HERREVIEW 2025 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	o establish a prog	gram for the pro	motion of H				nd conditions	contained belo	ow and on page	2 of this agr	eement.			
Physical Add DBA Name:	dress								Payment Address Payee/DBA Name:									
DDA Name.									(no personal na									
Address: (no PO Boxes)	ı								Address or PO I	Box:								
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#1 (Distribution) Max Rebate 6.5%		DISTRIBUTION POTENTIAL MAX REBATE> 650 POINTS = 6.5%							PRE-BOOK SEASONAL BOXES									
		Item Distribution Points - 400 Points = 4%							Full Year Seasonal Participation - 50 Points = 0.50%									
		Top 75 Selected Everyday Items 4 pts per SKU 300 Po					oints = 3.00%	Maintain or Grow Net SKU Count in						50 1 1 0 50%				
		Other I	Other Items up to 50 SKU's 2 pts per SKU 100 Pe			pints = 1.00%			ach Season Per Half		1H - Easter, 2H - HWN & Holiday 50			points = 0.50%				
			Additional Distribution Incentive			eentivee:	т		Target Shi	p Qty.	Season		iption	tion		Item #		
		Carry 100+ Total Hershey					Doints = 1	0%	Month									
								.0 /0	Jan		Easter	Reese's Easter Milk Egg King Size 2.4oz 6/24ct.				4000-47362		
		SKU's Per Half				100 P	oints = 1.0%		Jan		Easter	Reese's Easter Milk Egg Std 1.2oz 6/36ct				34000-47322		
		Carry all Top 75 Hershey SKL			J's in a half y	/ear - 50 po	ints = 0.50%		Jan		Easter	Cadbury Creme Egg Std. 1.2oz 6/48ct.				4000-06852		
		Carry all Top 75 Hershey			,		oints = 0.50%		Sep		Halloween	3 , ,				54000-47367		
			Skus Per Half	-			oints = 0.50%	D .	Sep		Halloween	Reese's Halloween Pumpkin Std 1.2oz 6/36ct.					54000-47325	
			Achieve	Item Count	: Growth - 50) Points = 0	.5%		Nov		Holiday		oliday Tree King				4000-47369	
		Achieve	e Total Store Ite	m Count 🔤	10 pts per SKU	50 Pc	oints = 0.50%	6	Nov		Holiday		s Holiday Tree S		56ct.		54000-47327	
		Growth C	Over Same Half			0010	0.00%	° [Nov		Holiday	Re	ese's Holiday 11	o. Cups 6ct.		3	34000-93741	
							Innova	ntion	& Fast	Start (Options							
Optio	nal				cally receive Inr	novation SKU's	during the [·]	1H &					utomatically re					
				achieving item o	-								p 75 four Point					
		Requ	irements -	> MUST Ta	ake Minimun	n 1 Pre-Pacl	k Unit (C	U, PM	/ or Shipp	er) in F	Required I	1onths: Ma	rch, May, Ju	ly, Septe	ember,	Nove	ember	
#2						POTEN		AX R	EBATE	-> 350	POINTS	= 3.5%						
