

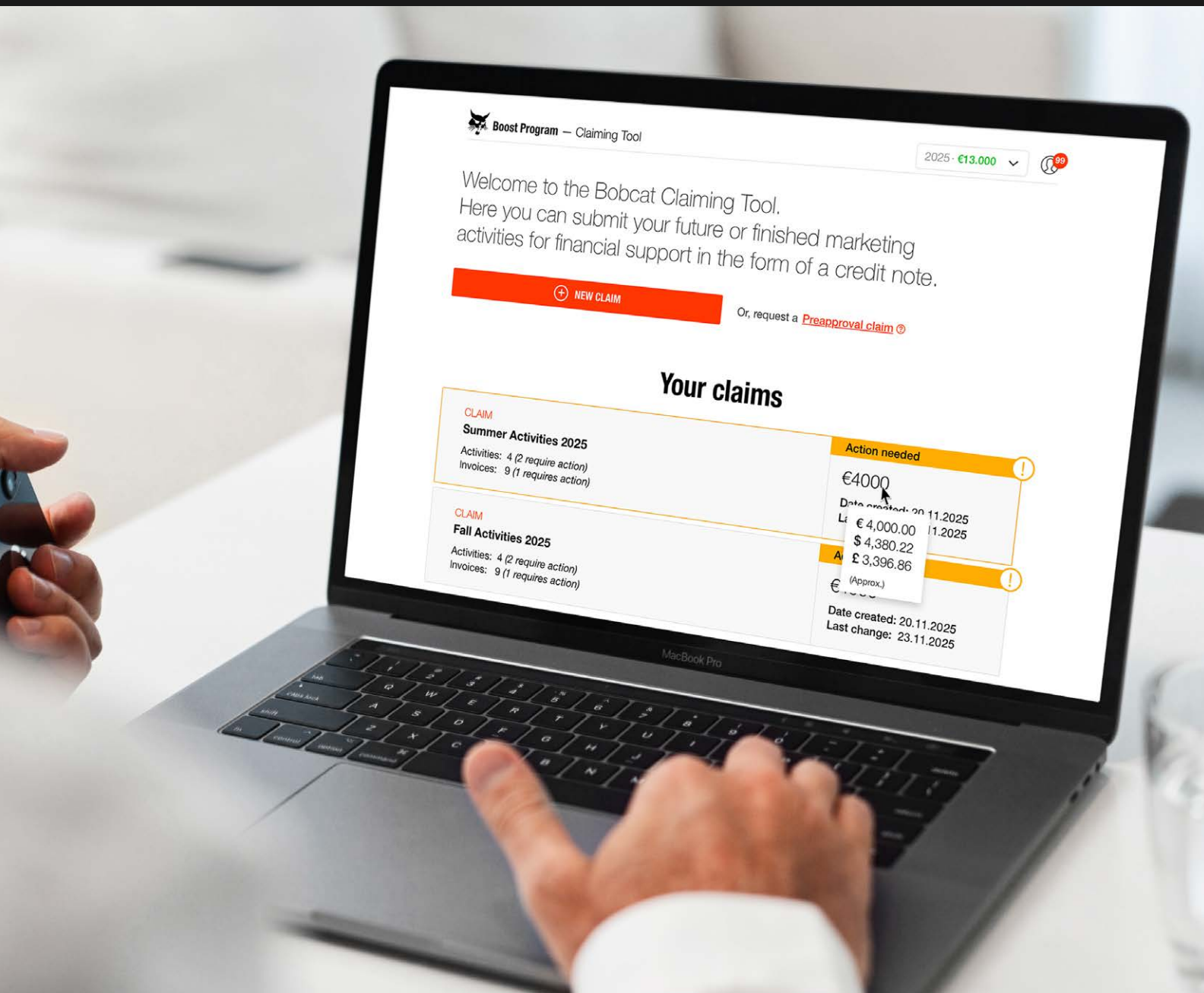


# Bobcat

*One Tough Animal*

# BOOST PROGRAM

2025 RULES AND POLICIES



## ► IMPORTANT

Doosan Bobcat EMEA (DBEM) is known for industry-leading compact equipment. We offer a Boost program as part of our commitment to the dealer network. This Boost program is one of the ways Bobcat provides our dealers with the extra resources needed to succeed in an extremely competitive marketplace.

The Boost program gives each of its dealers an annual budget of Boost that **can be used as financial assistance toward eligible dealer marketing and advertising activities each year**. To receive the maximum reimbursement for Boost claims, dealers must be compliant with all rules and policies as stated in this guide.

