2024 Achieve Maximum Points Program (AMP) This Agreement is made between The Hershey Sales Company ("Hershey") and the undersigned customer ("Customer"). Hershey sells snack products manufactured by The Hershey Company ("Hershey Products"). Customer owns convenience store retail outlet(s) that offer Hershey Products for sale to the public. Hershey and Customer wish to establish a program for the promotion of Hershey Products on the terms and conditions contained below and on page 2 of this agreement.

| Dhuning | | - | | | | | | 1 | | | sagreem | ent. | | | | | |
|---|---|---|--|--|---|---|---|--|--|--|------------------|--|---|--|--|---|--|
| Physical Address DBA Name: | | | | | | | Payment Address Payee/DBA Name: | | | | | | | | | | |
| | 2: | | | | | | | | ersonal na | | | | | | | | |
| Address: (no PO Bo | xes) | | | | | | | Addre | ss or PO E | Box: | | | | | | | |
| City: | | | | State: | | | Zip: | City: | | | | | Sta | te: | | | Zip: |
| E-Mail Add | lress/Fa | x: | | | | | | | New Cont | ract | Г | Previo | ous Contract | # (| of Stores E | inrolling | |
| | | | | | | | | | | | L | | | | (attach list with | addresses) | |
| | | | | ogram eligibil | | | | | | | | | | | | | |
| <u>All leve</u> | els will | | | <u>performance</u> artnershi | | | | | | | | | | | | | <u>this form.</u> |
| | | | | ery Additi | | | | | | | | | | | | | |
| | | DISTRIBUTION POTENTIAL MAX REBATE> 600 POINTS= 6% | | | | | | PRE-BOOK SEASONAL BOXES | | | | | | | | | |
| #1 | | Item Distribution Points - 400 Points= 49 | | | | | 07 | Targe | et Ship | aty. | Seaso | | | | | | Item # |
| | | | | | | | | Mo | onth | - | | | | | | | |
| | | | tems up to 50 | | ots per SKU | | oints = 3.00% | Jai | | | Easter Ree | | se's Easter Mi | k Egg King S | ize 2.4oz 6 | /24ct. 3 | 34000-47362 |
| | | | | | | | 011113 = 1.00% | Ja | an | | Easter | | e's & Cadbury | | | | 34000-43405 |
| (Distribu | tion) | Additional Distribution Incentives: Carry 100+ Total Hershey SKU's in a half year - 125 F | | | | | Points= 1.25% | Ja | an | | Easter | | eese's Easter | | | | 34000-47322 |
| Max | | · · · | | | | | oints = 1.25% | Ja | an | | Easter | | Cadbury Crè | | | | 34000-06852 |
| Rebat | | | | Item Count G | rowth - 5 | | | Se | ep | | Hallowe | _ | s Halloween F | | | | 34000-47367 |
| 6% | | Achio | ve Total Store I | tom Count | | | | | ep | | Hallowe | | ese's Hallowe | | | | 34000-47325 |
| | | | i Over Same Ha | | ots per SKU | 50 P | oints = 0.5% | Se | ep | | Hallowe | _ | se's Hallowee | | | | 34000-43420 |
| | | | Full Year S | easonal Partic | ipation - | 25 Points= | 0.25% | | ov | | Holida | · | ese's Holiday | | | | 34000-47369 |
| | | Mainta | in or Grow net | | - Easter, 2H | | oints = 0.25% | | ov | | Holida | | Reese's Holic | - | | | 34000-47327 |
| | | count in | Each Season Pe | er Half Hallow | veen & Holida | 25 P | 0ints = 0.25% | N | ov | | Holida | / | Reese's I | Holiday 11b. C | ups 6ct. | | 34000-93741 |
| | | | Inno | ovation & Fa | ast Star | t Options | ; | | CMG S | eco | ondary | Merch | nandisin | g up to | 100 PC | INTS= | 1.0% |
| Optional | | Innovation: Check to automatically receive Innovation SKU's during the 1H & 2H to assist in achieving item count growth | | | | | | 50 Points | s = .5 | % | > He | rshey's Exclu | usive End Ca | ap | New F | Rack Needed | |
| | | Fast Start Distribution: Check to automatically receive one box each of 5 SKU's from the list of Top 75 four Point items | | | | | | | 50 Points = .5%> Hershey's Exclusive N Under-the-Counter | | | | | New F | Rack Needed | | |
| | | | | | | | | | | | | | | | | | |
| | | | | to kickstart 1H | & 2H distri | oution | | | | | | | Under-the-t | ounter | | | |
| | | | | | | | 1 1 Pre-Pack Unit | : (CU, PV | V or Ship | oer) i | in Requir | | | | tember | | |
| #2 | | | | | | Take Minimum | n 1 Pre-Pack Unit | | | | | ed Month | s: March, Ma | | tember | | |
| #2 (Pre-Pac | - | | Select Mi | | > MUST ` | Take Minimum POTEN | | REBAT | ГЕ> : | 300 | POIN | ed Month TS= 3% | s: March, Ma | y, July, Sep | | Achiev | e |
| | cks) | | | Requirements | > MUST Counter | Take Minimum POTEN Units, Pow | NTIAL MAX ver Wings of | REBAT | ГЕ> : | 300 | POIN | ed Month TS= 3% | s: March, Ma oints bas | ed on W | | Achiev | e |
| (Pre-Pa | cks) | | | Requirements | > MUST Counter | Take Minimum POTEN Units, Pow Yower Wing | NTIAL MAX ver Wings of | REBAT | ГЕ> : | 300 | POIN | ed Month TS= 3% ceive P | s: March, Ma | ed on W | hat You | Achiev | e |
| (Pre-Pao Max Rebat | cks) | | A | Requirements nimum of 3 (Il Counter Un Earn 1 | > MUST Counter iits and P 5 Points B | Take Minimum POTEN Units, Pow Yower Wing | NTIAL MAX ver Wings of | REBAT | ГЕ> : | 300 | POIN | ed Month TS= 3% ceive P | s: March, Ma oints bas All Shi arn 40 Pc | y, July, Sep ed on W ppers ints Each | hat You | Achiev | e |
| (Pre-Pac Max Rebat 3% | cks) :e | | A 1 | Requirements nimum of 3 (Il Counter Un Earn 1! H Pre-Packs | > MUST Counter iits and P 5 Points B | Take Minimum POTEN Units, Pow Yower Wing | NTIAL MAX ver Wings of ps | REBAT Shipp | Ders pe | 300 r ha | POIN Ilf - Re | ed Month TS= 3% ceive P E | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I | y, July, Sep ed on W ppers pints Each Packs | hat You | Achiev | |
| (Pre-Pao Max Rebat | cks) | Qty. | A | Requirements nimum of 3 (Il Counter Un Earn 1 H Pre-Packs Pack Description | > MUST Counter iits and P 5 Points B | Take Minimum POTEN Units, Pow Yower Wing | NTIAL MAX ver Wings of | REBAT | ΓΕ> : pers pe | 300 r ha | POIN | ed Month TS= 3% ceive P E Prom | s: March, Ma oints bas All Shi arn 40 Pc | ed on W ppers pints Each Packs | hat You | Achiev | e Item # 34000-94474 |
| (Pre-Pau Max Rebat 3% <u>Month</u> Jan Jan-Feb | cks) (e Shipper Shipper | Qty. | A Promotional Pre- Open / Any Month Hershey Easter Ass | Requirements nimum of 3 (Il Counter Un Earn 1! H Pre-Packs Pack Description See Below orted King Size & Standard | Counter bits and P 5 Points F | Take Minimum POTEN Units, Pow ower Wing Each | NTIAL MAX ver Wings of js ttem # 34000-48645 | REBAT Shipp Month Jul *Req Jul *Req | Ders pe | 300 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Prom Fountain Bun Variety Bran | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I notional Pre-Pach rdle Assorted Standa | ed on W ppers bints Each Dacks Description dard Bars 240ct. Si rd Bars 144ct. 2-in | hat You | | Item # 34000-94474 34000-94473 |
| (Pre-Pac Max Rebat 3% <u>Month</u> Jan Jan-Feb Jan-Feb | cks) (e Shipper Shipper CU/PW | Qty. | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu | Requirements nimum of 3 (Il Counter Un Earn 1! H Pre-Packs Pack Description See Below orted King Size & Standard tter Eggs King Size & Standard | Counter bits and P 5 Points B d240ct. 3-in-1Shi 2-in-1CU/PW | Take Minimum POTEN Units, Pow 'ower Wing Each | NTIAL MAX ver Wings of js item # 34000-48645 34000-94471 | REBAT Shipp Shipp Jul Req Jul Req Aug | TE> J Ders pe J United Ship uired CU/ Ship | 300 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Fountain Bun Variety Bran KIT KAT* Lim | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I notional Pre-Pack dile Assorted Stand ds Assorted Stand ds Assorted Stand | ed on W ppers bints Each Dacks Description dard Bars 240ct. SI rd Bars 144ct. 2-in emonade Assorted | hat You | | Item # 34000-94474 34000-94473 34000-31924 |
