

To : Mr. Oliver M. Filoteo
 CEO
From : Sales Management Assistant
Date : October 18, 2024
Subject : Showcase Chiller – Introductory Offer (Basic Discount, SMI, and Additional Introductory Sell-Out Offer)
Reference No. : SAL-SMA-24-0-193
CC : DCO, EVP, SAL, AIS, FIN, File

To further drive the sales of our Showcase Chillers, we will be offering an additional Introductory Sell-Out Offer across all Accounts. This additional introductory sell-out offer will take effect from **November 1 – December 31, 2024**.

Below are the details of the said offer:

CATEGORY	BASIC DISCOUNT	SKUs/ MODEL	SRP	INTRO SELL-OUT OFFER (Nov. 1 – Dec. 31, 2024)	SMI	REMARKS
DIRECT COOLING SHOWCASE CHILLER (NON-INVERTER)	28%	KSD-200MG1	22,995	1,000	BASED ON TIERING (SEE TABLE BELOW)	OUTRIGHT
		KSD-240MG1	24,995	1,000		
NO FROST SHOWCASE CHILLER (INVERTER)		KSIF-255WB1	31,995	2,000		
		KSIF-315WB1	34,495	3,000		
		KSIF-405WB1	38,495	2,000		


TIER 1 300		TIER 2 200	
W/ ORDERS	FOR INTRO	W/ ORDERS	FOR INTRO
WESTERN GROUP SIMOSA GROUP	ABENSON DRB MARINDUQUE IT AVENUE AIRSAVERS TECHNOLOGIES INC. NIG MARKETING AKLAN APPLIANCE CENTER VIC IMPERIAL/ SOLU/ AI PHAMIN AIRPRO SYSTEM TAGUM COMM / DSG SONS METRO PLAZA THE APPLIANCE	J&R ELECTRONICS ANSON'S GROUP RRS MARKETING WILLY & SONS VPR MARKETING ROBINSONS NEW TARLAC NORTHERN MKTG ASIAN HOMES ECHO ELECTRICAL SUPPLY BOHOL QUALITY GAB APPLIANCE RL APPLIANCE SOLIDMARK GROUP FIESTA GROUP PRICEWISE MKTG. CORP	ALL HOME FAIR N' SQUARE WELCOME HOME APP MANILA POWERAIRE AMBASSADOR GROUP ALSONS INSTITUTIONAL ACCOUNTS CSI WAREHOUSE CLUB CAGAYAN APPLIANCE CENTER SAVERS ELECTRONIC WORLD INC. 1ST MEGASAYER/DOUBLE ALPHA CEBU APPLIANCE THE FIRST FAMILY / ECO TECH / VLC JOSOL MARKETING APPLIANCE CENTRUM HARDY MKTG ENTERPRISE SCG CITI APPLIANCE RADICOL BACOLOD POLARIS RV MARKETING EMCOR INC. DAVAO IMPORT DISTRIBUTION RJ HOMES ADKM AIRCONDITIONING TRADING NATIONAL COMMERCIAL REE COOLING

Mechanics:

1. 28% Basic Discount, SMI, and additional Introductory Sell-Out Offer will be through Outright Deduction.
2. Sell-In of Showcase Chiller is included in the computation of Year End Incentive.
3. Showcase Chillers are not part of the computation of Cash/Card Subsidy and Volume Discount.
4. The new scheme of SMI supersedes the previous one offered in DTA to avoid double claiming (applicable to select accounts wherein we offered SMI for the old models of chillers).
5. Accounts with orders of Showcase Chillers must provide their inventory as of October 31, 2024, to be eligible for compensation.

Thank you!

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