

FORM FOLLOWS PERFECTION.

AXOR®

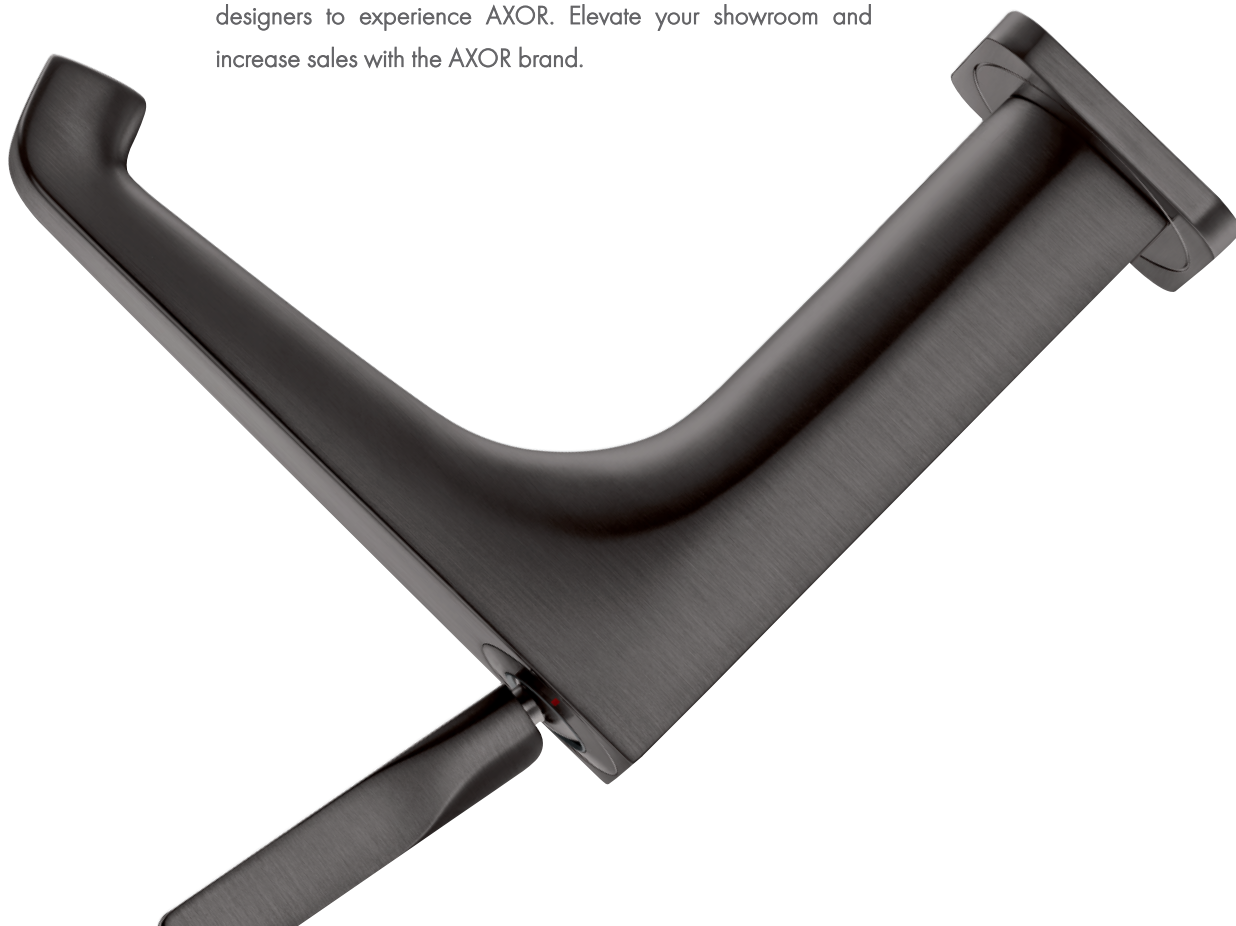


AXOR DESTINATION
DISPLAY PROGRAM OVERVIEW



EXHIBITION. IN PERFECTION.