| (Pre-Pau Max Rebat 3% <u>Month</u> Jan Jan-Feb | cks) (e Shipper Shipper | Qty. | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F | Requirements nimum of 3 (Il Counter Un Earn 1! H Pre-Packs Pack Description See Below orted King Size & Standard | Counter its and P 5 Points E d 240ct. 3-in-1 Shi 2-in-1 CU/PW ed King Size 218ct | Take Minimum POTEN Units, Pow Power Wing Each | NTIAL MAX ver Wings of js ttem # 34000-48645 | REBAT Shipp Month Jul *Req Jul *Req | TE> 3 DOERS PE UITED Ship UITED Ship Ship CU | 300 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E Fountain Bur Variety Bran KIT KAT ⁻ Lim Hershey Assi | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I notional Pre-Pach rdle Assorted Standa | ed on W ppers bints Each Packs Description dard Bars 240ct. SI rd Bars 144ct. 2-in monade Assorted t. Counter Unit | hat You | . 3-in-1 Shipper | Item # 34000-94474 34000-94473 |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Jan-Feb Feb Feb Feb | cks) :e Type Shipper Shipper CU/PW Shipper CU/PW Shipper | Qty. | Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut BL REESE'S BIG CUP F REESE'S BIG CUP F REESE'S NCAA" Ma | Requirements nimum of 3 (II Counter Un Earn 1! H Pre-Packs Pack Description See Below orted King Size & Standarr ther Eggs King Size 96ct. 2: illed with Caramel Assorte rch Madness* Assorted Kii | Counter Dits and P Dits and | Take Minimum POTEN Units, Pow Power Wing Each pper -in-1 Shipper 2-in-1 CU/PW | NTIAL MAX ver Wings of JS Item # 34000-48645 34000-94471 34000-48315 34000-48315 34000-94468 | Month Jul *Req Aug Sept *Re Sept *Re | TE> 3 Ders pe uired Ship uired CU/ Ship CU equired Ship cu | 3000 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Fountain Bur Variety Brank Variety Brank Kirt KAT Lim Hershey Assa REESE'S NC. REESE'S Ass | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I aotional Pre-Pack dile Assorted Stand dis Assorted Stand disted Edition Pink Lu corted King Size 696 AA* Fall Football A: orted King Size 108 | ed on W ppers bints Each Packs Description lard Bars 240ct. Sl d Bars 144ct. 2-in amonade Assorted t. Counter Unit ssorted King Size E let. 2-in-1 CU/PW | hat You hipper -1 CU/PW King Size 230ct iars 210ct. 3-in-1 | . 3-in-1 Shipper Shipper | Item # 34000-94474 34000-94473 34000-31924 34000-34467 34000-94467 34000-94366 |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Jan-Feb Feb Feb Feb March *Required March *Required | cks) :e Type Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW | Qty. | Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S NCAA'' Ma REESE'S Assorted | Requirements nimum of 3 (Il Counter Un Earn 1! H Pre-Packs Pack Description See Below orted King Size 85tandard tter Eggs King Size 96ta.1 illed with Caramel Assorte time data Sasorted Kik King Size 108ct. 2-in-1 CU// | Counter bits and P 5 Points B 240ct. 3-in-1 Shi 2-in-1 CU/PW d King Size 90ct. d King Size 90ct. ng Size Bars 210ct PW | Take Minimum POTEN Units, Pow Power Wing Each pper -in-1 Shipper 2-in-1 CU/PW | NTIAL MAX ver Wings of gs Item # 34000-48645 34000-48314 34000-48314 34000-48315 | Month Jul 'Req Jul 'Req Aug Sept 'Re Sept 'Re | TE> Coers pe | 3000 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Prom Fountain Bur Variety Bran KIT KAT LIM Hershey Assa REESE'S ALS REESE'S ASS REESE'S ASS | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I totional Pre-Pack die Assorted Stand ds Assorted Sta | ed on W ppers bints Each Packs Description Jard Bars 240ct. SI dr Bars 144ct. 2-in emonade Assorted t. Counter Unit ssorted King Size E tct. 2-in-1 CU/PW ng & Standard 20 | hat You hipper -1 CU/PW King Size 230ct iars 210ct. 3-in-1 | . 3-in-1 Shipper Shipper | Item # 34000-94474 34000-94473 34000-31924 34000-43400 34000-94467 |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Jan-Feb Feb Feb Feb | cks) :e Type Shipper Shipper CU/PW Shipper CU/PW Shipper | Qty. | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP P REESE'S BIG CUP P REESE'S Assorted Hershey Assorted S | Requirements nimum of 3 (II Counter Un Earn 1! H Pre-Packs Pack Description See Below orted King Size & Standarr ther Eggs King Size 96ct. 2: illed with Caramel Assorte rch Madness* Assorted Kii | Counter Dits and P Dits and | Take Minimum POTEN Units, Pow Power Wing Each pper -in-1 Shipper 2-in-1 CU/PW | Item # 34000-48645 34000-48645 34000-48314 34000-48314 34000-48314 34000-94468 <t< td=""><td>Month Jul *Req Aug Sept *Re Sept *Re</td><td>TE> Coers pe</td><td>3000 r ha</td><td>POIN Ilf - Re</td><td>ed Month TS= 3% Ceive P E E Fountain Bur Variety Bran KIT KAPU Bran KIT KAPU Bran KIT KAPU Bran REESE'S A REESE'S A REESE'S Hall REESE'S Pea</td><td>s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I notional Pre-Pack ade Assorted Standa ds Assorted Standa d</td><td>ed on W ppers bints Each Packs Description dard Bars 240ct. SI rd Bars 144ct. 2-in monade Assorted t. Counter Unit ssorted King Size E tct. 2-in-1 CU/PW ng & Standard 20 ns King Size 96ct. 2:</td><td>hat You hipper -1 CU/PW King Size 230ct lars 210ct. 3-in-1 shipper 4ct. 3-in-1 Shipp 2-in-1 CU/PW</td><td>. 3-in-1 Shipper Shipper er</td><td>Item # 34000-94474 34000-31924 34000-33924 34000-3400 34000-94476 34000-94476 34000-94476</td></t<> | Month Jul *Req Aug Sept *Re Sept *Re | TE> Coers pe | 3000 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Fountain Bur Variety Bran KIT KAPU Bran KIT KAPU Bran KIT KAPU Bran REESE'S A REESE'S A REESE'S Hall REESE'S Pea | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I notional Pre-Pack ade Assorted Standa ds Assorted Standa d | ed on W ppers bints Each Packs Description dard Bars 240ct. SI rd Bars 144ct. 2-in monade Assorted t. Counter Unit ssorted King Size E tct. 2-in-1 CU/PW ng & Standard 20 ns King Size 96ct. 2: | hat You hipper -1 CU/PW King Size 230ct lars 210ct. 3-in-1 shipper 4ct. 3-in-1 Shipp 2-in-1 CU/PW | . 3-in-1 Shipper Shipper er | Item # 34000-94474 34000-31924 34000-33924 34000-3400 34000-94476 34000-94476 34000-94476 |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Feb Feb March *Required April May *Required | Cks) Type Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper | Qty. | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S NCA4" Me REESE'S NCA4" Me Hershey Assorted 3 Hershey Assorted 3 Hershey Assorted 3 REESE'S Olympics | Requirements nimum of 3 (II Counter Un Earn 1! H Pre-Packs Pack Description See Below orded King Size & Standard tter Eggs King Size & Standard tter Eggs King Size % Standard tter Subst. 