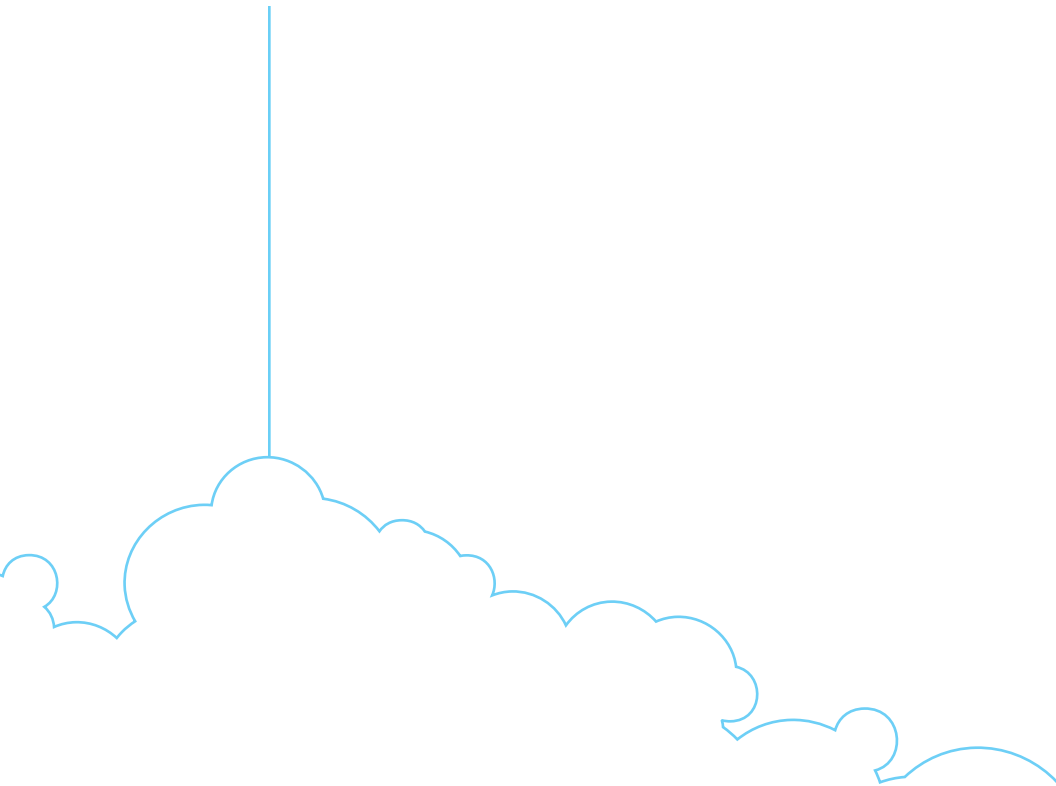


# THE FOUNDATION OF YOUR DREAMS



ByDesign: empowering direct sellers worldwide to succeed through innovative technology, industry expertise, and unrivaled customer service.





## Industry Leading Software

In 2000, ByDesign Technologies launched the first web based software package for the direct sales industry. Since that time, we have continued to innovate and create software that runs your business. In 2010, we had another industry first. ByDesign was the first in the industry to have a mobile application. We understand what it is to be a leader. Our software is the backbone of multibillion dollar MLM and party plan companies around the globe.

We are the only software company in the industry that has “cracked the code” and can support your company from start-up to a mature industry leader. We're not satisfied resting on our past success. In the technology business, we innovate faster so your representatives are productive, conducting business efficiently, and paid timely.

## Freedom™ is the back office platform companies around the world rely on.

Let's be honest. When you are looking at software, there are a lot of things that are the same. Nowadays they all have the basics: inventory, shipping and order entry. So the question becomes, what does our back office offer that is different?

In addition to mission critical features, Freedom offers you the ability to integrate third party software. This means that if you want to create a custom shopping cart or an integration with SAP, it's possible with Freedom's APIs. Our clients ask for flexibility and we deliver.

