<table>
<thead>
<tr>
<th>Assortment</th>
<th>Available Window</th>
<th>Suggested Retail Execution Window</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assorted Standard &amp; King Size Eggs 240ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>REESE’S BIG CUP filled with Caramel Assorted King Size Bars 218ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>REESE’S NCAA® MARCH MADNESS® Assorted King Size Bars 210ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>HERSHEY’S Assorted Standard Bars 240ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>REESE’S Olympic Shapes Assorted King Size Bars 216ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>HERSHEY’S Assorted Standard Bars 252ct. Shipper</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>REESE’S Fountain Bundle Assorted Standard Size Bars 240ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>KIT KAT® Limited Edition Assorted King Size Bars 230ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>REESE’S NCAA® College Football Assorted King Size Bars 210ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>KIT KAT® Coffee Bundle Assorted Standard Size Bars 240ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>PAYDAY Heroes Assorted King Size Bars 218ct.</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>ICE BREAKERS &amp; BREATH SAVERS Assorted Gum &amp; Mint 112ct. Any Month Shipper</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>Hershey Assorted King Size Bars 240ct. Any Month Shipper</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>Hershey Core &amp; Variety Assorted Standard Bars 258ct. Any Month Shipper</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
<tr>
<td>JOLLY RANCHER &amp; TWIZZLERS Assorted Peg Bags 72ct. Any Month Power Wing</td>
<td>1/5/24-12/27/24</td>
<td></td>
</tr>
</tbody>
</table>
Why Candy, Mint, Gum & Snack?

Why Hershey’s AMP Program?

- Newly enrolled stores see significant unit and dollar increases vs. PY;
  +15.6% and +19.9% respectively
- Focus on the “What Drives Sales”:
  - Item Distribution Growth up to a 6% rebate
  - Pre-packs Merchandising - earn up to a 3% rebate
- Full year, by quarter planning to drive program flexibility
- High levels of national advertising and enhanced consumer promotions in 2024

CATEGORY OUTLOOK

CMG and Salty Snacks represent 58% of all snacking sales in C-Stores

CMG PROFITABILITY

Candy is highly impulsive and highly profitable with a short purchase cycle
Candy has a high average Gross Margin of 49%, greater than packaged beverages, salty snacks, tobacco products and beer

CMG & SALTY SNACKS HAVE THE HIGHEST HOUSEHOLD PENETRATION

CMG - 98.4%  Salty Snacks - 98.8%

DISPLAY & TPR (temporary price reduction)

Display & TPR are the primary promotional tactics for CMG

64% OF CONFECTION PURCHASES COME FROM THE PRIMARY AISLE

Sales by Location: 64% Primary Aisle / 36% Secondary Location

2024 AMP Program

Start Earning Rebate at 350 Points for 3.5%

Payout Every Additional 50 Points, Maximum Rebate 1,000 Points = 10%

DISTRIBUTION – 6% (600 Points Maximum)

Hershey Candy, Mint, Gum & Snack Items

ITEM DISTRIBUTION – 4% (400 Points Maximum)
- Top 75 Selected Everyday Items - 4 Points Each - 300 Points Maximum = 3%
- Other Items up to 50 SKUs’ – 2 Points Each – 100 Points Maximum = 1%

ITEM COUNT GROWTH – 0.5% (50 Points Maximum)
- 10 Points per Net New Item, Up to 5 Net New Items – 50 Points Maximum

FULL YEAR SEASONAL PARTICIPATION BONUS – 0.25% (25 Points Maximum)
- Earn 25 Points per half by maintaining or growing net SKU count in each season

ITEM COUNT BONUS – 1.25% (125 Points Maximum)
- Earn 125 Points for carrying a Minimum of 100 Hershey Items each half

SECONDARY MERCH OPTIONAL – 1% (100 Points Maximum)

- Hershey Exclusive End Cap – 50 Points
- Hershey Exclusive Under-the-Counter Rack – 50 Points

HERSHEY PRE-PACKS – 3% (300 Points Maximum)

- Includes all Non-Seasonal and Seasonal Pre-Packs
- Required months: March, May, July & September
- Select Counter Units, Power Wings or Shippers; Receive Points per half based on what you achieve
- Minimum 3 pre-packs per half to qualify for points
- Maximum of 300 Points combined per half