2-in-1 CU// tandard Bar 240ct. 3-in-1 tandard Bar 244ct. 2-in-1 CAssorted King Size 106ct. 3-in-1 | Counter its and P Doints E 240ct. 3-in-1 Shi 2-in-1 CU/PW vid King Size 218ct vid King Size 218ct vid King Size 218ct vid King Size 218ct vid King Size 218ct Shipper CU/PW 3-in-1 Shipper | Take Minimum POTEN Units, Pow Power Wing Each pper -in-1 Shipper 2-in-1 CU/PW | Item # 34000-48645 34000-48645 34000-48314 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 34000-94471 | Month Jul 'Req Jul 'Req Jul 'Req Aug Sept 'Re Sept-Oct Sept-Oct Oct | TE> 3 Ders pe Sers pe United Ship uired CU/ Ship equired CU/ t Ship tt CU/ t Ship tt CU/ t CU/ | 3000 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Fountain Bur Variety Brank KIT KAT* RESE'S Ass REESE'S Ass REESE'S Hall REESE'S Pass KIT KAT* Chc KIT KAT* Chc | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I notional Pre-Pack ndle Assorted Standa dis Assorted Standa corted King Size 100 loween Assorted King corted King Size 100 loween Assorted King corted Const Const Standard corted Const Standard | ed on W ppers ints Each Description dard Bars 144ct.2-in monade Assorted t. Counter Unit ssorted King Size B det.1 - CU/PW mg & Standard 20 sr King Size 96ct. : offee Bundle Assor tandard Bars 72ct. | hat You hipper - CU/PW King Size 230ct Jars 210ct. 3-in-1 kats. 3-in-1 Shippp 2-in-1 CU/PW ted Standard Bal Counter Unit | . 3-in-1 Shipper Shipper er | Item # 34000-94474 34000-94473 34000-31924 34000-94463 34000-94466 34000-94466 34000-94466 34000-94466 34000-94466 34000-94469 34000-94469 |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Jan-Feb Feb Feb March *Required April April | Cks) Free Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW | Qty. | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S DIG CUP F REESE'S SIG CUP F REESE'S SIG CUP F Hershey Assorted S REESE'S Olympics REESE'S Olympics | Requirements nimum of 3 (II Counter Un Earn 1! H Pre-Packs Pack Description See Below orted King Size 96ct. 2: iiiled with Caramel Assorter trac Hagas King Size 96ct. 2: iiiled with Caramel Assorter King Size 108ct. 2: iiiled with C | Counter its and P 5 Points E 2 4240ct. 3-in-1 Shi 2-in-1 CU/PW ad King Size 218ct ad King Size 218ct | Take Minimum POTEN Units, Pow Power Wing Each pper -in-1 Shipper 2-in-1 CU/PW | Item # 34000-48645 34000-48314 34000-48316 34000-94371 34000-94376 34000-94376 34000-94376 34000-94376 34000-94376 | REBAT Shipp Shipp Jul Req Jul Req Jul Req Jul Req Jul Req Jul Req Jul Req Sept Re Sept Re Sept Re Sept Oct | TE> 3 Ders pe Vers pe | 3000 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Fountain Bun Variety Brank WIT KAT "che REESE'S NCI REESE'S Nail REESE'S Peal REESE'S Peal WIT KAT "che KIT KAT "che PAYDAY Heri PAYDAY Heri | s: March, Ma oints bas All Shij arn 40 Pc 2H Pre-I notional Pre-Pac die Assorted Stand die Assorted Stand die Assorted Stand die Assorted Stand die Assorted Stand arter King Size 106 ween Assorted King Size 106 ween Assorted Kin nut Butter Pumpkik sc. Frosted Donut C | ed on W ppers bints Each Packs Description dard Bars 240ct. SI rd Bars 144ct. 2-in Bars 144ct. 2-in Bars 144ct. 2-in Bars 144ct. 2-in Bars 144ct. 2-in Culture Counter Unit scotted King Size Bet t. 2-in-1 CU/PW og & Standard 20. 15 free Bundle Assor tandard Bars 72ct. Size 218ct. 3-in-1 SI | hat You hipper - CU/PW King Size 230ct ars 210ct. 3-in-1 Act. 3-in-1 Shipp 2-in-1 CU/PW Counter Unit ipper | . 3-in-1 Shipper Shipper er s 240ct. Shipper | Item # 34000-94474 34000-94473 34000-31924 34000-34467 34000-94467 34000-94476 34000-94476 34000-94476 |
| (Pre-Pac Max Rebat 3% Month Jan Feb Feb Feb March *Required April April May *Required | Cks) Type Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW | Qty. | Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S Assorted Hershey Assorted S Hershey Assorted S REESE'S Olympics REESE'S Olympics REESE'S Olympics | Requirements nimum of 3 (II Counter Un Earn 1! H Pre-Packs Pack Description See Below order King Size & Standara tter Eggs King Size & Standara tter Eggs King Size & Standara tter Lilled with Caramel Assorte tidle with Caramel Assorte ttandard Bar 240ct. 3-in-1 tandard Bar 240ct. 3-in-1 Assorted King Size 126ct. 3-in-1 Assorted King Size 126ct. 3-in-1 | Counter Dits and P 5 Points E 240ct. 3-in-1 Shi 240ct. 3-in-1 Shi 2-in-1 CU/PW Shipper 2-in-1 Shipper 2-in-1 Shipper 2-in-1 Shipper | Take Minimum POTEN Units, Pow ower Wing Each | NTIAL MAX ver Wings of Js item # 34000-48645 34000-48314 34000-44315 34000-94471 34000-94471 34000-94471 34000-94473 34000-94473 34000-94473 34000-94477 34000-94477 34000-94472 34000-48325 34000-48324 | REBA1 Shipp Shipp Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Sept-Oc Oct Oct Oct Oct Oct Nov Nov Nov-Dec | TE> Coers pe | pe pe per per per per per per per per pe | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Fountain Bur Variety Bran KIT KAT* Lim Hershey Assi REESE'S Ass REESE'S Hall REESE'S HALL | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I notional Pre-Pack die Assorted Stand ds Assorted Stand ds Assorted Stand dired Editon Pink Li orted King Size 108 loween Assorted Kin orted King Size 108 loween Assorted Kin cr. Frosted Donut S oes Assorted King Size and HERSHEY'S | ed on W ppers bints Each Packs Description Jard Bars 240ct. SI dr Bars 144ct. 2-in emonade Assorted tr. Counter Unit ssorted King Size fet. 2-in-1 CU/PW ing & Standard 20 is King Size 96ct. 2- offee Bundle Assor tandard Bars 72ct. Size 218ct. 3-in-1 SI Assorted King Size Santa Bars Holiday | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper 4ct. 3-in-1 Shipp 2-in-1 CU/PW ted Standard Ba Counter Unit hipper e 6cfc. 2-in-1 CL / Asst 168ct. 3-in | . 3-in-1 Shipper Shipper er s 240ct. Shipper | Item # 34000-94474 34000-94473 34000-31924 34000-34400 34000-94467 34000-94466 34000-94476 34000-48646 34000-48469 34000-43338 34000-93939 |
