



Family Referral Programme Terms & Conditions

Version: 1.2

Effective Date: 02/09/2026

1. The Terms

- 1.1. These Terms and Conditions (the "Terms") govern the participation and qualification requirements of the Family Referral Programme (the "Programme") provided by Family ApS ("Family").
- 1.2. Current Family customers ("Referrers") can refer new customers ("Referees") and, if eligible, receive rewards.

2. Entering the Family Referral Program

- 2.1. All existing Family customers 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. 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 Family by 31st March 2027, 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 March 2027.

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 utilise a valid referral link or promotional code, verified by Famly, in the online referral program sign-up process on a designated referral sign-up page;
- e) The Referee must attend a demo of the Famly Platform by the Famly team before 31st April 2027;
- f) The Referee has become a Famly customer on any of Famly's annual subscription packages, and accepted the Famly Terms and Conditions, within 90 days of receiving a demo from Famly; 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"). Famly 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@famly.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 Foundation package.
- 5.3.** Referees who join Famly 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 Family's discretion, Family identifies suspicious activity resulting in an unusual amount of referrals by a customer, Family has the right to revoke that customer's right to receive the Reward.

8. Changes to the Family Referral Program terms

Family 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@family.co