

Mill International BV

Authorised Reseller Application and Documentation Form

As outlined in the Mill International Selective Distribution Policy, this Authorised Reseller Application and Documentation Form shall be submitted by a distributor when making a recommendation for authorisation of a reseller. Please provide a description of the required information regarding:

The reseller

- Official business name and address of reseller:
- Reseller URL:
- The territories within which the reseller has sales activities:
- The resellers sales profile:
- The resellers online distribution channel(s):
- The resellers physical distribution channel(s):
- Does the reseller provide customer service in the local language(s) of the territories within which it has sales activities? y/n
- Does the reseller have a local warehouse in the territories within which it has sales activities? y/n
- Does the reseller have in place scanning systems and tools for reading and registering serial numbers? y/n
- Does the reseller primarily sell to consumers? y/n
- Does the reseller sell to other businesses? If yes, please provide a description of the relevant sales activities.
- Please provide a description of the control mechanisms which the reseller has, or will implement, to ensure Mill products are not resold illegally (ref distributor agreement).

The resellers plan for Mill

- Does the reseller agree to ensure that its sales and customer service staff complete the product and after sales training programs provided by Mill and its distributors? y/n
- Overview of the product models, displays, shelf space, and in store materials which the reseller plans to provide in its *physical stores*:
- Overview of the product models, displays, and promotional materials which the resellers plans to provide in its *online stores*:
- Co-marketing plan with Mill:
- The resellers intention and plan for new innovations from Mill:

Other

- Please attach an image from physical stores and online presence portraying the retailer's profile: