

EIS

REWARDS

PROMOTIONAL TRAVEL PROGRAM



EIS Rewards Travel Program: Overview

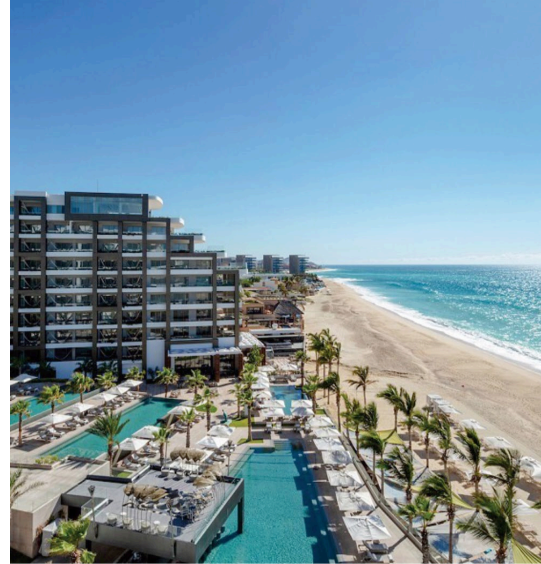
- Program runs 12 months
 - 8/01/23 - 7/31/24
- Customers that can earn
 - US Aftermarket Repair and Transformer Customers
 - Calculated per SAP account
- Sales roles that can earn
 - Strategic Account Managers
 - Account Specialists
 - Sales Directors



Garza Blanca Resort & Spa Los Cabos



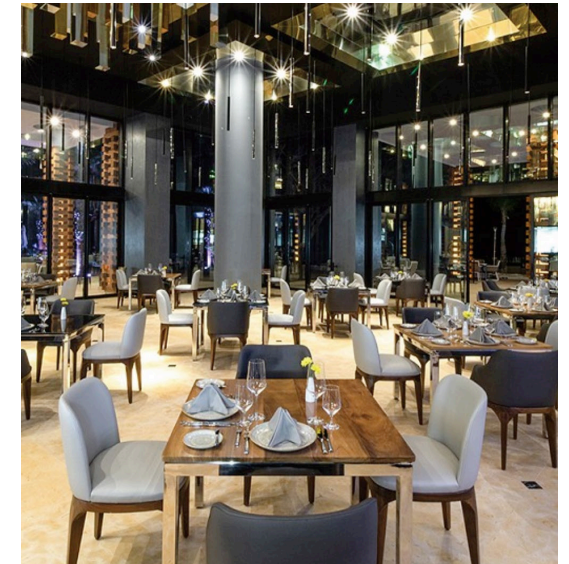
Los Cabos Beach



All-inclusive Resort



Luxurious Spa



Fine Dining Options

Customer facing webpage with travel experience details is available on EIS Connect to share with your customers!

EIS Rewards Travel Program: Overview



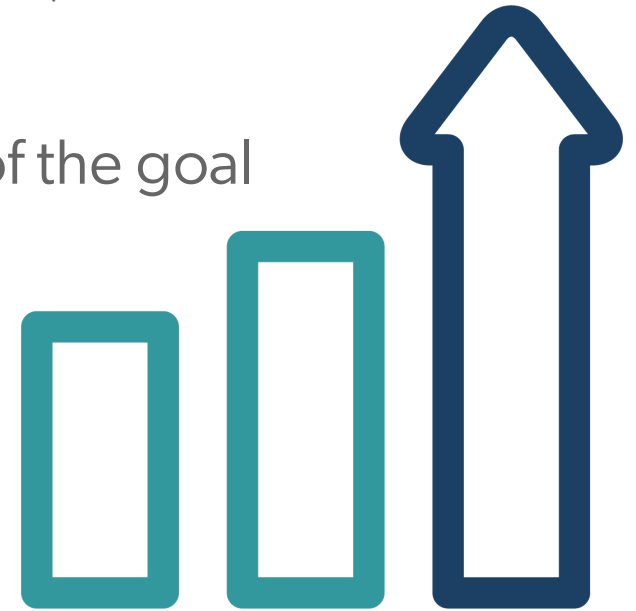
- Destination: Garza Blanca Los Cabos Beach Resort & Spa in Cabo San Lucas, Mexico
- Cost: \$8,000
- Travel Dates: Friday, October 25 – Tuesday, October 29, 2024
- Includes:
 - 4-nights in a suite room
 - Welcome and farewell receptions
 - Flights to/from Los Cabos International Airport
 - Ground transportation
 - All-inclusive package with meals & beverages
 - Gratuities, taxes & fees



