

KMAP16

KEURIG

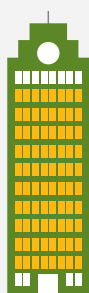
The KMAP16 program is a valuable incentive to promote large office segment growth and profitability for Keurig Authorized Distributors ("KADs").

KMAP16 Program Summary:

- Only workplace locations qualify for KMAP16:
Workplace definition: A place of business serving coffee as a benefit to employees or clients. It does not include foodservice, retail, or home office locations.
- Minimum 200 or more daily Keurig® brewing system users per workplace location required to qualify.
- Upon receipt of KMAP Approval Number, a unique order must be placed for qualified brewers and accessories. KMAP approval number must be referenced on unique order. Brewers and accessories already in inventory will not qualify for KMAP rebate.
- Upon proof of installation the base brewer rebate of 75% will be paid.
- An additional 25% brewer rebate available with optional data reporting.
- Offer expires September 23, 2016.
- Visit keurigpromo.com/login for KMAP16 Terms & Conditions.



STEP 1 Complete the online Approval Form
www.keurigpromo.com/login



Beverage Throughput Evaluation

Total # Install Office Locations	
Total Brewer Stations	
Total # of Employees	
Total # of Clients	

STEP 2 Upon approval, KAD can place the order using assigned KMAP number

STEP 3 KAD submits Brewer Install Form and upon approval receives the following brewer discounts:

***KMAP16 Rebate Structure** (applies to new brewer orders only)

NO DATA
SHARING
REQUIRED

Brewer	Description	Brewer List Price	Base KMAP Rebate 75%	Optional Data Sharing 25%**	Price After Full KMAP Net Rebate
K140	K-Cup® Small Office Brewer	\$87.00	\$65.25	+	\$0
K150	K-Cup® Medium Office Brewer	\$160.00	\$120.00	+	\$0
K150P	K-Cup® Medium Office Plumbed Brewer	\$175.00	\$131.25	+	\$0
K3000SE	K-Cup® Large Office Plumbed Brewer	\$435.00	\$326.25	+	\$0

STEP 4 Receive 20% discount on accessories noted below:

Description	Item	Qty	Description	Item	Qty
Wire 8 Sleeve Rack	10649645050659		K3000 Cabinet	10099555050674	
Wire 4 Sleeve Rack	10649645050666		K3000 Coin Cabinet	10099555055730	
Wire 12 Sleeve Rack	10649645405831		K150 Direct Plumb Kit (3/cs)	10649645405596	
Bolt® Pod Wire Rack	10649645406456		K150 K-Cup® Pod Display Shelf	10649645050826	
Bolt® Thermal Carafe	10649645405664		K150 Cup Holder	10649645050833	
Bolt® Thermal Carafe Rack	10649645405855		K150 Condiment Drawer	10649645050819	

****Keurig Green Mountain KMAP15 Data Reporting Policy****Introduction**

This policy explains Keurig Green Mountain's practices and expectations when a Keurig Authorized Distributor ("KAD") shares K-Cup® pod and Bolt® pod customer data with Keurig Green Mountain, for 12 months, beginning on the date the Keurig® KMAP brewers are installed. The policy is intended to help both Keurig and the KAD gain a better understanding of sales performance, pod assortment selection, and the purchasing behavior and growth opportunity of each individual end user account. If the KAD agrees to share this data with Keurig Green Mountain, an additional 25% of the cost of the KMAP Keurig® Brewer(s) will be rebated.

What is Data Reporting?

Under this policy, the term 'data reporting' means the disclosures of the approved KMAP16 end user pod sale data by the KAD to Keurig Green Mountain for 12 months beginning on the date of Keurig® brewer equipment installation. It does not apply to any other disclosures of personal data from the KAD or its end user accounts, nor to disclosures of data that do not match the information required for a KMAP application. Keurig Green Mountain will routinely share analysis of the collected pod sale data on an ongoing basis with the KAD.

