an academy. It was there that I heard Andreas Wilfinger speak on stage. In his speech he said, "Help us re-establish good values in society so that our children and grandchildren can grow up in a healthy and sustainable way." So I thought to myself, "I want to be part of this, I want to make this vision my mission", and then I left and got things up and running.

Do you still have other lines of work?
To free up time for RINGANA, I gave up all lines of work that didn't serve me that very night. I kept a 20-hour a week job because as a RINGANA Partner, you have to build up your business first. After seven months I was already earning 3,700 euros a month with RINGANA. That's how I knew that it works, and after a year I was already making 4,500 euros a month. It was at that point that I also quit my 20-hour a week job. That means that I've been a full-time RINGANA Partner for a good ten years now, and I've since become

a sheep farmer. I was able to make my dream come true thanks to RINGANA.

How much time do you commit each week?
I work a good four hours every day, so around 20 hours a week. At the beginning, 80% of it was going out and telling people about RINGANA. Now, in Target Level 10, I have a team of almost 4,000 wonderful people, and so 80% of my time is spent mentoring, and customer care only accounts for 20%. And obviously I still keep acquiring Partners because I'm absolutely convinced that everybody needs to experience the RINGANA business opportunity. We also have weekend events. I love working on weekends because it always means being together with the team. And the RINGANA parties are legendary.

What are the things that you most enjoy about the job?
I derive a great deal of pleasure from bringing people who have never heard of RINGANA before closer to its philosophy and presenting them with this business opportunity. I often tell my team that we're a better job advert than any global HR manager could ever come up with! Flexible working hours, no administration and no financial risk! At the end of the day, it's up to you whether or not you want to make a career out of it.
I also get excited about supporting my team – showing people how I've done it. We're not trainers sharing theories, we've actually made the journey ourselves. We know this job inside out and we're aware of all the objections and reactions – that's how we're able to provide really authentic support. It's so rewarding to then see people become successful as a result of your support.

In your opinion, what are the requirements for being a RINGANA Partner?
You need to bring curiosity and the desire to want to change or improve something in your life. If someone doesn't have this desire or any vision, hasn't set any goal for themselves, then their motivation is missing and they won't become active. And you need to have the right attitude towards being self-employed because going from employee to entrepreneur is a process in itself.

What kind of training do you receive?
The RINGANA Academy provides you with everything you need. The concept is being further developed on an ongoing basis and gives you the best tips and tricks. Everything that works is shared with others.
In addition, there are countless tools that RINGANA makes available. All these tools have been developed by the successful RINGANA executive staff together with the company, and they work.
I have also attended a great deal of personal development seminars alongside the who's who of the industry. But every time there's a speech, I realise that we already have all this at RINGANA. We have such a high-quality, first-class training programme that you've got everything you need to be able to reach the top target level.
The secret of my success? Attending RINGANA events, connecting with my team, applying this energy to my work, as well as living and breathing a sense of team spirit.

How much do you receive in commission?
After 10 years of groundwork, I currently earn an average of 50,000 euros a month, which is part of an upwards trend.
At my first academy I heard a woman at Target Level 10 speak on stage. She said that she was a 36-year-old single parent with a 12-year old daughter and was earning 29,000 euros. And I couldn't fathom what sort of time frame she meant. And then I found out that she was referring to her monthly earnings, and I remember being bowled over by that amount back then. And then she said something else that I'll never forget, "Everything that has already become a reality can be replicated by anyone, at any time." And so I decided to just go for it. After all, what was the alternative? In all honesty, I didn't have any other options.

What other goals have you set yourself?
Theoretically you could retire with this level of income. But – and this is the beauty of it, and it speaks volumes about RINGANA – all partners on Target Level 10 are still here and still active. We don't need to work any more but we want to because we simply love what we do!
My next dream is to reach Mount Olympus with many of my team Partners.
On a personal level I'd like to push for self-sufficiency on my farm. I'm gradually implementing the sustainability modelled for us by RINGANA at our farm as well.

WE'RE NOT TRAINERS SHARING THEORIES, WE'VE ACTUALLY DONE THE JOURNEY OURSELVES. WE KNOW THIS JOB INSIDE OUT.