* 1st Half – Easter, 2nd Half – Halloween & Holiday

1. IRI Total C-Store 52 W/E 1/1/23
2. NACS Convenience Store Industry Report 2022
3. NACS Total US All Outlets 52 W/E 12/27/20
REQUIREMENT #1 ITEM DISTRIBUTION – 6% = 600 Points Maximum

- Featuring Hershey’s Top 75 Items 4 Points Each = 300 Points
- All other Hershey Items = 2 Points Each = 100 Points
- Item Count Growth – 0.5% 50 Points Maximum
- Item Count Bonus – 1.25% 125 Points Maximum

**SUPER KING BAR**

- **Hershey’s Big Cup**
  - 34000-05240
  - 10700-80428

- **Kit-Kat**
  - 34000-22621
  - 10700-80723

- **Reese’s**
  - 34000-94158

**KING SIZE BARS**

- **Hershey’s Milk Chocolate**
  - 34000-22100

- **Kit-Kat**
  - 34000-22600

- **Almond Joy**
  - 34000-48011

- **Twix**
  - 34000-48501

- **Mounds**
  - 34000-41200

- **Heath**
  - 34000-05210

- **Gummi Bears**
  - 34000-05210

- **Charms**
  - 34000-22621

**STANDARD SIZE BARS**

- **Hershey’s**
  - 34000-44000
  - 10700-70230

- **Kit-Kat**
  - 34000-28800

- **Reese’s**
  - 34000-53107

- **Hershey’s Mr. Goodbar**
  - 34000-53103

- **Jelly Belly**
  - 34000-53107

- **Jolly Ranchers**
  - 34000-54443

- **Bubblemint**
  - 34000-54443

**PEG BAGS**

- **Hershey’s**
  - 34000-49006

- **Kit-Kat**
  - 34000-43369

- **Reese’s**
  - 34000-43369

**TAKE HOME**

- **Hershey’s**
  - 34000-99718

- **Kit-Kat**
  - 34000-99718

- **Reese’s**
  - 34000-99718

**GRAB N GO**

- **Hershey’s**
  - 34000-21460

- **Kit-Kat**
  - 34000-21461

- **Reese’s**
  - 34000-21462

**MINT**

- **Ice Breakers**
  - 34000-00320

- **Breath Savers**
  - 34000-00330

- **Fruit Stripes**
  - 34000-00370

- **Bubble Yum**
  - 34000-00370

**GUM**

- **Ice Breakers**
  - 34000-70077

- **Breath Savers**
  - 34000-70010

- **Fruit Stripes**
  - 34000-70010

- **Bubble Yum**
  - 34000-70010

- **Fruit Stripes**
  - 34000-70010

- **Bubble Yum**
  - 34000-70010

All graphics subject to change.
**Q1** Minimum of 1 Pre-Pack – March Required

- **OPEN MONTH – SELECT ONE DISPLAY (See Notes on Page 7)**
- **HERSHEY’S Assorted Standard Size**
  - **Item #: 34000-94472**
  - **Power Wing**
  - **REESE’S Olympic Shapes Assorted King Size 216ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **Minimum of 1**
  - **New Mix**
  - **Item #: 34000-94477**
  - **Power Wing**
  - **HERSHEY’S Assorted Standard Bars 240ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **New Mix**
  - **Item #: 34000-94487**
  - **Power Wing**
  - **REESE’S Peanut Butter Eggs King Size 96ct. 2-in-1 Counter Unit/Power Wing**
  - **New Mix**
  - **Item #: 34000-48314**
  - **Power Wing**
  - **Assorted King Size 218ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **New Mix**
  - **Item #: 34000-48350**
  - **Power Wing**
  - **REESE’S BIG CUP Filled with Caramel Assorted King Size 218ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **New Mix**
  - **Item #: 34000-48351**
  - **Power Wing**
  - **REESE’S BIG CUP Filled with Caramel Assorted King Size 90ct. 2-in-1 Counter Unit/Power Wing**
  - **New Mix**
  - **Item #: 34000-48315**
  - **Power Wing**

