

KMAP 2016 Data Reporting & Collection Policy

Participation in the optional 12 month data reporting program requires Keurig Authorized Distributors (KADs) to share end user K-Cup® pack and Bolt® pack sales data with Keurig Green Mountain, Inc. (Keurig), beginning on the date the Keurig® KMAP brewers are installed.

End User Pack Sales Data Requirements:

KMAP Standard Information

- KMAP Approval #
- End user location contact information
- Workplace size, including # of employees, break rooms, locations
- Brewer types placed

Data Reporting Information

- Duration: 12 months
- Pack Sales: Number of unique SKU units sold by Brand, Product Name, Product Part #
- Location Data: End User “Ship To” information
- Standard file format for reporting data must be used

By agreeing to the below terms and conditions, KADs will exclusively provide proprietary data to Keurig which will be housed by data collection agency, Blue World, Inc. (the DCA). This data will be used only for Keurig internal purposes and it will not be shared with any other Keurig Authorized Distributor. Blue World Inc. is the authorized data collection agency for Keurig. In exchange for this participation, the KAD will receive an additional 25% rebate (on top of the 75% Rebate) of the cost of the Keurig® KMAP Brewer installed at the approved workplace location. Once a KMAP rebate is paid in full to the KAD, Keurig will not request any form of reimbursement if the end user location generates lower than expected K-Cup® pack and Bolt® pack sales.

- Payments will occur on the 15th of every month following the end of the quarter (April/July/October/January)
- In order to qualify, data needs to be uploaded within the first ten business days of each quarter for a 12 month period

- Failure to meet deadlines may result in suspension or termination of future payments
- If more than one unique KMAP rebate (by KMAP Approval #) are claimed by a single KAD, payment sums will aggregate with previous submissions. If there are multiple rebate claims for unique KMAP, applied over a period of time (months), those rebates will be paid by the predetermined quarterly amount as long as end user KMAP location data is reported as agreed upon. Reference the terms and conditions for details
- Data will be shared in (.csv) format to be uploaded to Keurigpromo.com. The csv file template will be provided for reference on Keurigpromo.com.
- Non-compliant file formats will not be accepted

*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	+	\$21.75 = \$0
K150	K-Cup® Medium Office Brewer	\$160.00	\$120.00	+	\$40.00 = \$0
K150P	K-Cup® Medium Office Plumbed Brewer	\$175.00	\$131.25	+	\$43.75 = \$0
K3000SE	K-Cup® Large Office Plumbed Brewer	\$435.00	\$326.25	+	\$108.75 = \$0

Payment Schedule

Date Payment Generated	Payment
Friday, January 15, 2016	Q4 2015
Friday, April 15, 2016	Q1 2016
Friday, July 15, 2016	Q2 2016
Monday, October 17, 2016	Q3 2016
Monday, January 16, 2017	Q4 2016
Monday, April 17, 2017	Q1 2017
Monday, July 17, 2017	Q2 2017
Monday, October 16, 2017	Q3 2017

Digital Signature Agreeing to Data Reporting

- a. I hereby attest that I have read the terms and conditions of KMAP16 and KMAP16 data reporting
- b. I hereby agree to use the mandated file format and complete all fields for reporting data
- c. I hereby attest that all sales reported are accurate
- d. I hereby attest that the brewers and packs relating to this submission shall not be resold, repurposed, transferred or assigned in any manner contrary to the terms and representations herein
- e. I hereby agree that Keurig Green Mountain or its Authority Representative may audit the applicant property for compliance
- f. I hereby agree that any misrepresentation, fraud, or non-compliance will result in the forfeiture of any payments received pursuant to this program

*Your Name: _____

*Your Title: _____

* I have read and understood the agreement: ☐