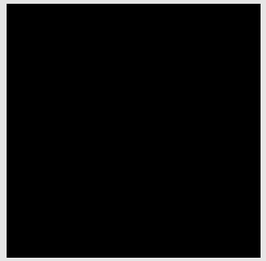


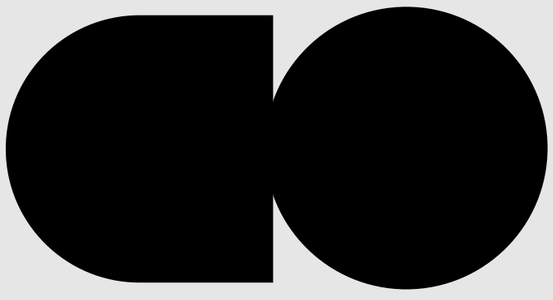
↘GENERAL QUESTIONS ON THE COMPANY AND CORPORATE

Who or what is RINGANA, and what does the brand stand for?

Established in 1996, RINGANA is an Austrian company and pioneer in the fresh cosmetic and food supplement industry. RINGANA employs over 500 staff and achieved a turnover of 200 million euros in 2023. The company has built its success on the pillars of freshness, effectiveness and sustainability. Most products are manufactured at the site in St. Johann in der Haide and from there are shipped to international customers.
Fresh, excellent, trendsetting: each of these three values is deeply enshrined in our DNA and reflected in every area of the business.

#ringanavalues





FRESH
EXCELLENT
TRENDSETTING

FRESH

RINGANA products have an expiry date – proof of their absolute freshness, since artificial stabilisers and neutral and mineral oils have no influence on the product's effects. Instead, we use highly concentrated active ingredients. RINGANA products are the result of perfect interaction between precision, high tech and nature, which we are perfecting on a daily basis. All our products are developed at our laboratory in St. Johann in der Haide by the RINGANA research term – an interdisciplinary team ranging from molecular biologists to botanists – on the basis of scientific studies and are then manufactured using state-of-the-art technology.

EXCELLENT

At RINGANA, we want to be the best. On every level. That's why we set the highest standards for our products, and for how we treat other people and the environment. We guarantee absolute freshness – by means of unique formulations, ingredients of the highest quality, small-batch production and rapid processing from order and production to packing and shipping. As soon as we discover ingredients and techniques that can further improve our products, we research and verify them, and then use them to boost product performance even more. Our relentless commitment has been recognised with numerous awards and certifications.
Protecting resources and preserving a liveable environment are absolute musts. These are the driving force behind our holistic sustainability strategy, RE*THINK.
We treat our customers, our Partners, our employees, our cooperation partners and anybody with whom we have contact with honesty, fairness and on an equal footing.

TRENDSETTING

For us, standing still means a step back. We are driven by the desire to stay a step ahead of the market and our customers' wishes at all times. RINGANA was already manufacturing vegan fresh cosmetics before the word 'vegan' was even a thing. We not only want to satisfy our customers, we want to wow them. We anticipate trends. We cultivate a positive error culture and we are constantly learning. Not a single day passes when we don't get a little bit better and more innovative.

How are RINGANA products distributed?

The RINGANA GmbH Business Model is one of a kind, combining aspects of e-commerce, person-to-person direct selling and referral marketing. Our model has been developed out of the need to keep our products fresh, which is incompatible with the long storage times of traditional retail.
This form of distribution is often referred to as network marketing.
The RINGANA Business Model uses a recognised and proven compensation plan for the person-to-person side of its sales, a so-called unilevel plan.
This is where independent sales Partners – who also happen to be satisfied product users – have the opportunity to earn a commission for the recom-

mendations they make and thus play an indirect sales role. It's also good to know that in the Austrian Chamber of Commerce there is a separate federal board with a direct sales trading arm, under which the RINGANA Business Model officially falls.

Why did the company opt for this distribution model back in 1996?

Thanks to our fresh skin care made using antioxidant ingredients and high-technology innovation, RINGANA launched products that had never previously been available on the market. Since no artificial preservatives are used in our products, it's vital that we keep our supply chain short – otherwise the products won't keep long enough. Each RINGANA care product is made according to requirement. There is very little physical stock. Everything is made fresh. Our freshness philosophy means that selling RINGANA products via retail outlets (pharmacies, chemists) has never been an option for us.

Our alternative person-to-person sales system was born by a happy coincidence: guests staying at the Wilfinger family's hotel rated RINGANA products so highly that they later recommended them to friends and neighbours. These word-of-mouth recommendations sparked a growing interest in the products and led to increased demand. The number of orders spiked, and so the basis of our person-to-person sales system in combination with referral marketing was created.

Since RINGANA manufactures everything 100% fresh, our products are exclusively available online and not in retail outlets.

If the RINGANA company had been founded now, would the CEOs still believe in this RINGANA-specific distribution model?

