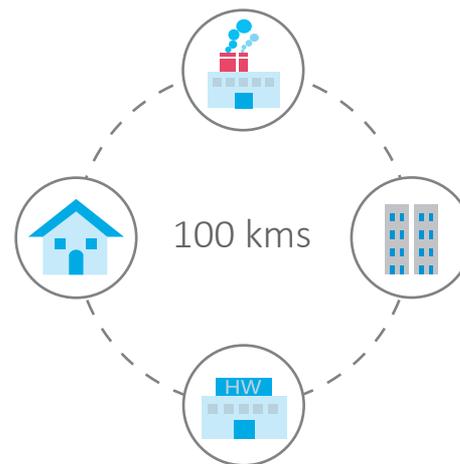

DEALERSHIP PROGRAM

COVERAGE AREAS OF DEALERS

100km radius from business office (within region)

Target channels

- Residential
- Industrial
- Institutional
- Commercial
- Hardware stores
- UAP/PICE chapters



DEALERSHIP EXCLUSIVITY

Product exclusivity

- Dealer has the option to select the products that will be exclusive to him for a minimum of two years renewable thereafter

Area exclusivity

- Dealer has the option to choose the area/s of coverage for a minimum of two years renewable thereafter

Sales Revenue

- Dealer agrees to meet the annual targets agreed upon by both parties

Payment Terms

- Dealer agrees to pay JSI based on the agreed credit terms
- A Post-Dated Check is required before every delivery

Collateral

- Cash bond/Bank Guarantee
- Surety bond
- Land title with Special Power of Attorney

MARKETING SUPPORT

Above the Line

- Television air time
- Radio air time
- Newspaper ads



Below the Line

- Product brochures
- Display racks
- Color swatches
- Dealer sales kits
- Annual giveaways
- T-shirts
- Annual Dealer Summit
- USB drives with multimedia materials
- Dealership incentives



DEALERSHIP INCENTIVES

Annual Incentive Program

- Dealers with annual purchase orders amounting to P15M will be given a Honda motorcycle 125cc worth P65,000. If encashed, the equivalent amount will be 70% of the total value (P45,500).
- Dealers with annual purchase orders amounting to P25M will be given a trip for two (2) for 7 nights to Los Angeles, California amounting to P250,000. If encashed, the equivalent amount will be 70% of the total value (P175,000).
 - Free direct roundtrip ticket to Los Angeles (LAX) CA, USA for two (2) via Philippine Airlines.
 - An accommodations budget of \$100/night will be allotted.
 - A daily per diem of \$200 will be allotted.

Incentive Payment Mechanics

- All purchases must be fully paid in order to qualify for the incentives.
- Only one incentive may be availed per dealer – whichever is higher.
- JSI's finance department will conduct an evaluation of qualified winners on or before Jan 15th of the succeeding year.
- Winners will be declared on or before January 31st of the succeeding year.
- Winners will be sent an advisory via email or post.
- Incentives must be claimed personally or by an authorized representative at JSI's Head Office in Novaliches, QC.
- Upon claiming of incentives, winners must present a printout of the advisory and in turn will also receive a "Top Dealer" certificate and plaque.