

NetGain Motors, Inc.

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Advertising Rebate Program

NetGain Motors, Inc. (NGM) is pleased to offer its Authorized Motor Dealers this Advertising Rebate Program (ARP). The program is designed to assist Authorized Motor Dealer's (*Dealer*) in covering the portion of advertising costs associated with products purchased through NGM, herein referred to as Products.

This program is effective January 1, 2020. All Products purchased since this date are eligible for this ARP. The ARP will remain in effect until cancelled or modified for any reason by NGM. NGM reserves the right to cancel this program at any time.

This ARP may be used for both electronic (i.e. Web Pages), and hard copy (i.e. printed) materials. Other advertising expenses may be allowable with prior written consent from NGM. . Other allowable expenses may include such things as T-shirts, coffee cups, and other promotional items that are used to exclusively advertise the Products. *Dealer* names and logos may also appear on all forms of approved advertising, but the text point size used to identify the *Dealer* may not exceed the point size used for Product's by more than 3 point sizes. Sample copies of all items and hardcopy advertising must be provided to NGM along with the completed ARP Request Form (attachment A). In the case of electronic publishing, a valid and active URL must be provided that adheres to all applicable requirements.

Copies of all associated invoices from publishers, etc. must also be included with the rebate form. In the case of electronic publication, a copy of the Internet Service Provider (ISP) bill must be included.

The ARP may also be used to purchase promotional materials directly from NGM when available. Dealers will be notified of available promotional items by Email.

NGM provides *Dealer* with an Advertising Rebate Program folder that includes sample photos of Products (electronic copy) as well as sample NGM and Products logos. Graphs, charts, warranty information, performance information, and specifications may also be included.

When the ARP is applied to the costs of advertising, and the Products are only a portion of the items being advertised, the rebate amount will be a maximum of the proportionate page costs associated with the Products.

Total products purchased from NGM are available for this ARP. The ARP is based upon the total dollar sales amount made to a Dealer minus any returns or credits.

The following chart indicates total Product Sales amounts and the corresponding percentage of ARP dollars that may be applied.

| Amount Purchased | Rebate Percentage |
|-------------------------------|-------------------|
| \$.01 - \$10,000.00 | 0% |
| \$10,000.01 - \$50,000.00 | .5% |
| \$50,000.01 - \$100,000.00 | .75% |
| \$100,000.01 - \$250,000.00 | 1.00% |
| \$250,000.01 - \$1,000,000.00 | 1.25% |
| \$1,000,000.01 + | 1.50% |

Once ARP credits have been approved by NGM, the total *Dealer* credits available for ARP will be reduced by the corresponding dollar amount. ARP credits must be applied and used within the calendar year in which they were earned. Any credits not applied for by the last day of March following the year in which the credits were generated are forfeited and not redeemable for ARP.