Please read these rules and procedures carefully. Noncompliance will result in the rejection of Boost claims by DBEM at its sole discretion. Be advised that DBEM also reserves the right at its sole discretion to deny any otherwise eligible Boost claims that, in its opinion, may depict an undesirable or adverse impression of the Bobcat brand including, but not limited to, unsafe and inappropriate use of Bobcat equipment.

These rules and policies should be shared with all dealer staff who plan and/or administer your marketing and advertising efforts. For questions regarding eligible media types, marketing/advertising materials, or related policies, dealers should contact the Boost team at [bobcatboost@doosan.com](mailto:bobcatboost@doosan.com) for a further explanation of the rules and policies in this document.

**DBEM reserves the right to use any promotional materials submitted in the Claiming Tool for marketing purposes.**

**These rules and policies supersede any previously issued guidelines.**

DBEM reserves the right to terminate this program at any time. The English version of the Boost Program Rules and Policies 2025 is the sole official and binding version. Any translation provided is for convenience purposes only.

# TABLE OF CONTENTS

## I. ANNUAL BOOST BUDGET

- ANNUAL BUDGET ALLOCATIONS
- NEW DEALER BUDGET
- DEALER FACILITY BRANDING
- MID-YEAR BOOST BUDGET CHECK-UP

## II. BOOST CLAIM AND REIMBURSEMENT PROCEDURE

- BOOST CLAIM SUBMISSION DETAILS
- CLAIM SCHEDULE & DEADLINE
- BOOST CLAIMING TOOL
- BOOST CLAIMS REIMBURSEMENT
- PROOF OF EXECUTION
- CURRENCY EXCHANGE RATES

## III. BOOST ELIGIBLE ITEMS & CLAIM DOCUMENTATION

- MANDATORY ITEMS FOR MARKETING AND ADVERTISING
- LIST OF ELIGIBLE ACTIVITIES
- LIST OF INELIGIBLE ACTIVITIES

## IV. THE MOST COMMON MISTAKES

# I. ANNUAL BOOST BUDGET

Each year, dealers are allocated a Boost budget which is available to use for eligible marketing and advertising activities. Boost budgets are provided to support dealers' requirements for adequate marketing promotion. The usage of these budgets is periodically reviewed by the Boost team to assess dealer engagement with marketing and advertising activities toward these requirements. Boost budgets can be subject to adjustments and DBEM reserves the right to reduce a dealer's Boost budget or suspend the program at any time during the course of the budget year at its sole discretion. **Boost budget is a subject to availability.**

## ► 1. ANNUAL BOOST BUDGET ALLOCATIONS

The annual budget allocation will be calculated on the basis of the dealer's sales performance in the previous year.

Dealers are requested to include their marketing activities in the Marketing plan, which needs to be signed by their District Manager. Additional budget can be requested within this plan.

**If base budget (based on yearly sales revenue) falls into less than 2000 EUR category, eligibility to claim is a subject to claiming in previous year. If base budget falls into less than 1000 EUR category, dealer is not permitted to claim in the next season.**

### IMPORTANT

- The final approved budget will be displayed in the Boost Claiming tool.
- DBEM will allocate a new budget to dealers for every calendar year.
- **Any unused funds from a previous year's budget are not carried forward into a new year.**
- Make sure your claims are regular within the season and fall in the right quarters. Cumulative claiming at the end of the year may be restricted due to the Mid-year Boost check-up. (See point 4)

## ► 2. NEW DEALER BUDGET

If a new dealer is established after the beginning of a new Boost budget year, the Boost funds will be allocated upon notice that the new dealer is ready to begin marketing and advertising activities. **New dealer will be allocated a budget based on their forecasted yearly sales.**

## ► 3. DEALER FACILITY BRANDING

If a dealer opens a new branch of their dealership, they may request additional Boost budget for facility branding (Bobcat brand only) of up to 5000 €.

## ► 4. MID-YEAR BOOST BUDGET CHECK-UP

The Boost team conducts a mid-year check-up to encourage the use of Boost funds throughout the year. **Dealers who have used no Boost funds at the time of this check-up put any remaining budget balance at risk of reduction or complete removal of budget.**

# II. BOOST CLAIM AND REIMBURSEMENT PROCEDURE

## ► 1. BOOST CLAIM SUBMISSION DETAILS

With approved and processed Boost claims, Bobcat will credit the dealer's account for 50 percent of the qualified marketing and advertising expenses, provided:

- The dealer's Boost budget has an adequate remaining balance
- The activities are compliant with all other rules and policies

Boost claims must be submitted via the Boost Claim Tools System no later than 15 days after the deadline ([See table on page 4](#)). Supporting proof of execution documentation is required and must be attached to the claim at the time the claim is submitted. **Corrected or additional documentation may be requested by the Boost program administrator.** If you receive a notification to change or update the required documentation, it must be received within 14 days of the notification per the administrator's request.

