

1. APPLICANT COMPANY

Name of company		Trade reg. #
Mail address		
Street address		
Tel.		Fax
WWW		Year founded
Owner(s)		CEO name
Main industry/branch		
Short description of business, products, services		

2. MAIN CONTACT PERSON

Name		Position	
Email	Tel	Mobile	

3. TURNOVER/NET SALES

This information is strictly confidential and will not be disclosed.

Turnover for entire company, VAT not incl.	Year
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ONE OF THE BELOW. SEE INSTRUCTIONS #3.

A) BUSINESSES SELLING DIRECTLY TO CONSUMERS:

Sales from interactive marketing to customers

- < 170 000 euro
- 170001 – 841 000 euro
- 841 001 – 2 500 000 euro
- 2 500 001 – 8 510 000 euro
- 8 510 001 – 16 800 000 euro
- > 16 800 001 euro

B) BUSINESSES PROVIDING SERVICES TO OTHER COMPANIES:

Sales from B2B interactive marketing services

- < 170 000 euro
- 170001 – 841 000 euro
- 841 001 – 2 500 000 euro
- 2 500 001 – 8 510 000 euro
- 8 510 001 – 16 800 000 euro
- > 16 800 001 euro

4. SUPPLEMENT MATERIAL

Telemarketing service providers and direct selling companies shall provide supplements detailed in section 4 of instructions. These companies are subject to one year trial period.

We confirm having acquainted ourselves with the rules and codes of the Finnish Direct Marketing Association and will comply with the rules and codes if we are accepted as a member company.

Place and date

Signature and name in print

INSTRUCTIONS AND SUPPLEMENTS OF MEMBERSHIP APPLICATION

1. THE COMPANY: Please fill in company details. Telemarketing service providers and direct sellers need to return supplements as listed in #4.

2. MAIN CONTACT: The person responsible for membership issues and billing. After admission, a complete distribution list will be asked from you.

3. TURNOVER: Membership dues are based on turnover. Businesses selling directly to consumers (e.g. mail order companies, direct sellers, publishers) should report sales from interactive marketing to end customers. Businesses providing services to other companies should report sales of their B2B interactive marketing services (e.g. call centers, printing houses).

Interactive marketing covers all business and sales based on interaction with the customer, such as direct mail, distance selling, telemarketing, mobile marketing, or customer programs. If the only revenue source for the company is such business, the section 3A/3B is equal to the company's overall turnover. Please provide an estimate if accurate data is not available.

Membership dues, effective 1.4.2008

Category I

Turnover < 170.000 euro

Annual dues 865 euro

Entry fee 430 euro

Category II

Turnover 170.001 - 841.000 euro

Annual dues 1.265 euro

Entry fee 630 euro

Category III

Turnover 841.001 - 2.500.000 euro

Annual dues 1.915 euro

Entry fee 955 euro

Category IV

Turnover 2.500.001 - 8.510.000 euro

Annual dues 2.535 euro

Entry fee 1.265 euro

Category V

Turnover 8.510.001 - 16.800.000 euro

Annual dues 3.825 euro

Entry fee 1.910 euro

Category VI

Turnover > 16.800.001 euro

Annual dues 5.020 euro

Entry fee 2.510 euro

Annual dues for first year are adjusted with the number of remaining months at time of admission. If the applicant is part of a group with one or more members, entry fee is waived.

4. SUPPLEMENT MATERIAL (only for telemarketing service providers and direct sellers)

a) Telemarketing service providers

- extract from the Register of Companies
- financial statement
- contract of employment for telemarketers, (euro and percentage information should be removed)
- list of shareholders

b) Direct sellers

- Basic marketing material, product and service descriptions, distributor agreements, and any guidelines given to distributors (or agents)
- Description of the distribution system and business concept
- Description of distributor compensation systems
- Description of all one time and recurring payments collected from distributors with justifications for these fees (services, goods). Please specify the starter package in detail, any training systems, reporting systems, software etc.
- Description of distributor support systems, e.g. training
- If the above mentioned items are part of the company material provided, please make a note of the location of each item

The Direct Selling Members of the Finnish Direct Marketing Association must comply with the Direct Selling Code. The company material is assessed in relation to the Code in the application process. Electronic submission of the material is preferred. Potential trade secrets should be pointed out. Confidential material is only assessed by the ASML staff and not the Workgroup.

Application procedures for telemarketing service providers and direct sellers:

1. Applicant submits application and supplements
2. Direct selling companies are expected to make a company presentation to the Direct Selling Workgroup of Finnish DMA
3. The workgroup reviews the application and makes recommendation to the Board of the Finnish DMA
4. The Board decides on admission
5. Membership begins with one year trial period, which is normally converted into full membership automatically. The Board decides on extension of trial membership.