Yes, because RINGANA is a face-to-face business through and through, which is perfectly compatible with online and e-commerce activity. Selling through Partners who share our enthusiasm, make honest recommendations and offer in-depth advice is the best way of enabling our customers to experience our products up close. Anyone keen to give our fresh skin care and supplements a go can put them to the test during our so-called FRESH dates, where they can also ask questions and see the RINGANA product quality and sustainable philosophy first hand. That's why we wouldn't change a thing about the decision we made 25 years ago – now or in the future.

What exactly does referral marketing mean?

People can work self-employed on either a full-time or part-time basis. Partners recommend RINGANA products by word of mouth, based on their personal experiences. If a recommendation leads to a purchase, the Partner then receives a commission. Every transaction made takes place directly between RINGANA and the end customer.

Where can customers buy products?

Customers can purchase our products directly from RINGANA. All RINGANA products can be bought directly from our online shop www.ringana.com or through a RINGANA Partner. The Partner then receives a commission if a purchase is made. The transaction always takes place between RINGANA and the customer.

Is RINGANA a member of any industry association?

RINGANA is part of the committee and conferences associated with the Austrian Chamber of Commerce and is also a member of direct sales associations in Germany, Italy, Spain, the UK and Poland. We're also currently in the admissions process to join the Swiss equivalent.

What do RINGANA's corporate structures in sales look like?

The RINGANA Sales Model is one of a kind thanks to its transparent structures.

- Entrepreneurial opportunity, but no entrepreneurial risk: RINGANA sales partners can start their business with no investment at all (Starterset Basic) or with a very low one (Starterset Business Booster for 34 euros). RINGANA manages all warehouse operations, handles delivery and takes care of invoicing. Customers receive their products fresh, directly from RINGANA.
- Fair play: At RINGANA, all parties involved benefit from the same permanent conditions.
- No purchase necessary: There is no obligation to buy products at any time. Partners can work for RINGANA without having to invest in the products. In addition, they're entitled to a refund of the amount paid in the event of withdrawal or return of goods.
- No pressure to recruit additional Partners: The main focus is on product recommendation.
- Free time management: Partners can determine their own working hours and adapt these to their own requirements and lifestyle choices.
- Transparent commission system: RINGANA sales Partners are masters of their own success. There is a uniform compensation plan which is understandable for everyone and treats all Partners with fairness and on an equal footing.

Are there markets that operate without RINGANA Partners?

The distribution system is structured the same way in all countries. Traditional distribution via retail outlets, which requires products with a long shelf-life, is just not an option in fresh skin care. That's why our distribution system is tailored to our products, a factor that has played a key role in our company's success over recent years. Our own online shop and person-to-person direct sales through RINGANA Partners are designed with core selling skills in mind to ensure optimum customer care and advice. The concept of fresh skin care only works because our entire product range is exclusively available for purchase from the manufacturer directly.

How high is the repeat order rate with customers?

The repeat order rate of RINGANA products is up to 70% for certain products, which is well above the market average. Due to an influx of new customers, a loyal existing customer base and a low bounce rate, RINGANA is capable of double-digit growth.

How important is knowledge transfer to RINGANA?

At RINGANA, we place a great deal of importance on sharing the company philosophy and in-depth information about our products and their effectiveness. So much so that we've invested in the creation and development of our RINGANA Online Academy. This online knowledge platform gives Partners access to all things RINGANA – from basic information for newcomers all the way to management-level know-how. Important RINGANA training content can be directly accessed online via the self-study page. RINGANA knowledge is shared in a simple, understandable way using entertaining and informative videos. The mentoring programme and numerous RINGANA

events worldwide also serve as a permanent knowledge-sharing base. Partners can also attend in-person events as well as study online. Many of the face-to-face events are free of charge or by invitation, while online events are always free.

Is RINGANA's strategy product-oriented or is it based on corporate culture?

It's both. RINGANA is one of the fasting-growing sustainably managed companies in Europe. We bring new, fresh formulations to the market on a regular basis. Existing products are constantly being reworked in line with the latest scientific findings so that they're always state of the art. In parallel to this, we're continually striving to develop our sustainable corporate culture in all areas of the business. The overriding goal across all our company processes is to keep setting new standards. That is – and always has been – the strategy that shapes everything we do here at RINGANA.

↘QUESTIONS ON PARTNERS

What is a RINGANA Partner?

