THE AMROD LOYALTY PROGRAMME 2018

The 2018 Amrod Loyalty Programme, where the focus is 'LOYALTY, REWARDED!' offers loyal clients greater rewards than even before.

EASY WAYS TO EARN ALP'S

Earn 1 ALP for every R1's worth of gifts & headwear purchased

Earn 1.5 ALP for every R1 worth of clothing purchased eg. purchase R50 000 ex VAT worth of clothing and be rewarded with 75 000 ALP

Earn 2 ALP for every R1 worth of in-house branding eg. purchase R1 000 ex VAT worth of branding and be rewarded with 2 000 ALP



20% **BONUS POINTS** Online order of bulk products

capped at 10 000

points per order

BONUS POINTS Ordering of discontinued products

100%

500 **BONUS POINTS** Online approval

of layouts

5 000 **BONUS POINTS** For the first delivery made through our online

500 **BONUS POINTS** For every subsequent delivery

delivery service

50% 2000 **BONUS BONUS POINTS POINTS** Attending webinars LOGO24 per attendee

2000 **BONUS POINTS**

Attending training per attendee per session

TADGETS & DEMANDOS













orders





40%



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through our online

delivery service







1 000 000





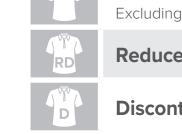
1500 000 2 000 000 3 000 000 4 000 000 7 000 000 10 000 000

per session



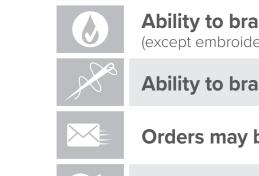
| ALP | IARGET |
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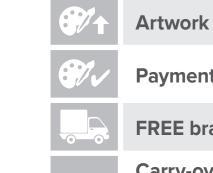
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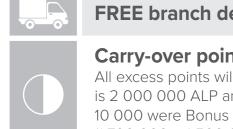


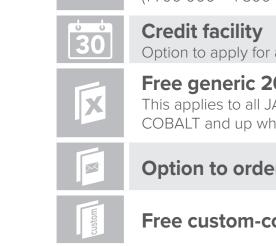


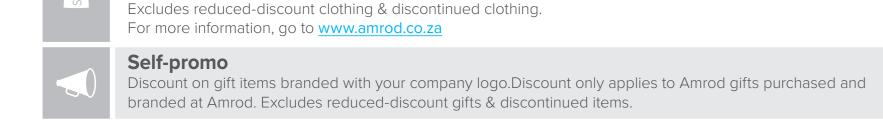














How the Amrod Loyalty Programme works

· JADE STATUS

Clients who accumulated fewer than 50 000 Amrod Loyalty Points (ALP's) in 2017 were moved to JADE when JADE launched in 2018.

New clients registering in 2018 will begin on JADE and be promoted to QUARTZ once they achieve the 2018 target for QUARTZ, i.e. 50 000 ALP's.

Should a JADE client place an order that results in sufficient points being earned to graduate from JADE to QUARTZ, this will result in graduation to QUARTZ. For example, in a situation where a JADE client has accumulated 20 000 ALP's and places a confirmed order that equates to 40 000 ALP's, that client will graduate to QUARTZ for the purposes of that order and will immediately enjoy the benefits associated with QUARTZ.

JADE status is not applicable to clients based in the Eastern Cape, the Free State and outside of South Africa. Clients in these areas who earned less than 275 000 Amrod Loyalty Points (ALP) in 2017 will fall under QUARTZ until they achieve the 2018 target for CHROME i.e. 250 000 ALP.

• QUARTZ STATUS

Clients who earned between 50 000 and 275 000 Amrod Loyalty Points (ALP's) in 2017 will fall under QUARTZ until they achieve the 2018 target for CHROME, i.e. 250 000 ALP's.

Clients beginning 2018 on QUARTZ will be required to attain 50 000 ALP's by 7 December 2018 in order to maintain QUARTZ status for 2019.

Should a client attain an ALP tier higher than QUARTZ by 7 December 2018, the higher ALP tier will be retained until the end of 2019. Achievement of any of the higher tiers during 2018, would allow the client access to the benefits of that tier immediately, until the end of 2019.*

CHROME TO TANZANITE STATUS

Clients beginning 2018 on CHROME or higher will enjoy the benefits of that tier throughout 2018. To maintain the ALP tier a client began 2018 on for 2019, they will be required to attain the 2018 ALP target associated with that tier. Achievement of any of the higher tiers in 2018, will allow a client immediate access to the benefits of the tier reached until the end of 2019.*

- * ALP tier discounts are effective once invoices totalling the relevant target ALP's are paid.
- * Targets are revised annually.
- * A client's spend for the Amrod Loyalty Programme starts afresh at the beginning of a new calendar year.
- * Spends close 7 December 2018 and any spend from 8 December 2018 until our closing date in 2018 will be carried over to 2019.

| TOTAL | R 1 050 000 | 1 520 000 |
|---------------------------|------------------------|--------------------|
| Delivery Service | | 30 000 |
| LOGO24 | | 25 000 |
| Job Card Online Approvals | | 35 000 |
| Discontinued Products | | 10 000 |
| Sample Online Orders | | 20 000 |
| Bulk Online Orders | | 100 000 |
| Branding | R 75 000 | 150 000 |
| Headwear | R 50 000 | 50 000 |
| Clothing | R 350 000 | 525 000 |
| Gifts | R 575 000 | 575 000 |
| EXAMPLE: | RAND VALUE (ex VAT) | ALP VALUE (POINTS) |

Spend Barometer

| JADE | QUARTZ | CHROME | BRONZE | COBALT | SILVER | GOLD | PLATINUM | DIAMOND | TITANIUM | TANZANITE |
|-------------|------------|-------------|---------------|--------------|--------------|---------------|-----------------|---------------|---------------|------------------|
| BASE TIER | 50 000 ALP | 250 000 ALP | 500 000 ALP | 1000 000 ALP | 1500 000 ALP | 2 000 000 ALP | 3 000 000 ALP | 4 000 000 ALP | 7 000 000 ALP | 10 000 000 ALP |

Track your spend:

Visit <u>www.amrod.co.za</u> to access a barometer that indicates your current spend and equivalent ALP value, your current Loyalty Status and how far you are from attaining the next discount tier.

If you have any questions regarding the Amrod Loyalty Programme, please email: alp@amrodgroup.co.za



Discounts are based on JADE/QUARTZ pricing. Refer to the applicable column on our price list for your discounted prices E&OE. Amrod reserves the right to make changes to the Amrod Loyalty Programme at its discretion.

25%

25%

25%