Freedom's flexibility is exceptional; as your company grows, you will begin to see the opportunities that exist in the free functionality. There are two ways of looking at software. One is that you pay for every upgrade and change that is made, and pay again when a new version is released. The other way is to cooperatively create a better product.

ByDesign has chosen the cooperative route by developing a configurable product that allows for easy customizations. We believe many people working together can create a better world.

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### 200 thousand

Orders are processed through Freedom every week

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Another great strength of our back office is that it actively supports multiple currencies and languages so if you are an international company or think you may one day become one, our software already has what you need.



{ 3,868,712

Direct sellers worldwide supported by Freedom



## Over **\$3 billion** in orders processed by Freedom

₹ 188 million rupees

¥ 2.8 billion yen

\$ 3.2 billion pesos

₩ 95 trillion won

€ 50 million euros

₫ 3.7 billion dong

kr 124 million krona

₺ 1.7 million lira

















Including more than \$500 million in sales in 27 non-US currencies



Freedom actively supports multiple currencies and languages, making international business convenient and accessible.

Known worldwide for its powerful commissions and bonus engine, Freedom includes all of these features and much more:











### Corporate Back Office

-  Rep & customer management
-  Order entry
-  Hostess & guest tracking
-  Sales reports
-  Party bookings
-  Credit card processing
-  Hostess rewards
-  Inventory management
-  E-invites
-  ACH/direct deposit
-  Genealogy reports
-  Check writing
-  Replicated website technology
-  AutoShip
-  Commission processing
-  Shipping fulfillment



Freedom supports multiple currencies and languages as well as country specific inventory, pricing, and payouts.

### Distributor/consultant Back Office

-  Rep & consultant sponsoring
-  Genealogy reports
-  Online ordering
-  AutoShip management
-  Customer orders
-  Commission statements
-  Order tracking
-  Profile management
-  Graphical downlines
-  Customer reports










Revolution delivers the business building tools that take direct sales to the next level to increase sales, maximize recruiting, and boost retention.

## Revolution™ Distributor Tools

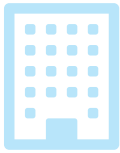
Much more than a mobile app, Revolution is the next generation of communication for the direct sales industry. Revolution delivers a robust back office distributors and consultants love, adds smartphone mobile access for productivity on the go, and tops it off with an iPhone app!



-  Corporate videos and presentations
-  Social networking integration
-  Full featured back office
-  Mobile web application
-  iPhone & iPad native applications
-  Branded to your look and feel
-  Robust web-based interface

## The system that grows with you

ByDesign has been able to grow with multimillion dollar companies for over a decade. We always say that running an MLM, direct sales, or party plan company is like running two companies. You have your company with your client-facing customer service and your executive team, then you have your other company, the field representatives. Why would you want to run a software company as well?



Enterprise Level Support



Dedicated Teams



Scalable Hosting

Let ByDesign manage your software. Software is no longer a side item to your MLM, direct sales, or party plan business. It's what drives your business. ByDesign understands your business; we don't operate in any other verticals.

12 Multi-billion dollar MLMs worldwide

25% Are current ByDesign clients





ByDesign's systems are built for scalability. There's simply no such thing as "too big".

10

million

Orders processed  
by Freedom a year

8

million

Customers using  
Freedom

45

thousand

Consultant  
signups a week

15

thousand

Corporate  
Freedom users



Over **\$1 billion** in  
commissions processed



From setting up site-to-site dedicated tunnels around the world to building out dedicated and managed hardware, we can support your growth!

## Scalable Infrastructure

You're already running a rapidly growing business; the last thing you want to worry about is your servers and infrastructure. ByDesign has architected the largest software as a service (SaaS) platform in our industry, leveraging an internal Private Cloud along with intelligent request routing to ensure optimal performance across all Clients.

Just as ByDesign was the pioneer in the development of the first web-based platform, ByDesign has led the way in architecting a platform that handles extreme load while hosting hundreds of active Clients.

Hundreds of Web and Application Servers maintain n+2 redundancy for all customers.

Infrastructure built from the ground up for redundancy, scalability and security.

Custom solutions to meet any business or regulatory requirement.

