

# VERONA DEALER DISPLAY POLICY



## INTRODUCTION

EUROCHEF LLC values its partnership with dealers who share our commitment to providing customers with an exceptional experience and showcasing the quality of our appliances. This Dealer Display Policy defines the criteria and benefits associated with being a Verona Appliances brand dealer, ensuring consistency and excellence in the presentation of our products.

## DEALER CATEGORIES AND BENEFITS

|                       | AUTHORIZED DEALERS   | SIGNATURE DEALERS   | AMBASSADOR DEALERS   |
|-----------------------|--|---|--|
| Display Requirements: | Maintain a minimum of 1 VERONA ranges and 1 VERONA hoods on display for at least 1 year. | Maintain a minimum of 2 VERONA ranges (including at least 2 different series) and 2 VERONA hoods on display for at least 1 year. Displays must be on the same showroom floor. | Showcase the complete collection of VERONA ranges, including all series in various colors, and a comprehensive display of VERONA hoods and built-in product for at least 1 year. |
| Benefits:             | Receive a 50% discount on display models.  | Receive a 50% discount on display models.   | Receive a 60% discount on display models for the first year; after 1 year, an additional 25% off the discounted price.   |
|                       | Access to standard dealer promotional discounts.   | Increased volume rebates (VR) on purchases compared to Standard Authorized Dealers: 1% volume rebate on all sales exceeding \$250,000.  | 2% volume rebate (VR) on all purchases.  |
|                       |  | Access to preferred dealer promotional discounts.   | Exclusive Ambassador level promotional discounts.  |
|                       |  | Priority listing on the VERONA APPLIANCES dealer locator.   | Featured listing on the VERONA APPLIANCES dealer locator.  |
|                       |  |   | Marketing support for local events and promotions.   |

## COMPLIANCE AND MONITORING

- EUROCHEF LLC will review dealer compliance with the display requirements annually.
- Surprise visits may be conducted to ensure ongoing compliance.
- Non-compliance may lead to adjustments in dealer status and benefits.

## POLICY AMENDMENTS

EUROCHEF LLC reserves the right to modify this Dealer Display Policy. Dealers will be notified of any changes and provided with a timeframe to align with new requirements.

For queries or more information regarding this policy, please contact Verona Appliances dealer support at: info@eurochefusa.com or 631.254.3434.

## CONTACT INFORMATION:

PHONE: 631.254.3434

EMAIL: info@eurochefusa.com

WEBSITE: www.veronaappliances.com

OFFICE ADDRESS:

EUROCHEF

41 Mercedes Way, Suite 25

Edgewood, NY 11717