| (Pre-Pac Max Rebat 3% Month Jan Feb Feb Feb Feb March *Required April April May *Required June | Cks) Type Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper | Qty. | Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S Assorted Hershey Assorted S Hershey Assorted S REESE'S Olympics REESE'S Olympics REESE'S Olympics | Requirements nimum of 3 (II Counter Um Earn 1! H Pre-Packs Pack Description See Below orted King Size 8 Standard tter Eggs King Size 96ct. 1 illed with Caramel Assorte King Size 108ct. 2-in-1 CU/ tandard Bars 240ct. 3-in-1 tandard Bar 144ct. 2-in-1 tandard Bar 144ct. 2-in-2 Cu/ tandard Bar 144ct. 2-in-2 Cu/ tandard Bars 240ct. 3-in-1 tandard Bar 144ct. 2-in-2 Cu/ tandard Bars 240ct. 3-in-1 tanda | Counter Dits and P 5 Points E 240ct. 3-in-1 Shi 240ct. 3-in-1 Shi 2-in-1 CU/PW Shipper 2-in-1 Shipper 2-in-1 Shipper 2-in-1 Shipper | Take Minimum POTEN Units, Pow ower Wing Each | NTIAL MAX ver Wings of JS Item # 34000-48645 34000-48314 34000-48315 34000-48315 34000-94468 34000-94468 34000-94468 34000-94468 34000-94355 34000-48325 34000-48324 34000-48324 | REBA1 Shipp Shipp Jul Req Jul Req Jul Req Jul Req Jul Req Jul Req Aug Aug Sept-Oc Sept-Oc Sept-Oc Sept-Oc Oct Oct Nov Nov Nov Nov-Dec | TE> Coers pe | 300 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Fountain Bu Variety Bran KIT KAT* Lim Hershey Assa RESES* Au RESES* SA RESES* SA RESES* SA RESES* SA KIT KAT* Chc KIT KAT* Chc KIT KAT* Chc RESES* ST RESES* ST RESES* ST RESES* ST RESES* ST RESES* ST | s: March, Ma oints bas All Shij arn 40 Pc 2H Pre-I notional Pre-Pack die Assorted Stand die Assorted Stand die Assorted Stand die Assorted Stand die Assorted Stand die Hootball Al orted King Size 106 ween Assorted Kin nut Butter Pumpkin ung Frosted Donut C oc. Frosted Donut C oc. Frosted Donut C soes Assorted King ses and HERSHEY'S iday Assorted King | ed on W ppers bints Each Packs Description Jard Bars 240ct. SI dr Bars 144ct. 2-in emonade Assorted tr. Counter Unit ssorted King Size fet. 2-in-1 CU/PW ing & Standard 20 is King Size 96ct. 2- offee Bundle Assor tandard Bars 72ct. Size 218ct. 3-in-1 SI Assorted King Size Santa Bars Holiday | hat You hipper 1 CU/PW King Size 230ct ars 210ct. 3-in-1 Shipper 4ct. 3-in-1 Shipp 2-in-1 CU/PW ted Standard Ba Counter Unit hipper e 6cfc. 2-in-1 CL / Asst 168ct. 3-in | . 3-in-1 Shipper Shipper er s 240ct. Shipper | Item # 34000-94474 34000-94473 34000-31924 34000-31924 34000-94467 34000-94466 34000-94466 34000-94466 34000-94466 34000-48469 34000-43419 34000-4338 34000-939039 |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Jan-Feb Feb Feb Feb March *Required March *Required April April May *Required June June | Cks) Type Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW | | Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S Assorted Hershey Assorted S Hershey Assorted S REESE'S Olympics REESE'S Olympics REESE'S Olympics | Requirements nimum of 3 (II Counter Um Earn 1! H Pre-Packs Pack Description See Below orted King Size 8 Standard tter Eggs King Size 96ct. 1 illed with Caramel Assorte King Size 108ct. 2-in-1 CU/ tandard Bars 240ct. 3-in-1 tandard Bar 144ct. 2-in-1 tandard Bar 144ct. 2-in-2 Cu/ tandard Bar 144ct. 2-in-2 Cu/ tandard Bars 240ct. 3-in-1 tandard Bar 144ct. 2-in-2 Cu/ tandard Bars 240ct. 3-in-1 tanda | Counter Dits and P 5 Points E 240ct. 3-in-1 Shi 240ct. 3-in-1 Shi 2-in-1 CU/PW Shipper 2-in-1 Shipper 2-in-1 Shipper 2-in-1 Shipper | Take Minimum POTEN Units, Pow Power Wing Each 3-in-1 Shipper 2-in-1 CU/PW 3-in-1 Shipper r Wing with base | NTIAL MAX ver Wings of JS Item # 34000-48645 34000-48314 34000-48315 34000-48315 34000-94468 34000-94468 34000-94468 34000-94468 34000-94355 34000-48325 34000-48324 34000-48324 | REBA1 Shipp Shipp Jul *Req Jul *Req Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Oct Sept-Oc Oct Oct Oct Oct Oct Nov Nov Nov Nov Nov Nov Dec | TE> Coers pe | 3000 r ha | POIN Ilf - Re | ed Month TS= 3% Ceive P E E Fountain Bu Variety Bran KIT KAT* Lim Hershey Assa RESES* Au RESES* SA RESES* SA RESES* SA RESES* SA KIT KAT* Chc KIT KAT* Chc KIT KAT* Chc RESES* ST RESES* ST RESES* ST RESES* ST RESES* ST RESES* ST | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I notional Pre-Pack die Assorted Stand ds Assorted Stand ds Assorted Stand dired King Size 08 Ax ^r Fall Football A orted King Size 108 loween Assorted Kin unut Butter Pumpkik oc. Frosted Donut S oes Assorted King Size donut S oes Assorted King KAT* and PAVDAY es and HERSHEY'S | ed on W ppers bints Each Packs Description Jard Bars 240ct. SI dr Bars 144ct. 2-in emonade Assorted tr. Counter Unit ssorted King Size fet. 2-in-1 CU/PW ing & Standard 20 is King Size 96ct. 2- offee Bundle Assor tandard Bars 72ct. Size 218ct. 3-in-1 SI Assorted King Size Santa Bars Holiday | hat You hipper 1 CU/PW King Size 230ct ars 210ct. 3-in-1 Shipper 4ct. 3-in-1 Shipp 2-in-1 CU/PW ted Standard Ba Counter Unit hipper e 6cfc. 2-in-1 CL / Asst 168ct. 3-in | . 3-in-1 Shipper Shipper er 's 240ct. Shipper | Item # 34000-94474 34000-94473 34000-31924 34000-34400 34000-94467 34000-94466 34000-94476 34000-94476 34000-84646 34000-43419 34000-43328 34000-93929 |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Jan-Feb Feb Feb March *Required March *Required April May *Required May *Required June June June May *Required Hershey | Type Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW | re-Pack Variety | A Promotional Prec Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S Solored S Hershey Assorted S Pescription Assorted | Requirements nimum of 3 (II Counter Un Earn 1! H Pre-Packs Pack Description See Below order King Size & Standard tter Eggs King Size & Standard tter Eggs King Size & Standard tter Eggs King Size & Standard tandard Bars 240ct. 3-in-1 tandard Bars 252ct trWIZZLERS Assorted Pe ttem # | Counter Dits and P Dits and | Take Minimum POTEN Units, Pow Power Wing Each 3-in-1 Shipper 2-in-1 CU/PW 3-in-1 Shipper r Wing with base | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBA1 Shipp Shipp Jul *Req Jul *Req Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Oct Sept-Oc Oct Oct Oct Oct Oct Oct Nov Nov Nov Nov Nov Nov-Dec Dec | TE> Coers pe | 3000 r ha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Variety Brank Variety Brank Variety Brank Variety Brank Variety Brank RESE'S NC REESE'S Ass REESE'S Holl REESE'S Holl REESE'S Holl REESE'S Holl Open / Any | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted King Size 96ct. 2 Stroted King Size 96ct. 2 Size 976ct. 2 Size 976ct. 2 Size 976ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-31924 34000-331924 34000-94366 34000-94476 34000-94476 34000-94476 34000-94476 34000-94479 34000-34319 34000-9338 34000-99339 34000-993929 34000-99039 - |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Feb Feb Feb March *Required March *Required April April May *Required June June Open/Any Hershee Stand | Type Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW | Pre-Pack Variety Shippe ported Kir | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S Assorted Hershey Assorted S REESE'S Olympics Variety Branch Ass JOLLY RANCHER & Description Assorted r 258ct. rg Size | Requirements nimum of 3 (II Counter Um Earn 1! H Pre-Packs Pack Description See Below orted King Size 8 Standard tter Eggs King Size 96ct. 2: illed with Caramel Assorte King Size 108ct. 2: in-1 CU/ tandard Bars 240ct. 3: in-1 tandard Bars 252ct in-1 tandard Bars 252ct in-1 tandard Bars 252ct in-1 tandard Bars 252ct in-1 in-1 tandard Bars 252ct in-1 in-1 in-1 in-1 in-1 in-1 in-1 in-1 | Counter Dits and P Dits and | Take Minimum POTEN Units, Pow Power Wing Each 3-in-1 Shipper 2-in-1 CU/PW 3-in-1 Shipper r Wing with base | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBA1 Shipp Shipp Jul *Req Jul *Req Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Oct Sept-Oc Oct Oct Oct Oct Oct Oct Nov Nov Nov Nov Nov Nov-Dec Dec | TE> Coers pe | 3000 r ha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Variety Brank Variety Brank Variety Brank Variety Brank Variety Brank RESE'S NC REESE'S Ass REESE'S Holl REESE'S Holl REESE'S Holl REESE'S Holl Open / Any | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted King Size 96ct. 2 Stroted King Size 96ct. 2 Size 976ct. 2 Size 976ct. 2 Size 976ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-31924 34000-331924 34000-94366 34000-94476 34000-94476 34000-94476 34000-94476 34000-94479 34000-34319 34000-9338 34000-99339 34000-993929 34000-99039 - |