AXOR® stands for perfection. We expect nothing less for our customers. As an AXOR Destination partner, your display will become the prime location for consumers, architects, and designers to experience AXOR. Elevate your showroom and increase sales with the AXOR brand.



As an AXOR Destination customer, you receive premium benefits to promote your business and the AXOR brand in your market.

Purchase Order Multiplier

- 0.3825 multiplier for AXOR products in 2023.

Digital Advantages

- A listing on the AXOR website Dealer Locator that identifies your showroom as an AXOR Destination partner.

Rewards Program

- Earn double points on all AXOR products in the program.

Marketing

- Access to assets to promote the brand, including images, videos, press releases, and social media content.
- Monthly e-newsletter to keep your associates excited about AXOR.

Training

- A trip to the Hansgrohe USA Aquademie to train associates on the AXOR brand and products.*
- Quarterly onsite trainings to refresh associates on the AXOR brand and to introduce new products*.

See program details on page 4.

*Subject to any governmental or company-issued orders or restrictions on travel or in-person meetings in response to COVID-19.

PROGRAM DETAILS AND AGREEMENT

PURCHASE ORDER MULTIPLIER

AXOR Destination customer receives a 0.3825 multiplier for AXOR brand products from date of program acceptance through 2023.

CUSTOM PRODUCTS

Acceptance of this agreement incorporates the custom order terms and conditions waiver. (see below) This agreement will stand as blanket approval for all custom orders in 2023, negating the need for individual approvals.

DIGITAL ADVANTAGES

AXOR Destination customer receives a listing on the AXOR website Dealer Locator that identifies your showroom as an AXOR Destination partner.

REWARDS PROGRAM

AXOR Destination showroom associates enrolled in the Hansgrohe Rewards Program receive double points for AXOR branded products in the current program. Double points begin from date of program acceptance.

TRAINING

AXOR Destination partners will receive priority bookings when the 2023 Aquademie scheduled is published. Hansgrohe funds the associates' airfare, hotel accommodations, meals, and transportation to and from the Atlanta airport. This training is subject to any governmental or company-issued orders or restrictions on travel or in-person meetings in response to COVID-19. If the training cannot be completed because of such orders or restrictions, AXOR Destination customer may choose one of the following alternate benefits: (1) virtual 2023 training for showroom associates or (2) postpone in-person training at the Hansgrohe Aquademie until new class dates are scheduled.

AXOR Destination customer receives quarterly on-site trainings for continued engagement with associates, a refresh of AXOR brand knowledge, and new product introductions. This training is subject to any governmental or company-issued orders or restrictions on travel or in-person meetings in response to COVID-19.

AXOR Destination customers receive a monthly e-newsletter to stay up-to-date on latest news and excited about AXOR.

Customer Signature _____

Date _____

Customer Name(Print) _____

Account Name _____

Account Number _____

Hansgrohe Officer Signature _____

Hansgrohe Officer Name (Print) _____

CUSTOM PRODUCTS

Terms, Conditions and Approval

PURCHASE ORDER:

- Send Purchase orders with reference to quote number (if applicable) to custom-us@hansgrohe.com

LEAD TIME:

- Approximate **14 weeks** in-stock in Atlanta.
- Lead time begins once Hansgrohe, Inc. processes and confirms the purchase order.

WARRANTY:

- Please refer to Hansgrohe warranty in the current price book or at <http://www.hansgrohe-usa.com/1498.htm>

SHIPPING:

- All orders are shipped by the method and carrier of Hansgrohe's choosing. If special routing or expedition is requested, we reserve the right to invoice additional costs incurred.
- Full freight is allowed on shipments \$2,500 net, invoice value, for ground shipments within the continental United States. Shipments below \$2,500 net invoice value will be prepaid and added to the invoice.
- All other shipments of lesser value will be shipped F.O.B Alpharetta, GA
- All Hansgrohe shower panels will ship via LTL carrier only.
- Standard residential delivery fees apply.

Hansgrohe, Inc. either owns or has applied for trademark protection from the United States Patent Office for the names AXOR® and AXOR EDGE™.

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