RINGANA Partners are self-employed (brand) ambassadors for RINGANA. They advise potential and existing clients and give them the opportunity to try out products. If a positive recommendation leads to an order, the Partner then receives a commission. This is similar to what we know from influencer marketing or affiliate marketing. The important thing to remember here is that Partners make recommendations based on their own personal experience. Partners don't replace the role of a dermatologist, doctor or other experts in their field.

How can you describe RINGANA Partners in terms of demographics?

83% of RINGANA Partners are female with a health-related background. These representatives come from all lines of work. The one thing that all successful RINGANA Partners have in common is a keen awareness of beauty, health and nature.

Why would someone become a RINGANA Partner?

From mothers of small children who want to be able to manage their time independently and elderly people not satisfied with simply being retired, to students and graduates keen to make a bit of extra money on the side: there are a whole of host of reasons why people want to join the RINGANA business.

For a lot of people, it's a nice way to earn some additional income. Those who enjoy the role and are committed to making it work can of course invest much more time and build a successful business out of it. RINGANA Partners who have decided to pursue their direct sales business on a full-time basis will particularly appreciate the flexibility of this job in terms of time and location.

Enthusiasm for the products can also be enough of a reason in itself. Many newcomers deliberately only order for a small circle of friends, family members and for themselves.

How does RINGANA encourage Partners to be independent?

RINGANA provides its Partners with all they need for a smooth sales set-up and successful entry into the business – from information documents and a personalised welcome to the RINGANA online shop, right through to image materials and social media templates.

Coaching and training sessions as well as mentor and team support are available for free and at any time.

How many Partners does RINGANA have?

Worldwide there are 90,000 active RINGANA Partners, several thousand of whom are in Austria. To be totally transparent, RINGANA classes an active Partner as someone who has been active for a period of six months.

Why was the name 'Fresh Partner' changed to 'RINGANA Partner'?

Our operations are becoming increasingly international. Hence why 'Fresh Partner' was changed to 'RINGANA Partner' – internationally this term is more easily understood.

How do you become a Partner?

If you decide to become a RINGANA Partner, you can simply visit www.ringana.com and apply online.

Can anyone become a Partner?

From a purely legal standpoint, any adult (from 18 in Austria) can enter a partnership with RINGANA. There is no selection process, and no special knowledge is required to enter the partnership. The only requirement we have is that you get fully behind RINGANA products because, at the end of the day, any enthusiasm should be genuine and authentic.

What education or previous experience do Partners need?

No education or previous experience is needed to become RINGANA Partner. New Partners receive comprehensive information about the products, company philosophy, daily beauty routine, ingredients and much more. Our Online Academy ensures Partners have all the information they need at their fingertips and also supports further optional learning when Partners choose to do so.

How are RINGANA Partners taught?

The RINGANA Online Academy is a comprehensive training programme which is available for Partners to access free of charge and on an optional basis. Topics range from product training, customer relations and sustainability to presentation techniques, leadership and motivational training, body language and rhetoric. What is known as the RINGANA Partner Journey consists of customised online and offline coaching which Partners are given from their first contact with us all the way through to reaching Target Level 10.

Do I have to attend the events on offer?

No one is required to attend the RINGANA events, but they are an excellent opportunity to discover the most up-to-date information about the company and products and to meet up with other Partners. The events are very popu-

lar because they give Partners the opportunity to rediscover their motivation and celebrate previous successes. Online events are free of charge.

What is a FRESH date?

Although RINGANA customers receive their products directly from the RINGANA Campus, they should also receive the best possible advice and expert personalised information. That's why RINGANA Partners are invited to these so-called FRESH dates on a regular basis. Given that no one can provide better or more authentic advice than someone who knows, appreciates and uses the product themselves. The FRESH dates – both online and offline – are windows into the RINGANA product world. FRESH dates will often be centred around one key theme, like facial care, winter mood or staying fit every day, for example. They offer information on new products and popular classics, RINGANA sustainability strategies and the RINGANA philosophy.

Does a customer have to meet a Partner before making a purchase? Why can't potential customers just order products normally? Why does it always have to go through a Partner?

FRESH dates and free-of-charge personalised advice through a Partner are available for customers, but aren't required in order to make a purchase at RINGANA. If you don't wish to receive any advice, you can also order the products you want without any recommendations via the website www.ringana.com.

How much money do you need in order to become a RINGANA Partner?