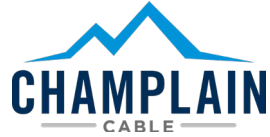
How to Qualify: **Customers**

Customers can earn a travel experience by reaching an **incremental revenue growth goal**:

- Either **\$70K** or **12%** above baseline (whichever is greater in dollar value)
 - Earn a **FREE** travel experience at this goal
 - Earn a reduced cost experience by reaching 25% or more of the goal
 - Customers must reach at least 25% of their goal to qualify
 - Earn credit multipliers:
 - + 3% strategic suppliers purchase multiplier
 - + 50% website purchase multiplier
 - Each customer Sold-To can only qualify for 1 room
 - Limited number of rooms available!



PARTICIPATING SUPPLIERS*



*Additional suppliers may be added to the program

CUSTOMER EARNINGS EXAMPLE

Purchase Goal = \$170,000

| Timeframe | Purchases | Strategic Supplier Purchases | eCommerce Purchases | Total Progress | Total Progress to Date | % Toward Goal |
|---------------------|-----------|------------------------------|---------------------|--|------------------------|---------------|
| Aug – Oct 2023 | \$42,000 | \$35,000 | \$12,000 | \$49,050 (\$42,000 + \$1,050 + \$6,000) | \$49,050 | 29% |
| Nov 2023 – Jan 2024 | \$45,000 | \$38,500 | \$15,000 | \$53,655 (\$45,000 + \$1,155 + \$7,500) | \$102,705 | 60% |
| Feb – Apr 2024 | \$38,000 | \$31,000 | \$10,000 | \$43,930 (\$38,000 + \$930 + \$5,000) | \$146,635 | 86% |
| May – Jul 2024 | \$40,000 | \$33,500 | \$11,500 | \$46,755 (\$40,000 + \$1,005 + \$5,750) | \$193,390 | 114% |

Customer Payments: **Invoicing**

- Customers must reach at least 25% of their goal to qualify to attend the travel award and be eligible to buy-in the remaining cost.
- Each customer's goal will be divided into milestones throughout the program.
- Customers will be invoiced for the percent by which a Customer's actual purchases are less than the required percent of sales goal each quarter during the program.
 - August 2023 – January 2024 (6 months) > 50%
 - August 2023 – April 2024 (9 months) > 75%
 - August 2023 – July 2024 (12 months) = or > 100%
- Invoices will be sent by EIS Accounts Receivable Team



Customer Payments: Invoicing Example 1

Travel Award Cost = \$8,000

Purchase Goal = \$200,000

| | Period Sales Goal | Potential Travel Credit | Example: Actual Progress | Example: Travel Credit Period % | Example: Shortage – invoice amount |
|--|-------------------|-------------------------|-----------------------------|---------------------------------------|--|
| Performance through January 2024 > 50% | \$100,000 | \$4,000 | \$90,000 | 90% | \$400 |
| Performance through April 2024 > 75% | \$150,000 | \$2,000 | \$155,000 | 103% | \$0 |
| Performance through July 2024 = or > 100%* | \$200,000 | \$2,000 | \$195,000 | 97.5% | \$50 |
| | | | Total Customer Payment: | | \$450 |

Customer Payments: Invoicing Example 2

Travel Award Cost = \$8,000

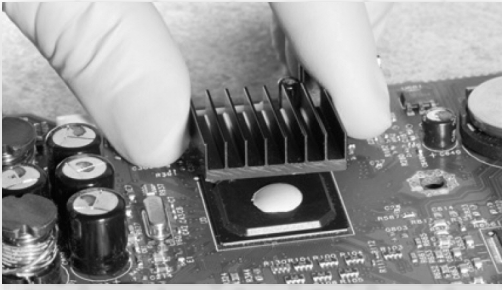
Purchase Goal = \$400,000

| | Period Sales Goal | Potential Travel Credit | Example: Actual Progress | Example: Travel Credit Period % | Example: Shortage – invoice amount |
|--|-------------------|-------------------------|-----------------------------|---------------------------------------|--|
| Performance through January 2024 > 50% | \$200,000 | \$4,000 | \$195,000 | 97.5% | \$100 |
| Performance through April 2024 > 75% | \$300,000 | \$2,000 | \$285,000 | 95% | \$100 |
| Performance through July 2024 = or > 100%* | \$400,000 | \$2,000 | \$370,000 | 92.5% | \$150 |
| | | | Total Customer Payment: | | \$350 |

Program Updates: **Progress Notifications**

Customers

- Each month customers will receive an email update notifying them of their earnings progress in the EIS Rewards Travel Program



THANK YOU