



MASTER DISTRIBUTOR DISCOUNT SCHEDULE AND SALES PROGRAM
Effective: March 1, 2024

DISCOUNT SCHEDULE ON REAL-FYRE FOR DISTRIBUTOR ONLY:

From March 1, 2024 until further notice, all products described on the Real Fyre Gas Log Price Lists, No. L-A3-02124 and L-A3-02224 will be sold at list less 60%+10% (.36); Master Distributors must qualify for the above discount with an initial order of \$100,000 of log sets. The established discount level will apply to all orders shipped through February 28, 2025.

Copies of the 2024 Price Lists are available for Master Distributors to imprint with Distributor name at no charge if ordered by April 30, 2024. Advise quantity needed and furnish copy for imprint, including name, address, phone, terms, etc. Distributors may order blank price lists.

FREIGHT POLICY

Orders received before June 30, 2024, and released for shipment before September 30, 2024 at one time to one location, will get the following freight discount upon reaching the qualifying amount:

- a) **Freight Free** on \$100,000 or more shipments of Real Fyre gas log sets.

Orders received after July 1, 2024, and shipped at one time to one location, will get the following freight discounts upon reaching the qualifying amount:

- a) **Freight Free:**
 - i. On shipments of \$200,000 net or more of any combination of Peterson products * (including Real-Fyre, Fire Magic, American Outdoor Grills and/or American Fyre Design products)
- b) **60% freight discount** on shipments of \$150,000 net or more of any combination of Peterson products *, with Master Distributor paying 40% of the freight;
- c) **50% freight discount** on shipments of \$100,000 net or more of any combination of Peterson products *, with Master Distributor paying 50% of the freight;
- d) Orders not meeting above requirements will be shipped by most economical land route at selling outlet's expense, F.O.B. Factory.

We attempt to ship all orders complete. When this is not possible, back orders will be shipped F.O.B. factory, as soon as possible, **unless otherwise requested.**

CO-OP ADVERTISING AND PROMOTIONAL ALLOWANCE:

This program is extended to Master Distributors to build Peterson Real Fyre brand awareness among consumers. The following additional allowances will apply in the form of a Merchandise Credit. Proof of advertising and promotion in keeping with company policies is required. Requests for credit may be submitted at any time prior to March 31, 2025. To qualify for advertising funds, your account must be current. Merchandise Credits not used within 6 months of date of issue will be cancelled. **Master Distributor advertising allowance is available only for qualified dealer advertising (Please see the 2024 Co-op Advertising and Promotion Policy). Co-op fund is established at 2% of total purchases of previous year.**

- 50/50 split on ads that are solely dedicated to Peterson products or the Peterson products portion of the ad when **non-**competing products are advertised along with Peterson products
- 25/75 split with Peterson paying 25% of the Peterson products portion of the ad cost through this fund, and the dealer paying 75% on ads when competing products are advertised along with Peterson products.

DEFERRED BILLING TERMS:

Orders received before June 30, 2024 will be granted deferred billing. To receive deferred billing, your order must be a minimum of \$75,000 net. You must be willing to receive goods prior to September 30, 2024.

Deferred Discount Policy is:

- a.) 1% anticipation discount if payment is received by July 15, 2024
- b.) ½% anticipation discount if payment is received by September 15, 2024
- c.) Net November 15, 2024

Note: Anticipation Discount is available only to Master Distributors whose account is current at the time of payment.

Gas log orders of \$75,000 net or more, placed from July 1, 2024, through February 28, 2025, will receive Net 60 day terms.

REGULAR TERMS: Net 30 days

A service charge of 1½ % per month will be charged on all past due invoices (see Section IX Credit Policy Disclosure of Company Statement of Policy).

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