**IMPORTANT: Claimed amount is to be inserted without VAT. Failure to comply within 14 days will result in the Boost claim being rejected and closed.**

All forms of marketing and/or advertising must comply with the Mandatory Items for Marketing and Advertising. Additional requirements apply on the basis of the specific media type and strategy. These requirements are defined in section III. Marketing and advertising materials can be created by your dealership or outside service providers, but be advised that noncompliance with mandatory items will result in rejected claims.

**It is strongly recommended to receive pre-approval for your marketing materials to avoid a later rejection of your Boost claims.**

*NOTE: An approved pre-approval claim does not guarantee reimbursement. A Boost claim that meets all pre-approval requirements must still be submitted with all the required attachments in order to receive reimbursement.*

## 2. 2025 CLAIM SCHEDULE & DEADLINE

Boost claims should be submitted on a quarterly basis within the program year and will follow the below schedule:

|   | 1 <sup>ST</sup> QUARTER                    | 2 <sup>ND</sup> QUARTER                    | 3 <sup>RD</sup> QUARTER                    | 4 <sup>TH</sup> QUARTER                    |
|---|--|--|--|--|
|   | 1 <sup>ST</sup> JAN – 31 <sup>ST</sup> MAR | 1 <sup>ST</sup> APR – 30 <sup>TH</sup> JUN | 1 <sup>ST</sup> JUL – 30 <sup>TH</sup> SEP | 1 <sup>ST</sup> OCT – 31 <sup>ST</sup> DEC |
| Deadline for claim submission             | 15 <sup>th</sup> of April 2025             | 15 <sup>th</sup> of July 2025              | 15 <sup>th</sup> of October 2025           | 15 <sup>th</sup> of January 2026           |
| Deadline for updating any discrepancies   | 15 <sup>th</sup> of May 2025               | 15 <sup>th</sup> of August 2025            | 15 <sup>th</sup> of November 2025          | 15 <sup>th</sup> of February 2026          |
| Confirmation of refunded amount to dealer | 28 <sup>th</sup> of May 2025               | 31 <sup>st</sup> of August 2025            | 30 <sup>th</sup> of November 2025          | 28 <sup>th</sup> of February 2026          |
| Payment to dealer by credit               | 15 <sup>th</sup> of June 2025              | 15 <sup>th</sup> of September 2025         | 15 <sup>th</sup> of December 2025          | 15 <sup>th</sup> of March 2026             |

\* We reserve the right to extend the payment

## 3. BOOST CLAIMING TOOL

All claims must be submitted through Boost Claiming Tool. The Boost Claiming Tool enables dealers to check the total budget allocation, claim status, and remaining budget amount in real time. Access should be requested from the Boost Team in advance. For contact list click [here](#).

Request for access to Boost Claiming Tool: Send an e-mail to [bobcatboost@doosan.com](mailto:bobcatboost@doosan.com) with your user information:

- Name and Surname
- Doosan Passport ID
- E-mail address registered in the Doosan Passport system

Please read the Boost manual carefully:

[bobcat.click/Bobcat Boost Manual](#)

## 4. BOOST CLAIMS REIMBURSEMENT

The **Boost payment is made in the form of a credit** which will appear on the dealer's account according to the schedule. DBEM will not accept reimbursement when dealers provide services in lieu of payments. Only third-party invoices will be accepted for the documentation of eligible investments.

## 5. PROOF OF EXECUTION

Each dealer **must attach proper proof of execution** documentation to their claim submissions **in order for Boost claims to be processed**. Activities have specific requirements as listed in the following sections.

## 6. CURRENCY EXCHANGE RATES

DBEM will announce currency exchange rates for every quarter. Claims can be made in DBEM's official currencies – USD, EUR, GBP – as per the current rates below.

Claims in any other currency must be converted to EUR using the official exchange rate table before claiming.