(Pre-Pac	:ks)		Select M	linimum of	3 Counter	Units. Pov	ver Win	as or	Shipper	s per h	alf - Rec	eive Point	s based or	What `	You Ac	hiev	/e	
Max	-	Carry			ate & 1 Sw			-										
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3.5%			AI		Inits and Po	, i i i i i i i i i i i i i i i i i i i							Shippers					
				Earn 1	5 Points Ea	ch						Earn 40	Points Eac	h				
			1	H Pre-Pac	ks							2H F	Pre-Packs					
Month	Туре	Qty.	1 Promotional Pre-Pa		ks		Item #		Month	Туре	Qty. Pr	2H F omotional Pre-Pack I					Item #	
Month Jan	Type Shipper	Qty.	Promotional Pre-Pa	ck Description	ks I Bar 180ct. 3-in-1 Shipp	er	Item # 34000-94616		Month Jul *Required*	Type Shipper		omotional Pre-Pack I		er			Item # 34000-94619	
Jan Jan	Shipper CU/PW	Qty.	Promotional Pre-Pa Hershey's Waffle Co Hershey's Assorted	ick Description one Assorted Standard Standard Bar 144ct. 2-	l Bar 180ct. 3-in-1 Shipp -in-1 CU/PW		34000-94616 34000-20717	;	Jul *Required* Jul *Required*	Shipper CU/PW	Ro Va	omotional Pre-Pack I ad Trip Assorted Sta riety Brands Assorted	Description ndard Bar 186ct. Shipp d Standard Bar 96ct. 2	in-1 CU/PW			34000-94619 34000-45651	
Jan Jan Jan-Feb	Shipper CU/PW Shipper	Qty.	Promotional Pre-Pa Hershey's Waffle Co Hershey's Assorted Reese's Easter Asso	Ick Description one Assorted Standard Standard Bar 144ct. 2- orted Standard & King S	l Bar 180ct. 3-in-1 Shipp -in-1 CU/PW Size 180ct. 3-in-1 Shipp		34000-94616 34000-20717 34000-48650	; 	Jul *Required* Jul *Required* Aug	Shipper CU/PW Shipper	Ro Va Ki	omotional Pre-Pack I ad Trip Assorted Sta riety Brands Assorted : Kat Limited Edition	Description ndard Bar 186ct. Shipp d Standard Bar 96ct. 2 Mango Assorted King	•in-1 CU/PW Size 190ct. 3-in-1	Shipper		34000-94619 34000-45651 34000-45656	
Jan Jan	Shipper CU/PW	Qty.	Promotional Pre-Pa Hershey's Waffle Co Hershey's Assorted Reese's Easter Asso Reese's Easter King	ick Description one Assorted Standard Standard Bar 144ct. 2- orted Standard & King Size 72ct. 2-in-1 CU/P	l Bar 180ct. 3-in-1 Shipp -in-1 CU/PW Size 180ct. 3-in-1 Shipp	er	34000-94616 34000-20717	; 	Jul *Required* Jul *Required*	Shipper CU/PW	Ro Va Ki Jo	omotional Pre-Pack I ad Trip Assorted Sta riety Brands Assorted : Kat Limited Edition Ily Rancher Ropes As	Description ndard Bar 186ct. Shipp d Standard Bar 96ct. 2	-in-1 CU/PW Size 190ct. 3-in-1	Shipper		34000-94619 34000-45651	
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Hershey Associate Regional Sales Leader

