

Distributor status	Co-Op Allowance	Regular co-op split	Supplied creative and social media split	Digital, TV, co-branded site split
Non-exclusive	.75%	50/50	60/40	65/35
Exclusive	1.50%	60/40	75/25	90/10

Co-Op allowance – the amount of money EP Henry will contribute based on 2019 net qualifying purchases.

Regular Co-Op split – pre-approved print ads, distributor-created TV, radio, billboards and apparel.

Supplied creative split – use of EP Henry creative for print ads, billboards offered in the online Brand Center. No pre-approval needed. Sponsored posts on social media (Facebook) for exclusive distributors must be pre-approved.

Digital, TV, co-branded site split – applies to digital media such as SEM (pay-per-click) and the co-branded website for Google keyword charges, set-up, customization and monthly maintenance. Includes the EP Henry-produced TV spot with distributor tag. Digital also includes SEO for exclusive distributors, must be pre-approved.

Important Notes:

You must run and spend your Co-Op allowance by December 31, 2020.

All Co-Op claims must be submitted by January 31, 2021 to receive reimbursement.