1 USD = 0.85 EUR

1 CZK = 0.04 EUR

1 GBP = 1.16 EUR

1 ILS = 0.25 EUR

1 PLN = 0.24 EUR

1 NOK = 0.08 EUR

1 BGN = 0.51 EUR

1 CHF = 1.07 EUR

1 HUF = 0.0025 EUR

# III. BOOST ELIGIBLE ITEMS & CLAIM DOCUMENTATION

This section describes the specific Boost claim requirements by each eligible media type and/or strategy. All Boost-eligible activities described in this document are subject to the available Boost budget.

## ▶ 1. MANDATORY ITEMS FOR MARKETING AND ADVERTISING

Marketing and advertising materials must not violate any of the following terms:

### ADVERTISE BOBCAT PRODUCTS EXCLUSIVELY

Advertising & branding must be 100% Bobcat Branded and must include Bobcat logo as defined by Bobcat Brand Guidelines to qualify for reimbursement.

### FOLLOW BOBCAT BRAND STANDARDS AND USE PROPER LOGOS

The Bobcat logo must be prominently featured and brand standards must be followed. The brand standards can be found in the Guideline tab of MediaHub: [bobcat.click/Bobcat Brand Guidelines](https://bobcat.click/Bobcat_Brand_Guidelines)

### CORRECT USE OF BOBCAT PHOTOS AND VIDEOS

Images and videos must be current, must follow safety standards and be appropriate.

### MULTIPLE BRANDS AT FAIR&EVENT

In the event that multiple brands are present at Fair&Event activities, each claim will be individually assessed for the possibility of receiving 25% reimbursement. A floorplan and approximate percentage of Bobcat machines must be provided.

### PRIOR PROVISION OF MARKETING ACTIVITY PLAN

A condition for the possibility to claim within a specific season is the prior provision of a marketing activity plan with a concise breakdown of the planned activities.

### RECEIPT OF PAYMENT FOR BOBCAT APPROVED PARTNERS

For the reimbursement of claims where the supplier is one of the Bobcat approved partners (Graphic House, s.r.o., RVL Digital, s.r.o., Dago Italia SRLS) it is also necessary to provide a receipt of payment.

## 2. LIST OF ELIGIBLE ACTIVITIES



To comply with the Boost Program rules, all marketing activities claimed **must be 100% related to the Bobcat brand** and you must include an invoice for the services. Please make sure to follow the: [bobcat.click/Bobcat Brand Guidelines](#)

|                     | ITEM  | PRE-APPROVAL<br>REQUIRED | PROOF   | ADDITIONAL<br>ELIGIBILITY DETAILS                     |
|---------------------|---|--------------------------|---|---|
| DIGITAL MARKETING   | Social media advertising - Leads Ads, content promotion (Facebook, Instagram, LinkedIn, YouTube, TikTok)    | No                       | Screenshot / Final content design   | Ads must link to pages primarily promoting Bobcat     |
|                     | PPC Ads (Google Ads, RTB or similar systems)  | No                       | Screenshot / Final banner design  | None  |
|                     | Promotion in digital magazine (e.g. PR article)   | No                       | Screenshot / Link   | None  |
|                     | Search Engine Optimization (SEO)  | No                       | Description of the optimization process / Link to the optimized page            | Only for websites primarily promoting Bobcat products |
|                     | Campaign landing pages  | Yes                      | Link to the public landing page / Final page design                             | Must follow the Brand Guidelines                      |
|                     | Customer testimonial video  | No                       | Link to the video   | None  |
|                     | Newsletter marketing  | No                       | Link to the campaign / Final design / Number of recipients                      | Must follow the Brand Guidelines                      |
|                     | Website - General website maintenance and upgrades (Only for single branded dealerships)                    | Yes                      | Final website design Invoice  | Must follow the Brand Guidelines                      |
| OFFLINE ADVERTISING | Promotion in offline newspaper, magazine (e.g. advertisement, PR article)                                   | No                       | Photo / Scan  | Must follow the Brand Guidelines                      |
|                     | Printed direct mailing  | No                       | Photo / Scan / Final design   | Contains references to Bobcat products only           |
|                     | Hand-outs for specific promotion  | No                       | Photo / Scan / Final design   | Specific promotion, sales event, actional offer       |
|                     | Billboards  | Yes                      | Final billboard design / Photo of placement / Rental contract                   | Production charges are also eligible for claims       |
|                     | TV  | Yes                      | Description of media buy (specs) and video file that shows the ad or transcript | TV ad must refer to Bobcat products only              |
|                     | Radio spot and digital music channels (Spotify etc.)  | No                       | Description of media buy (specs) and audio file that shows the ad or transcript | Spot must refer to Bobcat products only               |
| FAIR & EVENT        | Renting space at a fair or event (Claims must include basic information of the event: name, date, location) | No                       | Photos / Rental contract  | None  |
|                     | Display materials for event (e.g. banners, signs)   | No                       | Photos  | Must follow the Brand Guidelines                      |
|                     | Online or printed materials for promotion of the event  | No                       | Photos / Final design   | Event related materials only                          |
|                     | Bobcat-branded tents, furniture etc. for fairs and events must be branded from production                   | Yes                      | Photos  | Must follow the Brand Guidelines                      |
|                     | Bobcat roadshow truck ( <a href="#">Terms &amp; Conditions</a> )  | No                       | Photos  | ( <a href="#">Terms &amp; Conditions</a> )            |
|                     | Bobcat branded give-away items – not meant for sale. Maximum 20% of the budget                              | Yes                      | Photos / Photos of distribution at the fair                                     | None  |

