

Outbehaving Ownership Guide

1. What Ownership Means

- Outbehaving is building a company owned by its community
 - Participation is recognised through Impact Shares
 - Over time, participation may convert into real equity in the business
 - The more you contribute, the greater your potential ownership
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2. Impact Shares (How It Starts)

- Every verified member starts with Impact Shares on joining
- Standard starting allocation: 1,000 Impact Shares
- Impact Shares represent participation, not financial ownership

Impact Shares:

- Have no monetary value
 - Are not shares in a company
 - Do not represent current ownership or equity
 - Cannot be sold or transferred
 - Exist to track contribution and engagement
 - May be converted to real equity over time (subject to eligibility and conditions)
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3. Earning More Impact Shares

You can earn additional Impact Shares by actively participating:

- Using the platform regularly
- Inviting new members
- Completing profile and verification steps
- Engaging with services
- Supporting the community

Monthly earning is capped based on your tier.

4. Tier System (Earning Potential)

Your tier determines how many Impact Shares you can earn each month:

- Starter: up to 50 per month
- Bronze: up to 100 per month
- Silver: up to 200 per month
- Gold: up to 300 per month
- Platinum: up to 400 per month
- Diamond: up to 500 per month

Key points:

- Higher tiers = higher earning potential
 - Progression requires completing activity-based milestones
 - Contribution quality matters, not just volume
 - Tier limits reset at 00:00 GMT on the 1st of each month
 - Tier requirements and structure may evolve over time
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5. Early Participation Advantage

- Early members may receive enhanced benefits
- Example: 1.5x starting Impact Shares
- Example: 1.5x monthly tier earning limits

This reflects the higher impact of early contribution when the platform is smaller. All early-stage benefits are subject to platform rules and may change over time.

6. Impact Share Earning Examples

- Each direct introduction: 50 Impact Shares
 - Each indirect introduction (from someone you invited): 25 Impact Shares
 - Completing the Ownership Life Questionnaire: 10 Impact Shares
 - All earning is subject to verification, eligibility and monthly limits
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7. How Impact Shares Convert to Equity

- Impact Shares may be converted into real equity over time
- Eligible users may be notified if a conversion window becomes available
- Conversion is not automatic

Important:

- Impact Shares hold no value
- Conversion is not guaranteed
- Conversion is not automatic
- No user has a right to demand conversion
- No conversion window is guaranteed to open

Conversion depends on:

- Regulatory approval
- Platform stage and growth
- User eligibility
- Company discretion

Equity represents:

- Ownership in Outbehaving
- Potential financial value
- Potential dividends (if issued)
- A voice in the future of the platform

8. Equity Allocation Principles

- Equity is distributed from defined Ownership Pools:
 - Society
 - Cultural Icons
 - Champions
 - Founders Circle
- Allocation is based on relative contribution
- Early and active members are positioned more strongly

Important:

- Not all Impact Shares will convert on a guaranteed 1:1 basis
 - Conversion rates and structure may vary over time
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9. Equity Pools & Allocations

- Ownership is structured through dedicated equity pools, managed via Special Purpose Vehicles (SPVs)
- Each pool holds a defined percentage of shares in Outbehaving Ltd (provisional and subject to change)

Current allocation:

- Society (community members): 50%
- Cultural Icons: 10%
- Champions: 7.5%
- Founders Circle: 5%
- The remaining 27.5% is allocated to:
 - Investment
 - Employees
 - Founding Leaders

Key points:

- Allocations are provisional and may be adjusted over time
 - The structure is designed to maximise community ownership
 - Additional equity may be released or transferred to the community as the platform evolves
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10. Eligibility for Conversion

To be eligible for ownership participation and any future conversion, you may need to:

- Be fully verified
- Meet participation requirements
- Comply with platform rules
- Meet legal, regulatory, and tax requirements

Current eligibility:

- Ownership participation is currently limited to users legally resident in:
 - England
 - Scotland
 - Wales
 - Northern Ireland

- Users outside these territories may still:
 - Join the platform
 - Earn Impact Shares
- However, they will not be eligible for conversion unless and until eligibility expands to their territory

Important:

- Eligibility requirements may change over time
 - Eligibility may be granted, refused, or withdrawn at Outbehaving's discretion where required for legal, regulatory, compliance, or risk reasons
 - For full details, please refer to the Terms & Conditions
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11. Scarcity and Adjustments

To protect long-term value:

- Impact Share generation rates may be reduced over time
- Future users may earn at lower rates
- Impact Share to Equity Share conversion may change
- Early contributors benefit from higher relative positioning

This ensures ownership remains meaningful as the platform scales.

12. Platform Rules and Conduct

All members must:

- Act honestly and fairly
- Avoid abuse of referral or reward systems
- Follow platform guidelines
- Respect the community
- Not create multiple accounts

Failure to comply may result in:

- Loss of Impact Shares
- Removal from tiers
- Disqualification from equity conversion
- Account restriction or removal

13. Outbehaving Rights

Outbehaving retains full control over the system, including the right to:

- Adjust Impact Share allocations
- Modify tier structures and requirements
- Change earning limits
- Update participation criteria
- Introduce limits, conditions, or expiry
- Determine if, when, and how conversion may occur
- Refine reward systems
- Ensure legal and regulatory compliance
- Different rules may apply to future users or future periods

These changes ensure the platform can grow responsibly and sustainably.

14. Important to Know

- Impact Shares are not shares, equity, or a financial instrument
 - They have no guaranteed value
 - They do not guarantee future ownership
 - Conversion to equity is not guaranteed and may never occur
 - Eligibility depends on verification, location, conduct, and legal requirements
 - Outbehaving may change how the system works over time
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15. Key Principles to Remember

- Ownership is earned through contribution
 - Impact Shares track your journey
 - Equity is the long-term goal
 - Early and active participation matters most
 - The system is designed to reward meaningful behaviour
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16. Summary

- Join → receive Impact Shares
- Participate → earn more
- Progress → unlock higher tiers
- Contribute → build your position
- Convert → potential real ownership (subject to eligibility and conditions)