End User Pod Sales Data Requirements:**KMAP Standard Information**

- KMAP approval #
- End user location contact information
- Workplace size, including # of employees, breakroom, locations
- Brewer types placed

Data Sharing Information (electronic or hard copy invoices)

- Duration: 12 months
- Pod sales: number of unique SKU units sold, product part #
- Location data: End user ship-to information

Safe Transmission

Keurig Green Mountain will accept both electronic submissions via a pre-generated excel template only. Keurig will use the third party **Blue World**, for a variety of technical, administrative, and physical ways to keep the end user account data safe. <http://www.BlueWorldinc.com/>

KMAP16

Terms & Conditions



2016 KMAP PROGRAM TERMS & CONDITIONS

KMAP ELIGIBILITY

- A Keurig Authorized Dealer ("KAD") requesting KMAP approval must be active and in good standing at the time its KMAP Installation Certification is received by Keurig Green Mountain, Inc. ("Keurig"), (i.e., has not been terminated and is not in breach of any terms of its Non-Exclusive Distributorship "KAD Agreement" with Keurig).
- Proposed KMAP account must be a new customer (Keurig® brewers not in service [installed or in use] when the KMAP Approval Form is submitted).
- Only workplace locations as defined in the KAD Agreement are eligible for KMAP opportunities. A workplace location does not include retail store fronts, home offices, food court, or concessions venues.
- A minimum of 200 or more daily Keurig® brewing system users per workplace location required to qualify. Brewers must be purchased directly from Keurig after KMAP approval; existing brewers in the KAD's inventory do not qualify.
- Keurig® brewer installations and accessories made prior to approval are not eligible for KMAP discounts.
- A complete KMAP Approval Form must be submitted online at www.keurigpromo.com/login.
- Proposed KMAP end user customer must install new KMAP-eligible Keurig® brewers within (90) days following the date of Keurig's approval of KMAP eligibility. If a KAD does not install the Keurig® brewers within (90) days of signing the agreement form, the KMAP is disqualified and no installed Keurig® brewers under the KMAP agreement will receive a rebate. Keurig® Green Mountain will charge-back the KAD for any rebates made under the KMAP if it is determined the account has less than 200 daily users per day.
- Proposed KMAP end user customer must commit to the installation of KMAP eligible Keurig® brewers for a period of at least one (1) year.
- KAD will sell only Keurig Brewed® licensed beverage pods for use in KMAP approved Keurig® brewers consistent with the terms of the KAD Agreement. KMAP rebates may be forfeited if unlicensed beverage packs are sold by the KAD to the KMAP customer.
- Hospitality in-room opportunities are not eligible for KMAP.

KMAP DISCOUNTS

- Keurig® Green Mountain will rebate Keurig® brewer discounts by check to the KAD for each KMAP eligible Keurig® brewer ordered pursuant to the Terms and Conditions of the KMAP program.
- KAD will be invoiced for Keurig® brewers at full price and payment is due Net 30.
- Rebates for the brewers' sale price will only be issued after the KMAP eligible Keurig® brewers have been certified as installed under KMAP for the applicable end user customer.
- Keurig® Green Mountain will complete KMAP rebate approval process within thirty (30) days after receipt of a properly completed KMAP Installation Certification.
- Keurig® Green Mountain will issue KMAP rebates, in accordance with the program Terms and Conditions, generally no later than ten (10) business days after verification that such rebates are appropriately due.
- No rebates will be issued by Keurig® Green Mountain for any KMAP Installation Certification received by Keurig after the (90) day approval period has lapsed for the applicable KMAP.
- The KMAP Installation form or similar report must contain the KMAP Approval Number and serial numbers and/or model of the installed brewers.
- Discounts will exclude any freight, handling, tax, and other associated charges if applicable.

GENERAL TERMS

- All KMAP requests are subject to approval by Keurig® Green Mountain, and Keurig® Green Mountain reserves the right to approve or reject KMAP requests in its sole discretion.
- KMAP is subject to modification, including cancellation, at any time in the sole discretion of Keurig® Green Mountain.
- Brewer and discounted accessory orders must clearly reference the KMAP Approval Number on the face of each purchase order.
- Keurig reserves the right to contact the end user account to verify the installations took place at the reported time and they remain in place for at least the first 12-month period following installation.
- 2016 KMAP program replaces/supersedes any previous KMAP program and is not to be combined with any other offers.

DATA REPORTING POLICY

Please refer to the KMAP16 Data Reporting Policy and Agreement on www.keurigpromo.com.