Fully managed backups and disaster recovery planning.

Beyond the internal infrastructure ByDesign has built to handle client load, we also leverage global Content Delivery Networks to deliver content to your customers; generating the fastest response times regardless of where on the globe they are.

We understand the unique requirements of your business, from setting up site-to-site dedicated tunnels around the world to building out dedicated and managed hardware; we can support your growth!



The CMS applied to our replicated sites is used by more than 65 million websites worldwide, in over 120 different languages.

## ByDesign Creative: helping your company look its best.

ByDesign Creative is your source for a great looking front-end to compliment the top-notch back-end offered by Freedom. We have an intimate understanding of the direct selling industry. We get it...so you don't have to explain it.

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Our creative team focuses on aesthetics and usability in creating contemporary, user-friendly, well-designed websites, branding, packaging, and marketing materials.

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Many companies have a marketing firm that they enlist to help them with their websites, documents, packaging and print materials. When you use ByDesign Creative, you have the ability to get have a tighter integration between your marketing desires and your software. We all work in the same building so communication is faster and your product gets delivered more accurately.

Doesn't it make sense that when you are updating your compensation plan that our marketing department produces your field documents? A tight integration means a greater understanding and freedom for you to focus on building your company, rather than wasting time trying to explain how you want your compensation plan visually illustrated.



Replicated  
Websites



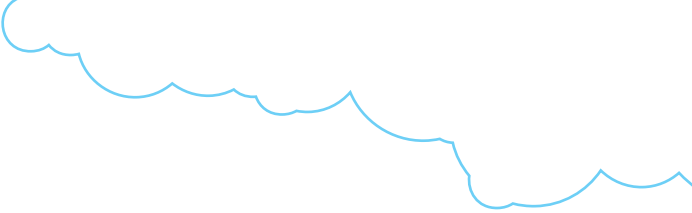
Identity  
Branding





Product  
Packaging

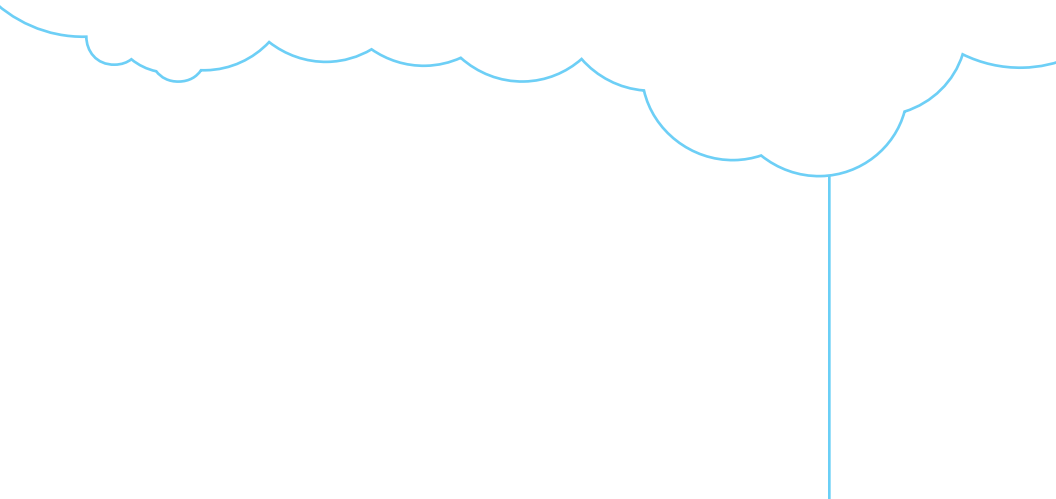


Marketing  
Materials



Our desire to be the best focuses all our resources into being a strategic partner with the world's leading direct sales companies. We have the best software in the industry with the best customer service because we care. We constantly seek to innovate so that we will remain the direct sales software leader.





We understand what it takes to go from a start-up dream to an [international reality](#). We have partnered with many companies that have gone from shoestring budgets to [multi-million dollar revenues](#). Our clients know our solutions are the [foundation of their dreams](#).



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