Distributor Division/Branch

2025 HERSHEY Achieve Maximum Points Program (AMP) - Agreement Terms & Conditions

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 to Hershey and its third-party data processing services for all Hershey purchases by Customer. 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 and used for Customer's participation in this program. 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, 2024 to participate in the full year 2025 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, 2025 for 'Full Year' enrollments.

c. Enrollments after December 31, 2024 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, 2025.

d. There are two parts to the program, one for confection/CMG and one for Salty (as described below).

e. To participate in the 2025 Hershey Achieve Maximum Points Program for confection/CMG, Customer must purchase a minimum of \$1,500 of Hershey CMG products as outlined on price lists, (collectively, "CMG Products") in calendar year 2025.

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

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

h. 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. i. Termination: This Agreement may be terminated by Hershey immediately, with or without notice, and with or without

In termination. This Agreement may be terminated by nester immatching, with our whole the deely and with our whole 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 laws of the Commonwealth of Pennsylvania law, without regard to any conflicts of law provisions, and will be subject to the exclusive jurisdiction of the state and federal courts located in the Middle District of Pennsylvania. j. 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.

k. All Products are subject to availability.

3. CMG Rebate Requirements: To be eligible for any CMG rebates, Customer must sign up for a minimum of two components of the Program: (1) Distribution and (2) Promotional Prepacks. Rebates will be paid accordingly based on: (i) for Distribution, what Customer actually achieved, i.e., the total item count paid for and shipped to Customer (net of returns); and (ii) for Promotional Prepacks, the promotional prepack quantity paid for and shipped to Customer (net of returns). Customer must achieve a minimum of 350 points combined across all sections of the Program for CMG to receive a rebate. Rebate percentage earned is based on the total number of points accumulated by the Customer each calendar half year, 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 CMG Products in the following packtypes qualify for the Distribution component of the program: Standard Bars, King Size Bars, Super King Size Bars, Peg Bags, Theater Boxes, Licorice Bags, XL Bars, Hand to Mouth Pouches, Gum, and Mints. This list is subject to change.

ii. Performance is based on the total item count paid for and shipped to 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 calendar year will accrue points for the Customer 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 2025 Top 75 items are defined as: Super King - Reese's Peanut Butter Cups, Reese Fast Break. King Size Bars - Reese's Peanut Butter Cups, Reese's Sticks, Reese's Fast Break, Reese's Big Cup, Kit Kat, Hershey's Milk Chocolate, Hershey's with Whole Almonds, Payday, Cadbury Caramello, Reese's White Peanut Butter Cups, Hershey's Cookies 'n Crème, Reese's Take 5, Reese's Big Cup with Caramel, Reese's Outrageous, Whatchamacallit, Reese's Big Cup with Reese's Pieces, Almond Joy, Kat Big Kat, Reese's Nutrageous, Twizzlers, Hershey's Mr. Goodbar, Reese's Pieces, Zero, Twizzlers Pull & Peel Cherry, Heath, Reese's Crispy Crunchy, Chocolatev Payday, Jolly Rancher Sour, Jolly Rancher Original, Kit Kat Vanilla, Mounds, Kit Kat Birthday Cake. 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 Fastbreak, Payday, Almond Joy, York, Cadbury Caramello, Whatchamacallit, Rolo, Skor, Heath, Reese's Sticks, Reese's White Peanut Butter Cups. Gum - Ice Cubes Peppermint, Ice Cubes Spearmint, Ice Cubes Arctic Grape, Ice Cubes Wintergreen, Ice Cubes Cinnamon, Bubble Yum, Mints – Ice Breakers Cool Mint, Ice Breakers Wintergreen, Ice Breakers Spearmint, Ice Breakers Duos Strawberry, Breathsavers 3HR Spearmint, Breathsavers Wintergreen Roll. Peg – Jolly Rancher Hard Candy, Twizzlers, Reese's Pieces, Jolly Rancher Gummies, Jolly Rancher Sour Gummies, Twizzlers Nibs, Jolly Rancher Ropes Watermelon & Green Apple, Jolly Rancher Ropes Blue Raspberry & Cherry, Twizzler Gummies, Twizzler Pull n Peel. Take Home - Reese's Minis Pouch, Kit Kat Minis Pouch, Twizzlers Strawberry 16oz Bag.

viii. Compliance for all Distribution rebates for CMG will be determined on the basis of Distributor data submitted to Hershey's third-party data company.

b. Additional Distribution Incentives:

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

ii. A Customer that receives Hershey's Top 75 Performer CMG Products each half will accrue an additional 50 points per half calendar year.

iii. A Customer that grows total store Hershey CMG Product count versus total Hershey item count at the end of the same half in 2025 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 2024.

iv. A Customer that maintains or grows net SKU count for CMG Products in each season per half (1H – Easter, 2H – Halloween and Holiday) will be eligible to earn 50 points. A minimum of 2 unique SKUs per season mut 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 2025.