Any Partner can start with 0 euros and receive the Starterset Basic for free. RINGANA however recommends the purchase of a Starterset Business Booster for 34 euros which, in Europe, consists of a branded bag with business documentation, product samples and various vouchers. 5 % of new Partners start off with zero investment, 95% spend € 34. It is also possible to buy the RINGANA FRESH date bag – an offer taken up by around 60% of new Partners. This bag contains full and ideal equipment for the first FRESH date.
There are no additional costs on top of this. Partners do not need to store or ship RINGANA products, nor pay for them in advance. There is no minimum purchase and no time pressure.

Do Partners have fixed tasks?

No, there is no obligation or pressure whatsoever for Partners to invest in products or promotional tools. RINGANA provides you with various supports and offers on an ongoing basis to help you promote sales. However, these can be acquired on an optional basis.

How much can I earn as a Partner?

Most of our Partners work for RINGANA on a part-time basis.
7% of all Partners who work year-round generate an annual commission upwards of 25,000 euros, an income that allows them to cover their living expenses. 88% work for RINGANA on a part-time basis and receive an average annual commission of 5,300 euros. 5% generate less than 1,000 euros per year. RINGANA doesn't make any promises when it comes to earnings and that's why we don't publish earnings by target level. The commission rate within a target level is not standardised, there is a great deal of variation.

What chance (probability) is there that I will climb to the upper target levels?

Thanks to a fair, transparent commission system and the ability to manage their time as they choose, RINGANA Partners are in the driving seat when it comes to their own self-employed work and success.
In principle, everyone has a chance to achieve the maximum level, Target Level 10. Success depends on how much time is invested and on personal skills. It is important to note, however, that most RINGANA Partners don't pursue this activity as their main occupation, but as a secondary source of income. The focus here is on earning some nice extra income through work that you can do from the comfort of your own home and that you enjoy.

How is the commission model systematically structured?

Each and every RINGANA product is assigned a certain points value. The team's points as well as those of the individual customers are the starting point for calculating the commission.
The RINGANA target plan regulates the calculation of the commission. This is built on 10 target levels – from Target Level 1 at the bottom to Target Level 10 representing the highest level. The amount of monthly commission received depends on your target level as well as on the number of points achieved through the customer revenue (CR) and the team revenue (TR).
The customer revenue is a result of the points which the Partner has accumulated through their recommendation and the paid sale of products within a single billing month (= customer revenue or CR), multiplied by the designated CR commission rate of the respective target level. The CR commission is 19% of CR in Target Level 1, 29% in Target Level 2 and 39% in Target Level 3.

What percentage of the product price goes to the Partner on average? What is common in direct sales?

RINGANA transfers an average 45% of the product price to Partners. The usual commission in direct sales is around 40%.

How can you join the team as a Partner?

Through commitment and hard work, every Partner can reach the highest levels in the compensation plan as a result of sales generated.

How much money does a mentor earn?

So-called mentors are Partners themselves, and they accompany, look after and support the team of Partners they have personally built up. For this ongoing training and support, they are entitled to a commission based on the team's sales and in line with the criteria set out in the compensation plan.

Can you change your mentor?

Changing mentors is not normally an option. If any future problems arise in individual cases, the best solution for all parties involved will be reached internally.

Do you need a team beneath you in order to earn a decent income?

Building a team isn't an obligatory criterion.
At RINGANA, the main focus is on product recommendation. Nevertheless, a successful team will of course lead to increased individual sales.

Do Partners have a fixed income?

RINGANA Partners have a performance-based income. The system is variable, the commissions are calculated and paid monthly. There are a few Partners who work exclusively for RINGANA. Most Partners pursue other activities/occupations.

Are Partners freelance workers or employees?

Partners aren't employed by RINGANA – they work in partnership with RINGANA as independent contractors.



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EFRE
Europäische Union. Investitionen in Wachstum & Beschäftigung. Österreich.

Are there any fixed purchase obligations?

There aren't any obligations to purchase products for either customers or Partners.

What are the notice periods for Partners?

In Austria Partners have a two week notice period at the end of the month. If a Partner is inactive for twelve months, they are automatically downgraded to customer status.

Are you downgraded from your target level if you generate less revenue?

Yes, target levels are always based on current sales. This means that you can also be downgraded a target level if your sales decrease.

How many hours of work are required for each target level?

Experience shows that many Partners are able to fully cover their living costs by reaching Target Level 7 as part of their work for RINGANA. The number of hours required thus corresponds to roughly 40 hours a week of flexible working.

Why do people say that RINGANA is fairer and offers more freedom than other companies?

You don't need any starting capital or need to achieve a certain amount of revenue in order to become a RINGANA Partner. It's completely down to the individual how much time and commitment they wish to invest. Coaching and training material can also be used at Partners' own discretion and free of charge. These freedoms give many people the opportunity to take on a (side) career in an uncomplicated, low-risk way.

