

BETFIN NETWORK COMPLIANCE GUIDE



1) CORE PRINCIPLES

1. We do not sell an investment
2. We do not guarantee returns
3. Earnings do not come “from people”, but from system activity
4. We communicate technology and participation, not promises

If anyone violates these 4 points, they create legal risk for themselves and the entire network.

2) COMMUNICATION

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Use **3 pillars**:

1. What it is

“Technology providing liquidity for gaming”

2. How to participate

- providing liquidity
- building a community

3. How rewards work

“Rewards come from system activity and participation, they are not guaranteed”

“We don’t sell returns. We show the system.”

3) VOCABULARY – WHAT TO SAY vs WHAT NOT TO SAY

A) TECHNOLOGY / SYSTEM

YES:

- “technology”
- “system”
- “infrastructure”
- “providing liquidity”

NO:

- “investment”
- “investment product”
- “fund”
- “deposit with yield”

B) REVENUES

YES:

- “returns depend on system activity”
- “historical performance”
- “not guaranteed”
- “can fluctuate”

NO:

- “guaranteed returns”
- “fixed percentages”
- “passive income without risk”
- “certainty”

C) ROLE OF A PERSON

YES:

- “participant in the system”
- “liquidity provider / staker”
- “partner”
- “builder”

NO:

- “investor”
- “shareholder”
- “depositor”

D) NETWORK / AFFILIATE

YES:

- “rewards for building and community activity”
- “affiliate model”
- “reward for contribution to the system”

NO:

- “you earn from people”
- “money for bringing people”
- “just bring 2 people and you earn”

E) SALES LANGUAGE

YES:

- “I’ll show you how it works”
- “the decision is yours”
- “everyone chooses their level of involvement”

NO:

- “you must join now”
- “last chance”
- “if you don’t join, you lose”

HOW and WHY

Why this matters

We are building something long-term.

That means one thing:

we must communicate truthfully and professionally.

- Because of rules
- Because of trust

Trust = what allows us to grow

Core principle

“I would rather explain less and correctly than more and inaccurately.”

How to explain it simply

You don't need complex words.

Just stick to this framework:

- It is a technology / system
- People participate as:
 - liquidity providers (stakers)
 - partners (builders)
- Rewards come from real system activity
- Nothing is guaranteed, but the potential is interesting

That's it.

What to say (safe and correct)

You can use phrases like:

- “It's a system where you can participate and share in its performance”
- “Rewards come from activity, they are not fixed”
- “Everyone chooses how much they want to participate”
- “I'll show you how it works, and you decide”

What to avoid (important)

Do NOT create false expectations:

- “guaranteed income”
- “fixed percentages”
- “certainty”
- “passive income without risk”
- “just bring people and you earn”

How to talk about returns

Instead of:

It makes X% monthly”

Say:

“Historically it had some % performance, but it’s not guaranteed and can change”

“Historically it moved within a range, but it’s not fixed or guaranteed”

How to talk about the network

Instead of:

“You earn when you bring people”

Say:

“The system rewards long-term community building and activity”

Important note

You don’t need legal jargon.

Just be fair.

For example:

- “It’s good to know this is not guaranteed and everyone needs to evaluate it for themselves.”
- “It’s a system that allows people to participate as liquidity providers or partners and be rewarded based on real activity — without guarantees.”

When you are unsure

Stop and ask yourself:

“Am I helping this person understand reality, or just trying to convince them?”

If it's the second → slow down.

The right mindset:

"I'd rather lose a deal than lose trust."

Because:

- The deal is short-term.
- trust is scalable

Final summary:

“It's a system you can join and be rewarded based on real system activity — and your own activity.”

How we communicate Betfin

- It is NOT a guaranteed income
- It is NOT an investment in the traditional sense
- It IS participation in a system (liquidity / community)
- Rewards come from real activity

Speak about it fairly, simply, and without exaggeration.

The long-term truth

Trust wins. Not hype. Not FOMO.