

To : Mr. Oliver M. Filoteo
 CEO
From : Sales Management Assistant
Date : April 7, 2025
Subject : No Frost Showcase Chiller (Double Door) – Introductory Offer (Sell-Out Support and SMI)
Reference No. : SAL-SMA-25-4-166
CC : DCO, EVP, SAL, AIS, FIN, File

As we are about to launch our newest No Frost Showcase Chiller (Double Door), the undersigned would like to ask for your approval to offer Sell-Out Support and SMI upon order across all accounts. This Sell-Out Support and SMI will serve as our introductory offer that will take effect starting **April 15, 2025**.

Below are the details of the said offer:

CATEGORY	BASIC DISCOUNT	SKU#s/ MODEL	SRP	INTRO SELL-OUT OFFER (Apr. 15 – Dec. 31, 2025)	SMI	REMARKS
NO FROST SHOWASE CHILLER (DOUBLE DOOR)	BASED ON DEALER'S DTA	KSIF-762WB2	67,995	3,000	BASED ON TIERING (SEE TABLE BELOW)	OUTRIGHT

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

Mechanics:

1. **Duration: April 15 – December 31, 2025.**
2. Sell-Out Support and SMI will be through **Outright Deduction.**
3. **Basic discount of Showcase Chiller (Double Door) will be based on the dealer's DTA.**
4. Sell-In Showcase Chiller (Double Door) is included in the computation of Year End Incentive.
5. Sell-In of Showcase Chiller (Double Door) is not part of the computation for 6 months 0% interest, Card Support, Cash Discount, and Volume Discount.
6. For accounts with existing SMI for Showcase Chillers from DTA, this SMI superseded the existing offer (to avoid double claiming).

Thank you!

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