What are the long-term consequences of this form of self-employment for pension schemes?

As is the case with all self-employment, RINGANA Partners are personally responsible for paying into a pension scheme. This is a requirement by law in Austria.

Is there any social security for Partners?

RINGANA Partners are self-employed. As is the case for all business activities in Austria, Partners are personally responsible for their own insurance, pension fund and tax declaration. In Austria there is no obligatory social insurance cover and therefore no health or pension insurance for the self-employed either.

Do Partners have authority over their downline or team?

No, Partners do not have authority over other Partners. There is no contract between mentors and Partners. Every Partner has a contract that is concluded directly with RINGANA.

Besides the advantages mentioned, what are the drawbacks of being a RINGANA Partner?

For some people, having 100% responsibility for your own success is a drawback. Being self-employed requires a great deal of self-discipline, organisational skills and an affinity with independent working. Furthermore, the additional responsibilities that come with being self-employed (accounting, taxation, planning, etc.) aren't for everyone.

Is there a guaranteed hourly rate? How high is the hourly rate on average? (Income/expenses for all)

RINGANA Partners don't earn a salary; they are self-employed. When someone makes a purchase as a result of a Partner's recommendation, they receive commission. How high this commission is at the end of month depends on their personal commitment and their personal skills, which is why this amount varies considerably among individuals.

Does 'free' working lead to more financial dependence on your spouse, the risk of downward mobility in the event of divorce and/or does it increase the risk of poverty in old age?

There are employed people who are very successful as well as people who can afford a high standard of living through self-employment. Whether you're more successful as an employee or as an entrepreneur, and whether you're more self-determined and financially secure as a result, varies from individual to individual.
In Austria pension and health insurance for self-employed people are both covered by the SVS, which is why they are no worse off by being self-employed. If you're self-employed on a full-time basis, you have the option of taking out unemployment insurance for additional cover.

How does working as a RINGANA Partner affect my future job prospects with other firms?

Working as a RINGANA Partner doesn't affect future career choices, whether employed or self-employed.

What is the work-life balance like for RINGANA Partners who are parents?

Since there are no obligations or risks involved when entering a RINGANA partnership, this type of work can suit a variety of life stages and lifestyles. RINGANA Partners can be flexible when it comes to managing their time, which is why this job is a very good fit for people with children. Many parents really appreciate working as a RINGANA Partner as a result. They have a great deal of freedom and autonomy, without financial or performance-related pressure.

Which target level can parents realistically achieve?

In theory, anyone can reach Target Level 10. Reaching a target level depends on individual commitment, personal skills and time invested, and is not shaped by the family environment.

Are there benefits for high-performing Partners?

All RINGANA Partners are treated equally. They have the same access to the Online Academy and Partner Journey, the same access to materials, products and vouchers, support from a mentor, etc.

How much do RINGANA events cost?

RINGANA goes to great lengths to hold its own events in unique locations, complete with renowned speakers, high-quality catering, a convivial atmosphere, excellent technology, etc.
The costs vary according to size, place, type, etc. of the event.

How many permanent employees work at RINGANA? What is the relationship between permanent employees and Partners? What is the plan for this?

At the moment over 500 people are permanently employed at the RINGANA locations – the headquarters in St. Johann in der Haide, the Fresh Factory in Hartberg, the office in Vienna and the branches in Girona and Gran Canaria. This compares to over 90,000 Partners worldwide (as of December 2023). In the coming years, we plan to recruit more permanent employees and Partners at RINGANA. According to forecasts, the number of Partners will see the strongest increase over this timeframe.

Are there any working rules about when, how long and where you have to work?

No, RINGANA Partners are self-employed and can therefore work independently and flexibly. As their own bosses, Partners set their own individual goals and work according to their own schedule, wherever they wish.

Who is responsible for the contents of the training and further development material?

The Partner Business & Content Department makes all decisions on training material and contents, and makes these available to Partners in an easy-to-digest format.

Does RINGANA help Partners make friendships within the downline?

Does RINGANA use the term friends or business Partners?

RINGANA doesn't provide any guidelines on a personal level.

↘CRITICISM & COMPLIANCE

Does RINGANA operate as a pyramid scheme?

Business models are referred to as pyramid schemes when they require an ever-increasing number of participants to maintain them. The scheme is called a 'pyramid' because the number of investors increases at each level. Pyramid schemes of this kind are illegal in Austria and Germany – and for good reason.