| (Pre-Pac Max Rebat 3% Month Jan Feb Feb Feb March *Required April May *Required May *Required June June June May *Required Hershey Stand | Type Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW | Pre-Pack Variety Shippe ported Kir rr 24Oct. | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S Assorted G Hershey Assorted G Hershey Assorted G Hershey Assorted G REESE'S Olympics REESE'S Olympics Variety Brands Ass JOLLY RANCHER 8 Description Assorted r 258ct. ng Size | Requirements nimum of 3 (II Counter Un Earn 1! H Pre-Packs Pack Description See Below order King Size & Standard tter Eggs King Size & Standard tter Eggs King Size & Standard tter Eggs King Size & Standard tandard Bars 240ct. 3-in-1 tandard Bars 252ct trWIZZLERS Assorted Pe ttem # | Counter Dits and P Dits and | Take Minimum POTEN Units, Pow Power Wing Each 3-in-1 Shipper 2-in-1 CU/PW 3-in-1 Shipper r Wing with base | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBA1 Shipp Shipp Jul *Req Jul *Req Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Oct Sept-Oc Oct Oct Oct Oct Oct Oct Nov Nov Nov Nov Nov Nov-Dec Dec | TE> Coers pe | 3000 r ha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Variety Brank Variety Brank Variety Brank Variety Brank Variety Brank RESE'S NC REESE'S Ass REESE'S Holl REESE'S Holl REESE'S Holl REESE'S Holl Open / Any | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted King Size 96ct. 2 Stroted King Size 96ct. 2 Size 976ct. 2 Size 976ct. 2 Size 976ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size 218ct. 3 Size 376ct. 2 Size | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-31924 34000-331924 34000-94366 34000-94476 34000-94476 34000-94476 34000-94476 34000-94479 34000-34319 34000-9338 34000-99339 34000-993929 34000-99039 - |
| (Pre-Pac Max Rebat 3% Month Jan Feb Feb Feb Feb March 'Required March 'Required May 'Required June June June Open/Any Hershey Stand Hers | r Vorte & A Content of the second of the se | Pre-Pack Variety Shippe prted Kirr 240ct. | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S Assorted Hershey Assorted S REESE'S Olympics Variety Branch Ass JOLLY RANCHER & Description Assorted r 258ct. rg Size | Requirements nimum of 3 (II Counter Um Earn 1! H Pre-Packs Pack Description See Below orted King Size 8 Standard tter Eggs King Size 96ct. 2: illed with Caramel Assorte King Size 108ct. 2: in-1 CU/ tandard Bars 240ct. 3: in-1 tandard Bars 252ct in-1 tandard Bars 252ct in-1 tandard Bars 252ct in-1 tandard Bars 252ct in-1 in-1 tandard Bars 252ct in-1 in-1 in-1 in-1 in-1 in-1 in-1 in-1 | Counter Dits and P Dits and | Take Minimum POTEN Units, Pow Power Wing Each 3-in-1 Shipper 2-in-1 CU/PW 3-in-1 Shipper r Wing with base | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBA1 Shipp Shipp Jul *Req Jul *Req Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Oct Sept-Oc Oct Oct Oct Oct Oct Oct Nov Nov Nov Nov Nov Nov-Dec Dec | TE> Coers pe | 3000 r ha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Variety Brank Variety Brank Variety Brank Variety Brank Variety Brank RESE'S NC REESE'S Ass REESE'S Holl REESE'S Holl REESE'S Holl REESE'S Holl Open / Any | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted to Counter Unit counter Unit sorted King Size 96ct. 1 size 96ct. 2 soffee Bundle Assor bite Bundle Assor Size 96ct. 2 size 218ct. 3-in-1 SI Assorted King Siz Santa Bars Holiday Size 72ct. 2-in-1 Cl | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-31924 34000-331924 34000-94366 34000-94476 34000-94476 34000-94476 34000-94476 34000-94479 34000-34319 34000-9338 34000-99339 34000-993929 34000-99039 - |
| (Pre-Pad Max Rebat 3% Month Jan Jan-Feb Feb Feb March 'Required March 'Required April April May 'Required May 'Required June June Open/Any Hershey Stand Hershey Stand Hershey Stand | Cks) Type Shipper Shipper CU/PW Shipper Shipp | Pre-Pack Variety Shippe orted Kir r 240ct. & BREAT Mints Sh TWIZZL | A Promotional Prec Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S SOLAP MR REESE'S SOLAP MR REESE'S SOLAP MR REESE'S SOLAP MR REESE'S OLYMPICS REESE'S OLYMPICS REESE'S OLYMPICS Variety Brands Ass JOLLY RANCHER 8 Description Assorted r 258ct. ng Size H SAVERS ipper 112ct. ERS Assorted | Requirements nimum of 3 (II Counter Un Earn 1: Earn 1: H Pre-Packs Pack Description See Below orted King Size 4 Standard tter Eggs King Size 96ct. 2: ilided with Caramel Assortet King Size 108ct. 2: | Counter Dits and P Dits and | Take Minimum POTEN Units, Pow Power Wing Each 3-in-1 Shipper 2-in-1 CU/PW 3-in-1 Shipper r Wing with base | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBA1 Shipp Shipp Jul *Req Jul *Req Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Oct Sept-Oc Oct Oct Oct Oct Oct Oct Nov Nov Nov Nov Nov Nov-Dec Dec | TE> Coers pe | 3000 r ha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Wirk KAT Lim Hershey Assa REESE'S NCI REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Free REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted to Counter Unit counter Unit sorted King Size 96ct. 1 size 96ct. 2 soffee Bundle Assor bite Bundle Assor Size 96ct. 2 size 218ct. 3-in-1 SI Assorted King Siz Santa Bars Holiday Size 72ct. 2-in-1 Cl | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-31924 34000-331924 34000-94366 34000-94476 34000-94476 34000-94476 34000-94476 34000-94479 34000-34319 34000-34319 34000-9339 34000-9939 34000-9939 34000-9939 34000-994082 - |