- **JWOLLY RANCHER & TWIZZLERS GUMMIES**
  - **Power Wing With Base**
  - **New Mix**
  - **Item #: 10700-55798**
  - **Power Wing With Base**
  - **JOLLY RANCHER & TWIZZLERS GUMMIES Bags 72ct.**
  - **New Mix**
  - **Item #: 34000-94516**
  - **Power Wing With Base**
  - **Variety Brands Assorted Standard Bar 252ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **New Mix**
  - **Item #: 34000-94472**
  - **Power Wing With Base**
  - **HERSHEY’S Assorted Standard Bar 144ct. 2-in-1 Counter Unit/Power Wing**
  - **New Mix**
  - **Item #: 34000-20017**
  - **Power Wing With Base**
  - **HERSHEY’S Assorted Standard Bar 240ct. 3-in-1 Counter Unit/Power Wing**

**Q2** Minimum of 1 Pre-Pack – May Required

- **POWER WING**
  - **ASSORTED STANDARD SIZE**
  - **HERSHEY’S ASSORTED STANDARD SIZE**
  - **Assorted Peg Bags**
  - **New Mix**
  - **Item #: 34000-94487**
  - **Power Wing**
  - **HERSHEY’S Assorted Standard Bars 240ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **New Mix**
  - **Item #: 34000-94477**
  - **Power Wing**
  - **REESE’S Peanut Butter Eggs King Size 96ct. 2-in-1 Counter Unit/Power Wing**
  - **New Mix**
  - **Item #: 34000-48314**
  - **Power Wing**
  - **Assorted King Size 218ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **New Mix**
  - **Item #: 34000-48350**
  - **Power Wing**
  - **REESE’S BIG CUP Filled with Caramel Assorted King Size 218ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **New Mix**
  - **Item #: 34000-48351**
  - **Power Wing**
  - **REESE’S BIG CUP Filled with Caramel Assorted King Size 90ct. 2-in-1 Counter Unit/Power Wing**
  - **New Mix**
  - **Item #: 34000-48315**
  - **Power Wing**

- **JWOLLY RANCHER & TWIZZLERS**
  - **Power Wing With Base**
  - **New Mix**
  - **Item #: 10700-55798**
  - **Power Wing With Base**
  - **JOLLY RANCHER & TWIZZLERS GUMMIES Bags 72ct.**
  - **New Mix**
  - **Item #: 34000-94516**
  - **Power Wing With Base**
  - **Variety Brands Assorted Standard Bar 252ct. 3-in-1 Counter Unit/Power Wing/Shipper**
  - **New Mix**
  - **Item #: 34000-94472**
  - **Power Wing With Base**
  - **HERSHEY’S Assorted Standard Bar 144ct. 2-in-1 Counter Unit/Power Wing**

All graphics subject to change.
### FOUNTAIN BUNDLE ASSORTED STANDARD SIZE

<table>
<thead>
<tr>
<th>Shipper</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Wing</td>
<td>34000-94647</td>
<td>Fountain Bundle Assorted Standard Size 240ct. Shipper</td>
</tr>
<tr>
<td>Power Wing</td>
<td>34000-9474</td>
<td>Power Wing Assorted Standard Size 240ct. Shipper</td>
</tr>
</tbody>
</table>

### JULY COUNTRY UNIT

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-9473</td>
<td>Kit Kat® Chocolate Frosted Donut Assorted Standard Size 240ct. Shipper</td>
</tr>
</tbody>
</table>

### ASSORTED STANDARD SIZE

<table>
<thead>
<tr>
<th>Kit Kat®</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-9496</td>
<td>Kit Kat® Chocolate Frosted Donut Assorted Standard Size 240ct. Shipper</td>
<td></td>
</tr>
</tbody>
</table>

### OCTOBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-94449</td>
<td>Kit Kat® Chocolate Frosted Donut Assorted Standard Size 240ct. Shipper</td>
</tr>
</tbody>
</table>

### ASSORTED KING SIZE

<table>
<thead>
<tr>
<th>Hershey Assorted King Size</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-94540</td>
<td>Hershey Assorted King Size 69ct. Counter Unit</td>
<td></td>
</tr>
</tbody>
</table>

### NOVEMBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-93929</td>
<td>Reeses Trees and Hershey’s Santa Bars 168ct. 3-in-1 Counter Unit/Power Wing with Base</td>
</tr>
</tbody>
</table>

### DECEMBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Hershey Core &amp; Variety Assorted Standard Bars</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-48250</td>
<td>Hershey Core Variety Assorted Standard Bars 230ct. Shipper</td>
<td></td>
</tr>
</tbody>
</table>

