



Famly Referral Programme Terms & Conditions

Version: 1.1

Effective Date: 25/11/2025

1. The Terms

- 1.1.** These Terms and Conditions (the "Terms") govern the participation and qualification requirements of the Famly Referral Programme (the "Programme") provided by Famly ApS ("Famly").
- 1.2.** Current Famly customers ("Referrers") may be invited to participate in the Programme to refer new customers ("Referees") and, if eligible, receive rewards.

2. Entering the Famly Referral Program

- 2.1.** Participation in the Programme is by invitation only. Only current Famly customers who have been directly contacted and explicitly invited to participate are eligible to make referrals to new customers and receive rewards, provided that the new customer meets the eligibility criteria set out in clause 3.2.
- 2.2.** New customers who are referred to Famly and meet the eligibility criteria in clause 3.2 will automatically become eligible to participate in the Programme as Referrers without receiving an explicit invitation.
- 2.3.** Referrals from any other customers will not qualify for rewards.
- 2.4.** The Program is not a personal program as it applies to the organisation itself. For the avoidance of doubt, the customer may, at its sole discretion, determine which of its employees are authorised to make referrals on the organisation's behalf.

3. Qualification Criteria

3.1. Eligibility for Referring Customers:

For a Referrer to be eligible for a reward, the Referrer must refer an early years setting to Famly by the 31st December 2025, and the Referrer must meet all of the eligibility requirements set out in clause 3.2. The Referrer is responsible for maintaining documentation to demonstrate that a referral was made by 31st December 2025.

3.2. Eligibility for Referred Customers:



- a) The Referee must be a decision maker in an early years setting based in the UK or Ireland;
- b) The Referee's early years setting is a new customer to Family;
- c) The Referee must not be a site already owned or operated by the Referrer. Additional sites of existing customers do not qualify as new customers;
- d) The Referee must utilize a valid referral link or promotional code, verified by Family, in the online referral program sign-up process on a designated referral signup page;
- e) The Referee must attend a demo of the Family Platform by the Family team before 31st January 2026;
- f) The Referee has become a Family customer on any of Family's annual subscription packages, and accepted the Family Terms and Conditions, within 90 days of receiving a demo from Family; and
- g) The Referee must have paid their first invoice and maintained their subscription for at least 30 days.

If all of the above criteria are fulfilled, a referral is considered to be successful.

4. The Referrer Reward

If the Referrer fulfills the requirements in clause 3.1 and upon a successful referral, the Referrer is entitled to a reward of £400 (the "Reward"). Family will document all successful referrals and notify the Referrer accordingly. To receive the Reward, the Referrer must issue an invoice for the Reward amount and send the invoice to finance@family.co.

5. The Referee Discount Offer and Benefits

- 5.1.** If the Referee fulfills all the requirements in clause 3.2, it will be entitled to receive the following discount on specific annual subscription packages:
 - a) 25% off the Premium package for three months; or
 - b) 25% off the Professional package for six months.
- 5.2.** There is no discount provided on the annual subscription of the Basic package.
- 5.3.** Referees who join Family through this Programme will automatically become eligible to refer other new customers under the same referral conditions outlined in clause 3.1.



6. Distribution of referrals

Famly customers may use and distribute their unique referral link to aid promotion of the Programme as they see fit.

7. Suspicious activity

If, after an investigation at Famly's discretion, Famly identifies suspicious activity resulting in an unusual amount of referrals by a customer, Famly has the right to revoke that customer's right to receive the Reward.

8. Changes to the Famly Referral Program terms

Famly retains the right to modify or update these terms and incentives at any time.

9. Disputes

Any disputes arising under or in connection with these Terms are governed by the laws of Denmark, and any disputes arising out of or in connection with these Terms shall be submitted to the exclusive jurisdiction of the Danish courts.

10. Contact

Questions, comments and requests regarding this are welcome and should be addressed to contact@famly.co