c. Optional Automatic Shipments:

i. Innovation: If the box for "Innovation" is checked, Customer agrees to take straight stock boxes on 3 Hershey innovation CMG Product items during the first half (1H) and second half (2H) of the 2025 calendar year. This optional section is not eligible for a rebate. 1H eligible items will be determined by The Hershey Company in Q4 2024. 2H eligible items will be determined by The Hershey Company in Q2 2025. Customer's Distributor is authorized to autoship 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 CMG Product items during the first half (1H) and second half (2H) of the 2025 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. Required Promotional Prepacks: Customers that enroll in AMP for CMG will be eligible to earn up to 350 points on prepacks based on the quantity of prepacks purchased and shipped to store (net returns). All everyday and seasonal prepack units for CMG Products 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, September & November in 2H in order to accrue points.

i. 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.

ii. Customers that sign up for a minimum of three (3) Chocolate prepacks and one (1) Sweets prepack per half, will earn an additional 50 points.

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. Salty Rebate Requirements: Customer that participates in the Salty portion of the Program is eligible to receive a rebate for Hershey Salty Products ("Salty Products"). Customer must sign up for the Salty Distribution component of the program. Salty Rebates will be paid accordingly based on: 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 of Salty Products paid for and shipped to Customer (net of returns). Customer must achieve a minimum of 350 points for the Salty Distribution section of the Agreement to receive a rebate for Salty. 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 up to a maximum of 1,000 points for a 10% rebate.

a. Required Distribution:

i. Only Salty Products in the following packtypes qualify for distribution: Grab & Go Salty Snack Bags & Take Home Salty Snack Bags

ii. Performance is based on the total Salty item count paid for and shipped to Customer each half. Each half calendar vear will be evaluated and paid separately.

iii. Items will only gualify as being in distribution if at least one 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 Salty Product item shipped per half will accrue points for the retailer the first time it is shipped. Top 10 items will earn 40 points each. The next top 5 Salty Product items will earn 40 points each. Items in the Take Home Packtype will earn 25 points each. All other Salty snack SKU's will earn 5 points each.

vii. Hershey's Salty Product 2025 Top 10 items are defined as: Dot's Pretzels Original 5oz, Skinny Pop Original 1oz, Dot's Pretzels Honey Mustard 5oz, Hershey's Dipped Pretzels, Reese's Dipped Pretzels, Reese's Dipped Animal Crackers, Dot's Pretzels Cinnamon Sugar 5oz, Reese's Popcorn, Dot's Pretzels Parmesan Garlic 5oz, Reese's Filled Pretzels 5oz.

viii. The next top 5 items are defined as: Cookies n' Crème Popcorn 2.25oz, Skinny Pop White Cheddar 1oz, Cookies n' Crème Dipped Pretzels 4.25oz, SkinnyPop Cheddar Jalapeno 1oz, Pirates Booty Aged White Cheddar Puffs 1oz

ix. Top 4 Take Home items are defined as any of the following: Dot's Pretzels Original 9.5oz, Skinny Pop Original 4.4oz, Dot's Pretzels Honey Mustard 9.5oz, Dot's Pretzels Cinnamon Sugar 9.5oz, Dot's Pretzels Original 16oz, Dot's Pretzels Honey Mustard 16oz, Dot's Pretzels Cinnamon Sugar 16oz

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

b. Salty Snacks Optional Promotional Prepacks:

i. Customers that enroll in AMP for Salty will be eligible to earn up to 200 points on Salty Product prepacks based on the quantity of prepacks purchased and shipped to store (net returns). All everyday Salty Product prepack units count towards overall promotional prepack tier requirements.

ii. Customers that receive any Shipper will earn 50 points per prepack.

iii. All promotional Salty Product prepacks will count towards distribution requirements

iv. Customers can sign up for a max of four shippers that count towards their 200 points per half.

5. 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. CMG Distribution, CMG Promotional Prepacks, Salty Distribution, and Salty 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/CMG and Salty packtypes listed in Sections 3(a)(i) and 4(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 CMG Distribution, CMG Promotional Prepacks, Salty Distribution, and Salty 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 pre-pack displays.