### SELECT ONE DISPLAY

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-99391</td>
<td>Kit Kat® and Payday Assorted King Size 72ct. 2-in-1 Counter Unit/Power Wing</td>
</tr>
</tbody>
</table>

### COFFEE BUNDLE ASSORTED STANDARD SIZE

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-94449</td>
<td>Kit Kat® Chocolate Frosted Donut Assorted Standard Size 240ct. Shipper</td>
</tr>
</tbody>
</table>

### HOLIDAY ASSORTED STANDARD SIZE

<table>
<thead>
<tr>
<th>Reeses Assorted King Size</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-94082</td>
<td>Reeses Assorted King Size 72ct. 2-in-1 Counter Unit/Power Wing</td>
<td></td>
</tr>
</tbody>
</table>

### JULY COUNTRY UNIT

<table>
<thead>
<tr>
<th>Kit Kat®</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-9473</td>
<td>Kit Kat® Chocolate Frosted Donut Assorted Standard Size 240ct. Shipper</td>
<td></td>
</tr>
</tbody>
</table>

### AUGUST COUNTRY UNIT

<table>
<thead>
<tr>
<th>Kit Kat®</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-31924</td>
<td>Hershey Assorted King Size 230ct. 3-in-1 Counter Unit/Power Wing</td>
<td></td>
</tr>
</tbody>
</table>

### SEPTEMBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Reeses Assorted King Size</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-94467</td>
<td>Reeses Assorted King Size 210ct. 3-in-1 Counter Unit/Power Wing/Shipper</td>
<td></td>
</tr>
</tbody>
</table>

### OCTOBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Hershey Assorted King Size</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-48250</td>
<td>Hershey Core Variety Assorted Standard Bars 230ct. Shipper</td>
<td></td>
</tr>
</tbody>
</table>

### NOVEMBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-48136</td>
<td>Reeses, Kit Kat® and Payday Assorted King Size 66ct. 2-in-1 Counter Unit/Power Wing</td>
</tr>
</tbody>
</table>

### AUGUST COUNTRY UNIT

<table>
<thead>
<tr>
<th>Kit Kat®</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-93931</td>
<td>Reeses, Kit Kat® and Payday Assorted King Size 66ct. 2-in-1 Counter Unit/Power Wing</td>
<td></td>
</tr>
</tbody>
</table>

### SEPTEMBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Reeses Assorted King Size</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-394447</td>
<td>Reeses Assorted King Size 210ct. 3-in-1 Counter Unit/Power Wing/Shipper</td>
<td></td>
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</tbody>
</table>

### DECEMBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Hershey Assorted King Size</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-99391</td>
<td>Kit Kat® and Payday Assorted King Size 72ct. 2-in-1 Counter Unit/Power Wing</td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Reeses Assorted King Size</th>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34000-93929</td>
<td>Reeses Trees and Hershey’s Santa Bars 168ct. 3-in-1 Counter Unit/Power Wing with Base</td>
<td></td>
</tr>
</tbody>
</table>

### NOVEMBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10700-55718</td>
<td>Jolly Rancher and Twizzlers Assorted Peg Bags 72ct. Power Wing With Base</td>
</tr>
</tbody>
</table>

### DECEMBER COUNTRY UNIT

<table>
<thead>
<tr>
<th>Hershey Assorted King Size</th>
<th>Item #</th>
<th>Description</th>
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<tbody>
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</tr>
</tbody>
</table>

### ALL GRAPHICS SUBJECT TO CHANGE.
### Start Earning Rebate at 350 Points for 3.5%

Payout Every Additional 50 Points, Maximum Rebate 1,000 Points = 10%

#### DISTRIBUTION – 6% (600 Points Maximum)
- Hershey Candy, Mint, Gum & Snack Items
  - ITEM DISTRIBUTION – 4% (400 Points Maximum)
    - Top 75 Selected Everyday Items – 4 Points Each – 300 Points Maximum = 3%
    - Other Items up to 50 SKU’S – 2 Points Each – 100 Points Maximum = 1%
  - ITEM COUNT GROWTH – 0.5% (50 Points Maximum)
    - 10 Points per Net New Item, Up to 5 Net New Items – 50 Points Maximum
  - FULL YEAR SEASONAL PARTICIPATION BONUS – 0.25% (25 Points Maximum)
    - Earn 25 Points per half by maintaining or growing net SKU count in each season*
  - ITEM COUNT BONUS – 1.25% (125 Points Maximum)
    - Earn 125 Points for carrying a Minimum of 100 Hershey Items each half