At RINGANA, we also strongly disassociate ourselves from this set-up. However, the problem is that untrustworthy companies always try to cover up illegal systems by appearing to offer legal direct sales. It's quite easy to spot the difference if you look out for the following tell-tale signs: with a business model like RINGANA's (person-to-person direct sales combined with e-commerce and referral marketing), the focus is on customers purchasing high-quality merchandise and not on recruiting people. All parties involved benefit sustainably and in the long term. The exact definition can be found on the Austrian Economic Chamber's website: https://www.wko.at/oe/handel/direktvertrieb/multilevelmarketing

One of the main criticisms of the direct sales system is that the upper structures profit the most financially – 'lower structures have no chance of earning money/forging a career. How do you respond to these accusations?

How much you earn as a RINGANA Partner is largely dependent on how actively and diligently you pursue your goals. The commission payouts are based on sales generated. There are no 'head bonuses' for newly acquired Partners or hierarchical income groups. This is why each and every Partner can end up earning more in commission than their mentor – a scenario that often plays out.

Is there a code of conduct for RINGANA Partners?

RINGANA is a powerful global brand that continues to wow more and more people every day. But the more RINGANA Partners we have working with us, the more essential it is that each individual acts in accordance with the RINGANA values. This is why RINGANA has defined a clear set of rules based on our values: the RINGANA Governance & Communication Rules, or GC Rules for short. A dedicated Compliance Department ensures that these rules are also being followed. Anyone who violates these rules will be given a warning. In the event of repeated or serious violations, the collaboration with respective RINGANA Partners will also be terminated.

What are the RINGANA Compliance Team's responsibilities and what has the management board's view of its performance been since it was established?

For RINGANA it's only natural that we evaluate our operations on an ongoing basis and look at areas where we can improve. Setting up a dedicated Compliance Department was an important step on this path. The Compliance Team ensures in the long term that all Partners adhere to the defined set of rules (Governance & Communication Rules). Since introducing the Compliance Team in 2019, we have seen a noticeable fall in the number of violations.

There has been lots of talk of aggressive approaches by certain Partners, such as cold calling, on social media. How does RINGANA respond to this and what steps is RINGANA taking to ensure that this kind of thing doesn't happen?

Aggressive behaviour goes completely against the RINGANA Values.
In all our training sessions as well as in communications with the founding team, great emphasis is continually placed on the fact that overly intrusive contact online and offline goes against RINGANA's Governance & Communication Rules. A dedicated Compliance Department works on compliance with the rules around the clock and takes action in the event of any violations.

What is RINGANA doing about overzealous and 'preachy' Partners?

As a RINGANA Partner, your job is to recommend products – and you should maintain a professional attitude at all times when making these recommendations. Our creed is: RINGANA Partners always act in an exemplary, friendly, respectful and in no way intrusive manner. A 'no' should be accepted in the same way as other opinions and attitudes.
Overly intrusive contact online and offline clearly goes against RINGANA's Code of Conduct (Governance & Communication Rules) and negatively affects the brand image, as well as the image of other Partners. In order to set a clear boundary here, RINGANA has now defined a Code of Conduct for all RINGANA Partners. The Compliance Department makes sure that these rules are complied with. If a Partner fails to comply, warnings will be issued. After repeated warnings, RINGANA can also terminate the partnership.

A recurring theme is Partners promising miracle cures, something not permitted. How does RINGANA respond to this and what steps is RINGANA taking to ensure that unlawful statements of this kind are not made?

RINGANA products are NOT intended to cure or treat disease and should only be used or taken as per the instructions on the products and product packaging. These facts are clearly communicated in all coaching sessions and training material as well as at events. The important thing to remember here once again is that Partners make recommendations based on their own personal experience. They don't replace the role of a dermatologist, doctor or other experts in their field. Partners are not allowed to make promises of miracle cures. This is also laid down in the Governance & Communication Rules Guide that every Partner is bound to. If a Partner fails to comply, warnings will be issued. After repeated warnings, RINGANA can also terminate the partnership.

Roughly how many warnings have been issued?

In 2023 a total of 996 formal warnings were issued in relation to violations of the GC Rules. This is a significant decline compared to previous years.

There were however numerous minor or unknowing infractions which it was possible to remedy with short conversations or a simple reminder. This means that many warnings such as mentioned above were no longer required. This success can be attributed to the RINGANA Compliance Department's consistent and rigorous application of the rules.

As a customer, what can I do if my Partner puts me under pressure to order products?