| (Pre-Pad Max Rebat 3% Month Jan Jan-Feb Feb Feb Feb March *Required April April May *Required May *Required June June Open/Any Hershey Stand Hershey Stand Hershey Stand | Type Shipper Shipper CU/PW Shipper Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper CU/PW Shipper | Pre-Pack Variety Shippe orted Kir r 240ct. & BREAT Mints Sh TWIZZL | A Promotional Prec Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S SOLAP MR REESE'S SOLAP MR REESE'S SOLAP MR REESE'S SOLAP MR REESE'S OLYMPICS REESE'S OLYMPICS REESE'S OLYMPICS Variety Brands Ass JOLLY RANCHER 8 Description Assorted r 258ct. ng Size H SAVERS ipper 112ct. ERS Assorted | Requirements nimum of 3 (II Counter Un Earn 1! Earn 1! H Pre-Packs Pack Description See Below orded King Size & Standard tter Eggs King Size 96ct. 2: illed with Caramel Assorte trch Madness* Assorted King Size 108ct. 2-in-1 CU/ King Size 108ct. 2-in-1 CU/ King Size 108ct. 2-in-1 CU/ tandard Bar 144ct. 2-in-1 CU/ Assorted King Size 216ct. 3: Assorted King Size 120ct. TWIZZLERS Assorted Pe Item # 34000-48250 34000-48136 34000-93931 | Counter Dits and P Dits and | Take Minimum POTEN Units, Pow Power Wing Each 3-in-1 Shipper 2-in-1 CU/PW 3-in-1 Shipper r Wing with base | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBA1 Shipp Shipp Jul *Req Jul *Req Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Oct Sept-Oc Oct Oct Oct Oct Oct Nov Nov Nov Nov Nov Nov Dec | TE> Coers pe | 3000 r ha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Wirk KAT Lim Hershey Assa REESE'S NCI REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Free REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted to Counter Unit counter Unit sorted King Size 96ct. 1 size 96ct. 2 soffee Bundle Assor bite Bundle Assor Size 96ct. 2 size 218ct. 3-in-1 SI Assorted King Siz Santa Bars Holiday Size 72ct. 2-in-1 Cl | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-31924 34000-331924 34000-94366 34000-94476 34000-94476 34000-94476 34000-94476 34000-94479 34000-34319 34000-34319 34000-9339 34000-9939 34000-9939 34000-9939 34000-994082 - |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Jan-Feb Feb Feb Feb March *Required May *Required May *Required May *Required June June June June June June June June | Cks) Type Shipper Shipper CU/PW CU | Pre-Pack Variety Shippe ported Kir rr 24Oct. BREAT Mints Sh TWIZZL wer Win | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S SOLYMPICS REESE'S Olympics REESE'S REESE'S | Requirements nimum of 3 (II Counter Un Earn 1! Earn 1! H Pre-Packs Pack Description See Below orded King Size & Standard tter Eggs King Size 96ct. 2: illed with Caramel Assorte trch Madness* Assorted King Size 108ct. 2-in-1 CU/ King Size 108ct. 2-in-1 CU/ King Size 108ct. 2-in-1 CU/ tandard Bar 144ct. 2-in-1 CU/ Assorted King Size 216ct. 3: Assorted King Size 120ct. TWIZZLERS Assorted Pe Item # 34000-48250 34000-48136 34000-93931 | > MUST Counter its and P 5 Points B 2 4240ct. 3-in-1 Shi 2-in-1 CU/PW 3 4 King Size 218ct 4 King Size 218ct 4 King Size 218ct 4 King Size 218ct 9 W Shipper 2 -in-1 CU/PW 3-in-1 Shipper 2 -in-1 CU/PW 3-in-1 Shipper 9 Bags 72ct Powe Jan (Open) | Take Minimum POTEN Units, Pow Ower Wing Each Deper | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBA1 Shipp Shipp Jul *Req Jul *Req Jul *Req Jul *Req Aug Aug Aug Sept *Re Sept-Oc Oct Sept-Oc Oct Oct Oct Oct Oct Nov Nov Nov Nov Nov Nov Dec | TE> Coers pe | 3000 r ha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Wirk KAT Lim Hershey Assa REESE'S NCI REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Free REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted to Counter Unit counter Unit sorted King Size 96ct. 1 size 96ct. 2 soffee Bundle Assor bite Bundle Assor Size 96ct. 2 size 218ct. 3-in-1 SI Assorted King Siz Santa Bars Holiday Size 72ct. 2-in-1 Cl | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-31924 34000-331924 34000-94366 34000-94476 34000-94476 34000-94476 34000-94476 34000-94479 34000-34319 34000-34319 34000-9339 34000-9939 34000-9939 34000-9939 34000-994082 - |
| (Pre-Pad Max Rebat 3% Month Jan Jan-Feb Feb Feb Feb March 'Required April April May 'Required May 'Required June June Open/Any Hershey Stand Hers ICE BRE, Assorted JOLLY RAN Peg I | rype Shipper Shipper CU/PW Shipper | Pre-Pack Variety Shippe ported Kir rr 24Oct. BREAT Mints Sh TWIZZL wer Win | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S SOLYMPICS REESE'S Olympics REESE'S REESE'S | Requirements nimum of 3 (II Counter Um Earn 1: II Counter Um Earn | > MUST Counter its and P 5 Points E d 240ct. 3-in-1 Shi 2-in-1 CU/PW d King Size 218ct d King Size | Take Minimum POTEN Units, Pow Ower Wing Each Deper | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBAT Shipp Month Jul 'Req Aug Aug Aug Aug Aug Aug Aug Aug | TE> Coers pe | 3000 rha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Wirk KAT Lim Hershey Assa REESE'S NCI REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Free REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted to Counter Unit counter Unit sorted King Size 96ct. 1 size 96ct. 2 soffee Bundle Assor bite Bundle Assor Size 96ct. 2 size 218ct. 3-in-1 SI Assorted King Siz Santa Bars Holiday Size 72ct. 2-in-1 Cl | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-31924 34000-331924 34000-94366 34000-94476 34000-94476 34000-94476 34000-94476 34000-94479 34000-34319 34000-34319 34000-9339 34000-9939 34000-9939 34000-9939 34000-994082 - |
| (Pre-Pac Max Rebat 3% Month Jan Jan-Feb Jan-Feb Feb Feb Feb March *Required May *Required May *Required May *Required June June June June June June June June | rype Shipper Shipper CU/PW Shipper | Pre-Pack Variety Shippe ported Kir rr 24Oct. BREAT Mints Sh TWIZZL wer Win | A Promotional Pre- Open / Any Month Hershey Easter Ass REESE'S Peanut Bu REESE'S BIG CUP F REESE'S BIG CUP F REESE'S SOLYMPICS REESE'S Olympics REESE'S REESE'S | Requirements nimum of 3 (II Counter Um Earn 1: II Counter Um Earn | > MUST Counter its and P 5 Points B 2 4240ct. 3-in-1 Shi 2-in-1 CU/PW 3 4 King Size 218ct 4 King Size 218ct 4 King Size 218ct 4 King Size 218ct 9 W Shipper 2.in-1 Shipper 2.in-1 Shipper 2.in-1 Shipper 9 Bags 72ct Powe Jan (Open) | Take Minimum POTEN Units, Pow Ower Wing Each Deper | Item # 34000-48645 34000-48645 34000-48314 34000-48315 34000-48316 34000-94471 34000-94468 34000-94468 34000-94366 34000-94326 34000-94471 34000-94472 34000-94324 34000-94324 | REBAT Shipp Month Jul 'Req Aug Aug Aug Aug Aug Aug Aug Aug | TE> Coers pe | 3000 rha | Qty. | ed Month TS= 3% Ceive P E Fountain Bur Variety Brank Wirk KAT Lim Hershey Assa REESE'S NCI REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Free REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall REESE'S Hall | s: March, Ma oints bas All Shi arn 40 Pc 2H Pre-I ational Pre-Pack dle Assorted Stand dred King Size 69c AA' Fall Football A orted King Size 102 loween Assorted King itad Edutter Pumpkik bc. Frosted Donut S ce. Frosted Donut S oes Assorted King 'KAT* and PAYDAY as and HERSHEY'S iday Assorted King Month - See Below | ed on W ppers bints Each Packs Description lard Bars 240ct. SI amonade Assorted to Counter Unit counter Unit sorted King Size 96ct. 1 size 96ct. 2 soffee Bundle Assor bite Bundle Assor Size 96ct. 2 size 218ct. 3-in-1 SI Assorted King Siz Santa Bars Holiday Size 72ct. 2-in-1 Cl | hat You hipper 1 CU/PW King Size 23Oct ars 21Oct. 3-in-1 Shipper e 65ct. 2-in-1 CU/PW (Ast 168ct. 3-in-1 ypper | . 3-in-1 Shipper Shipper er 's 240ct, Shipper 'PW -1 Shipper | Item # 34000-94474 34000-94473 34000-31924 34000-94476 34000-94466 34000-94476 34000-94476 34000-94476 34000-94479 34000-94479 34000-9329 34000-9329 34000-99039 34000-99039 |