#### SECONDARY MERCH OPTIONAL – 1% (100 Points Maximum)
- Hershey Exclusive End Cap – 50 Points
- Hershey Exclusive Under-the-Counter Rack – 50 Points

#### HERSHEY PRE-PACKS – 3% (300 Points Maximum)
- Includes all Non-Seasonal and Seasonal Pre-Packs
- Required months: March, May, July & September
- Select Counter Units, Power Wings or Shippers; Receive Points per half based on what you achieve
- Minimum 3 pre-packs per half to qualify for points
- Maximum of 300 Points combined per half

#### ALL COUNTER UNITS/POWER WINGS
- Earn 15 Points for each Counter Unit/Power Wing

#### ALL SHIPPERS
- Earn 40 Points for each Shiper

---

**WHY HERSHEY’S AMP PROGRAM?**

- 1st Half – Easter, 2nd Half – Halloween & Holiday

---

### Why Seasons?

**Seasons are Highly Incremental to everyday confection**

**PURCHASES OF EVERYDAY & SEASONAL ITEMS PRODUCES MINIMAL OVERLAP**

<table>
<thead>
<tr>
<th>Season</th>
<th>% of Everyday &amp; Holiday Seasonal Consumers</th>
<th>REESE’S Brand</th>
<th>REESE’S Brand</th>
<th>Overlap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easter</td>
<td>76.1%</td>
<td>72%</td>
<td>47%</td>
<td>25%</td>
</tr>
<tr>
<td>Halloween</td>
<td>71.1%</td>
<td>69%</td>
<td>38%</td>
<td>32%</td>
</tr>
<tr>
<td>Holiday</td>
<td>69.3%</td>
<td>68%</td>
<td>38%</td>
<td>30%</td>
</tr>
</tbody>
</table>

---

1. Customer Loyalty Card last 52 weeks data ending 7/17/22
2. IRi C-Store Seasonal % Sales Contribution 52 W/E 1/1/23

---

**WHY HERSHEY’S AMP PROGRAM?**

**Payout Every Additional 50 Points, Maximum Rebate 1,000 Points = 10%**

#### DISTRIBUTION – 6% (600 Points Maximum)
- Hershey Candy, Mint, Gum & Snack Items
- ITEM DISTRIBUTION – 4% (400 Points Maximum)
- ITEM COUNT GROWTH – 0.5% (50 Points Maximum)
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- Minimum 3 pre-packs per half to qualify for points
- Maximum of 300 Points combined per half

#### ALL COUNTER UNITS/POWER WINGS
- Earn 15 Points for each Counter Unit/Power Wing

#### ALL SHIPPERS
- Earn 40 Points for each Shiper

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1. 2024 AMP Program
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**WHY HERSHEY’S AMP PROGRAM?**

**Payout Every Additional 50 Points, Maximum Rebate 1,000 Points = 10%**

#### DISTRIBUTION – 6% (600 Points Maximum)
- Hershey Candy, Mint, Gum & Snack Items
- ITEM DISTRIBUTION – 4% (400 Points Maximum)
- ITEM COUNT GROWTH – 0.5% (50 Points Maximum)
- FULL YEAR SEASONAL PARTICIPATION BONUS – 0.25% (25 Points Maximum)
- ITEM COUNT BONUS – 1.25% (125 Points Maximum)
- Earn 125 Points for carrying a Minimum of 100 Hershey Items each half

#### SECONDARY MERCH OPTIONAL – 1% (100 Points Maximum)
- Hershey Exclusive End Cap – 50 Points
- Hershey Exclusive Under-the-Counter Rack – 50 Points

#### HERSHEY PRE-PACKS – 3% (300 Points Maximum)
- Includes all Non-Seasonal and Seasonal Pre-Packs
- Required months: March, May, July & September
- Select Counter Units, Power Wings or Shippers; Receive Points per half based on what you achieve
- Minimum 3 pre-packs per half to qualify for points
- Maximum of 300 Points combined per half

#### ALL COUNTER UNITS/POWER WINGS
- Earn 15 Points for each Counter Unit/Power Wing

#### ALL SHIPPERS
- Earn 40 Points for each Shiper