|          |   |     |  |                                  |
|----------|---|-----|--|----------------------------------|
| FACILITY | All Facility branding items purchased from an approved provider ( <a href="http://bobcat-signage.com">bobcat-signage.com</a> )                | No  | List of purchased items  | Must follow the Brand Guidelines |
|          | Pre-approved facility branding project  | Yes | Final design of the facility branding before ordering            | Must follow the Brand Guidelines |
|          | Service car branding  | Yes | Final design   | Must follow the Brand Guidelines |
| OTHERS   | Translations of official materials (e.g. brochures, videos) into languages other than English, French, German, Italian, Spanish and Dutch     | Yes | Translated documents / Official offer or cost estimate / Invoice | None                             |
|          | External customer database purchase   | No  | Contract / Number of purchased contacts                          | None                             |
|          | Sponsorship and Community Service Activity – support your local community. Bobcat brand visibility must be ensured. Maximum 20% of the budget | Yes | Photos   | None                             |

### 3. LIST OF INELIGIBLE ACTIVITIES

| CATEGORY            | ITEM   |
|---------------------|--|
| DIGITAL MARKETING   | <ul style="list-style-type: none"> <li>• Ads including non-Bobcat products</li> </ul>  |
| OFFLINE ADVERTISING | <ul style="list-style-type: none"> <li>• Ads including competitors' machines</li> </ul>  |
| FAIRS & EVENTS      | <ul style="list-style-type: none"> <li>• Energy costs</li> <li>• Transport</li> <li>• Travel costs</li> <li>• Merchandise, Clothing</li> <li>• Catering costs</li> <li>• Non-branded tents</li> <li>• Tickets</li> </ul> |
| FACILITY BRANDING   | <ul style="list-style-type: none"> <li>• Dealer's own branded items</li> <li>• Give-away items</li> </ul>  |

## ▶ THE MOST COMMON MISTAKES DEALERS MAKE IN THE BOOST PROGRAM AND HOW TO AVOID THEM

### CLAIMING ACTIVITY

#### 1. INCOMPLETE INFORMATION WHEN MAKING A CLAIM

When submitting your claim, make sure to refer to the [bobcat.click/Bobcat\\_Brand\\_Guidelines](https://bobcat.click/Bobcat_Brand_Guidelines) for an overview of all the required information.

#### 2. CLAIMING PERIODS DO NOT MATCH THE BOOST TIME PERIOD

Make sure that the activities which you are claiming fall within the corresponding claiming period. For example – if a marketing activity took place in April, you should claim it in the claiming period covering April. Please note that the Boost Program's quarters are not the same as calendar year quarters.

#### 3. ENTERING MULTIPLE CLAIMS FOR THE SAME ACTIVITY AND/OR INVOICE

Make sure to keep track of your claims to avoid duplicates.

#### 4. AFTERMARKET MARKETING ACTIVITIES

Unfortunately Aftermarket activities are currently not supported through the Boost Program.

### INVOICING

#### 1. UPLOADING UNRELATED OR INCORRECT FILES IN THE INVOICE SECTION

Please pay attention when uploading documents for your claim. Important reminder: prices must be included without VAT.

#### 2. ENTERING A DIFFERENT TOTAL TO BE CLAIMED THAN WHAT'S ON THE INVOICE(S)

Make sure that the amount you are claiming matches the invoice.

#### 3. CLAIMING THE WRONG AMOUNT FOR DUAL-DEALER ACTIVITIES

Remember that when claiming an activity in cooperation with another dealer, you can only claim 25% of the costs (as opposed to 50% for single dealer activities).

## FOR CONTACT LIST CLICK

▶ [HERE](#)