Distributor Division/Branch

HERSHEY

Hershey Associate Regional Sales Leader

1. Data: To participate in the Hershey Achieve Maximum Points Program ("AMP" or "Program"), Customer (defined on front of agreement) authorizes its distributor(s) ("Distributor") to release item and store level purchase and velocity data for all Hershey purchases by Customer to Hershey and its third-party data processing service. Product supplied by a Distributor not transmitting data to Hershey will not be eligible for participation in the Program. Only data supplied to Hershey's data processing service (which may include third parties) on a weekly basis and in the proper format will be accepted. Format requirements are available upon request to any Hershey representative.

2. General Terms and Conditions:

a. Customer is required to execute (electronically, digitally or by written signature) this agreement ("Agreement") before December 1, 2023 to participate in the full year 2024 Achieve Maximum Points Program unless otherwise agreed to by Hershey in writing.

b. This Agreement will be valid for 12 consecutive months from its effective date of January 1, 2024 for 'Full Year' enrollments.

c. To participate in the 2024 Hershey Achieve Maximum Points Program, Customer must purchase a minimum of \$1,500 of Hershey products, as outlined on price lists, (collectively, "Products") in calendar year 2024.

d. Enrollments after December 31, 2023 will be considered 2nd Half Only enrollments unless otherwise approved by Hershey in writing. For "2nd Half Only" enrollments, this Agreement will be valid for six consecutive months from its effective date of July 1, 2024.

e. This Program may not be combined with other Hershey programs that offer allowances for similar performance.

f. Customer must notify Hershey of any Distributor changes 45 days before effective date of such change.

g. This Agreement shall be binding and enforceable on the Customer's successors and assigns and shall be enforceable in the event of any Customer mergers, acquisitions, and supplier changes.

h. Termination: This Agreement may be terminated by Hershey immediately, with or without notice, and with or without cause. If Hershey terminates this Agreement without cause, Hershey will pay Customer any rebate earned at the time of termination. In the event of Customer's non-compliance with the terms of this Agreement or the requirements to earn the rebate, Hershey is entitled, in addition to other remedies available by law or in equity, to demand repayment of any and all sums paid to Customer hereunder. Any disputes under this Program will be interpreted, construed, and governed by the resolved under laws of the Commonwealth of Pennsylvania law, without regard to any conflicts of law provisions, in federal and state courts of the Commonwealth of Pennsylvania and will be subject to the exclusive jurisdiction of the state and federal courts located in the Middle District of Pennsylvania.

i. Hershey reserves the right to modify this Program from time to time without prior notice or liability to Customer, except to pay Customer any rebates earned at the time of the change in the Program.

j. All Products are subject to availability.

3. Rebate Requirements: Customer must sign up for a minimum of two components of the Program: (1) Distribution and (2) Promotional Prepacks to be eligible for any rebates. Rebates will be paid accordingly based on: (i) what Customer actually achieved, i.e., the total item count paid for and shipped to Customer (net of returns); and (ii) the promotional prepack quantity paid for and shipped to Customer (net of returns); and iii) the promotional prepack quantity paid for and shipped to Customer (net of returns). Customer <u>must achieve a minimum of 350 points</u> combined across all contract sections to receive a rebate. Rebate percentage earned is based on the total number of points accumulated by the Customer each half, beginning at 3.5% rebate for 350 points and increasing 0.5% for each additional 50 points earned up to a maximum of 1,000 points for a 10% rebate.

a. Required Distribution:

i. Only products in the following packtypes qualify for distribution: Standard Bars, King Size Bars, Super King Size Bars, Peg Bags, Theater Boxes, Licorice Bags, XL Bars, Hand to Mouth Pouches, Gum, Mints, Snack Pegs, Snack Pouches, Bakery Snack Cakes, and Bakery Snack Bars. This list is subject to change.

ii. Performance is based on the total item count <u>paid for and shipped to</u> Customer each half. Each half calendar year will be evaluated and paid separately.

iii. Items will only qualify as being in distribution if at least one box or case is shipped during each half year.

iv. Products shipped in on prepacks displays do count towards total item distribution.

v. Net shipments will be used as the measure for compliance. Returned product will not count.

vi. Each Hershey item shipped per half will accrue points for the retailer the first time it is shipped. All items outside of the Top 75 list will earn 2 points each. Top 75 items will earn 4 points each.