If a customer feels pressured by a Partner, then RINGANA would ask that they inform the Compliance Department (compliance@ringana.com) so that RINGANA can take appropriate steps. At the request of a customer, they can have their Partner changed at any time.

Are Partners at RINGANA monitored to ensure that they treat other Partners properly?

No, Partners are trained and then work independently. If problems arise between Partners, the Compliance Department should be your first port of call (compliance@ringana.com). However, mentors are usually able to sort out any misunderstandings or disagreements before the need to get compliance involved.

Is it true that there is very little room for manoeuvre for Partners and no leeway for individuals to shape things as they see fit?

RINGANA has created a strong brand with a deep-rooted company philosophy behind it, which is in turn expressed in a very clear communication strategy and corporate identity. RINGANA is very keen to ensure that these fundamental pillars are communicated without deviation. For this reason there are strict requirements in the Code of Conduct, in the design of presentations, in the use of advertising materials and in the communication of advertising messages.

However, our Partners enjoy a great deal of freedom in other respects, for example in managing their own working time, in organising their face-to-face and online appointments, in supporting their customers, etc.

How are your ambitious growth plans compatible with quality and an ethical working approach?

Every company sets sales goals and aligns its actions to these. This is to ensure long-term company success. What matters is that for RINGANA, high quality and a corporate culture of appreciation come before growth.

Why are Partners not insured by RINGANA?
Do Partners with RINGANA need to pay tax on their revenue?

Partners are not in employed jobs with RINGANA: they are self-employed. RINGANA strictly complies with the country-specific legislation in force. For this reason they – like all other self-employed people in Austria, for example – are personally responsible for their own insurance, for their own pension fund and for filing correct tax declarations.

Critics keep making claims that RINGANA has a cult-like nature and that its sales model jeopardises family and friend alliances due to its ideological structures. How does RINGANA respond to this accusation?

RINGANA is a successful and sustainable Austrian company that has been awarded numerous environmental and business prizes. It operates person-to-person direct sales in combination with e-commerce and referral marketing with transparent structures. There is no obligation to buy and no pressure to recruit members. As a result, there is also no basis in the claim that Partners exert pressure on family or friends. It's the complete opposite, in fact: overly intrusive or aggressive behaviour is not tolerated and clearly contradicts our Governance & Communication Rules Guide.

Why aren't the events open to the public?
It's said that speakers and the company's founding duo are worshipped like religious icons at conventions.

RINGANA holds various events to improve networking with Partners, as a motivation boost and for sharing information. The RINGANA Convention is the biggest event in the RINGANA calendar. It takes place every autumn and updates RINGANA Partners with all the latest RINGANA news first hand. On the programme you'll find, among other things:
motivational talks from external speakers and RINGANA experts from a range of departments
presentation of new products and innovations
recognition of the most successful RINGANA Partners
This is an in-house, industry-standard presentation and motivation event. The RINGANA Congress this year is also open to leads for the first time, i.e. it's public – we have nothing to hide!

Why is there a disproportionate focus on the sense of community?

RINGANA Partners may work independently, but they value being part of a team, receiving the support of their mentors, enjoying the shared experience of events, etc. That's also what working as a Partner is all about. Genuine enthusiasm for RINGANA products also naturally reinforces a sense of community.

How does RINGANA deal with complaints and are these complaints used to improve the corporate culture?

Each complaint is examined in detail, transferred to the appropriate department, documented in detail and handled in a solution-oriented manner. RINGANA regards complaints as valuable feedback and an incentive to continuously develop and improve processes, etc.

Why have some former Partners criticised the company?

RINGANA Partners enjoy the numerous freedoms that come with being self-employed, such as the ability to manage their time as they choose, for example. But working independently might not be everyone's cup of tea. This is why Partners' disappointment over a lack of success has sometimes resulted in more general criticism of RINGANA. As is the case in any business, RINGANA has implemented a specific set of rules that our Partners must abide by. These rules are in place to guarantee that certain features such as our company philosophy, for example, are reflected in all areas of the business. This causes some people to feel restricted in their free development.

Furthermore, certain limitations are inherent to direct sales – such as, for example, the general marketing strategy – whereas they aren't applicable to traditional B2C companies. This can be another reason why Partners decide to quit.

RINGANA takes all criticism seriously and uses it as an opportunity to improve as part of an ongoing evaluation process. All comments are seen as an invitation to question and optimise things. For example, introducing the Governance & Communication Rules came about as the result of an internal improvement process.

Trans·paren·cy to be continued