vii. Hershey's 2024 Top 75 items are defined as: King Size Bars - Reese's Peanut Butter Cups, Reese's Sticks, Reese's Fast Break, Reese's Big Cup, Kit Kat, Hershey's with Whole Almonds, Hershey's Milk Chocolate, Payday, Reese's White Peanut Butter Cups, Cadbury Caramello, Hershey's Cookies 'n Crème, Reese's Take 5, Reese's Big Cup with Reese's Pieces, Almond Joy, Whatchamacallit, Kit Kat Big Kat, Reese's Outrageous, Twizzlers, Reese's Nutrageous, Hershey's Mr. Goodbar, Chocolatey Payday, Mounds, Heath, Reese's Crispy Crunchy, Kit Kat Birthday Cake, Kit Kat White, Twizzlers Pull & Peel Cherry, Zero, 5th Avenue. Super King - Reese's Peanut Butter Cups. Standard Bars - Reese's Peanut Butter Cups, Hershey's Milk Chocolate, Kit Kat, Hershey's with Whole Almonds, Hershey's Cookies 'n Crème, Reese's Fast Break, Payday, Almond Joy, York, Whatchamacallit, Rolo, Heath, Reese's White Peanut Butter Cups, Hershey's Mr. Goodbar, Cadbury Caramello, Skor. Gum - Ice Cubes Peppermint, Ice Cubes Spearmint, Ice Cubes Arctic Grape, Ice Cubes Raspberry Sorbet, Ice Cubes Wintergreen, Bubble Yum. Mints - Ice Breakers Cool Mint, Ice Breakers Wintergreen, Ice Breakers Spearmint, Ice Breakers Duos Strawberry, Breathsavers Wintergreen Roll. Peg – Jolly Rancher Hard Candy, Twizzlers, Reese's Pieces, Twizzlers Nibs, Reese's Peanut Butter Cup Miniatures, Twizzlers Cherry Pull 'n Peel, Jolly Rancher Gummies, Jolly Rancher Sour Gummies, Jolly Rancher Very Berry Gummies. Take Home - Reese's Minis Pouch, Kit Kat Minis Pouch, Twizzlers Strawberry 16oz Bag, Hershey's Milk Chocolate XL Bar, Reese's XL Bar. Grab 'n Go - Reese's Snack Cakes, Hershey's Dipped Pretzel Peg, Reese's Dipped Pretzel Peg, Reese's Dipped Animal Crackers Peg.

viii. Compliance for all distribution rebates will be determined on the basis of Distributor data submitted to Hershey's data company.

b. Additional Distribution Incentives:

i. A Customer that receives 100 or more unique Hershey items each half (net of returns) will accrue an additional 125 points per half.

ii. A Customer that grows total store Hershey item count versus total Hershey item count at the end of the same

half in 2024 will receive 10 points per net new item gained, up to a maximum of 50 points for a total of 5 items. A Customer is only eligible for this item growth incentive if they have 6 full months of history for the corresponding half in 2023.

iii. A Customer that maintains or grows net SKU count in each season per half (1H – Easter, 2H – Halloween and Holiday) will be eligible to earn 25 points. A minimum of 2 unique SKU's per season must be purchased to qualify. A Customer is only eligible for this seasonal incentive if they have 6 full months of history for the corresponding half in 2023.

c. Optional Automatic Shipments:

i. Innovation: If the box for "Innovation" is checked, Customer agrees to take straight stock boxes on 3 Hershey innovation items during the first half (1H) and second half (2H) of the 2024 calendar year. This optional section is not eligible for a rebate. 1H eligible items will be determined by The Hershey Company in Q4 2023. 2H eligible items will be determined by The Hershey Company in Q4 2023. 2H eligible items will be determined by The Hershey Company in Q4 2023. 2H eligible items will be determined by The Hershey Company in Q2 2024. Customer's Distributor is authorized to auto-ship innovation items if store has not independently ordered in a shipper, box, or case. Shipments will occur toward the beginning of each half.

ii. Fast Start Distribution: If the box for "Fast Start Distribution" is checked, Customer agrees to take straight stock boxes on 5 Hershey Top 75 items during the first half (1H) and second half (2H) of the 2024 calendar. This optional section is not eligible for an additional rebate though all 5 items selected will qualify for 4 points each. The 5 Top 75 items to be shipped will be determined by the Hershey Sales Representative at either the chain or distributor level. Customer's Distributor is authorized to auto-ship items if store has not independently ordered in a shipper, box, or case. Shipments will occur toward the beginning of each half.

d. Optional CMG Secondary Merchandising Selections: Customer must select to participate in the CMG secondary merchandising opportunity by checking the appropriate box on the front of the Agreement. If Customer selects to participate the Customer will be eligible for the Hershey Exclusive End Cap for 50 points and/or Hershey Exclusive Under-The- Counter Rack for 50 points – Customer will only receive the maximum 100 points on this selection.

To be eligible to receive these rebates, the following rack requirements apply to the selected fixture(s) in sections 3.d, unless superseded by prior agreement with the Customer's distributor:

i. Rack placement must be in locations approved by a Hershey representative:

ii. Secondary racks provided by Hershey must be filled and tagged with <u>100% Hershey items</u>, set to Hershey approved plan-o-grams:

iii. Customer agrees to accept delivery of products to fill required racks based on Hershey's national plan-o-gram;
 iv. Customer agrees to maintain distribution of Hershey items in the main confection section of the store in addition to the secondary racks:

v. All racks remain the property of The Hershey Sales Company. Required racks must be installed by January 31, 2024 and remain for the duration of 2024; and

vi. Racks are subject to audit for validation of payment each half.

e. Required Promotional Prepacks: Customers that enroll in AMP will be eligible to earn up to 300 points on prepacks based on the quantity of prepacks purchased and shipped to store (net returns). All everyday and seasonal prepack units count towards overall promotional prepack tier requirements. Customer is required to take either a Counter Unit (CU), Power Wing (PW), or Shipper in the months of March and May for 1H and July and September in 2H in order to accrue points. A minimum of 3 prepacks is required per half to begin accumulating points. Customer will earn a set number of points based on the number of prepacks received as outlined below.

All Counter Units and Power Wings - Customers that receive any CU or PW will earn 15 points per prepack.

All Shippers - Customers that receive any Shipper will earn 40 points per prepack.

i. All promotional prepacks will count towards distribution requirements in section 3.a.

ii. Customers must take delivery in the months specified in the Agreement to be eligible for applicable off-invoice allowances. It is the responsibility of the Customer to obtain the off-invoice allowance from the Distributor.

iii. Prepack display units are recommended to be placed on the sales floor with all applicable off-invoice allowances passed thru to the consumer.

iv. Customer may receive only one promotional prepack rebate and at most two payments (a. 1H payment and a 2H payment).

4. Payments: In exchange for Customer's performance in accordance with this Agreement, Hershey agrees to pay Customer as follows:

a. Elements will be measured and paid independently of one another based on performance. Distribution, CMG Secondary Merchandising Options and Promotional Prepacks will be measured and paid each half year – see above for specific details.

b. Rebates will be calculated based on units received and paid for at the individual store level as measured by our third-party data processing service.

c. Payments will be based on Hershey List Price for items qualifying hereunder. Payments will be based on Customer purchases as reported by Customer's Distributor. Hershey is not responsible for any failure of the Distributor to report qualifying purchases. Any disputes by Customer as to amounts paid hereunder must be raised within 30 days after receipt of payment.

d. Rebates will be paid only on qualifying Confection and Snacking packtypes listed in Section 3(a)(i). Please work with your Hershey representative on qualifying items. Other Hershey's items such as vending, concession, fundraising, food service, grocery, licensed products, etc. are not eligible for rebates.

e. Rebate payments for Distribution, CMG Secondary Merchandising Options and Promotional Prepacks will be mailed directly to qualifying Customer on a semi-annual basis and will not be paid through a deduction.

f. Customer's eligibility to receive these payments is conditioned upon Customer's strict compliance with the terms of this Agreement. Payments are subject to proof of performance and will be withheld for non-compliance. Hershey reserves the right to conduct audits in its sole discretion.

g. Customer's payment contingent upon active management to a less than 1% waste rate.

h. Customer should look to Distributor to pass along the off-invoice allowances or tear pads shipped with prepack displays.