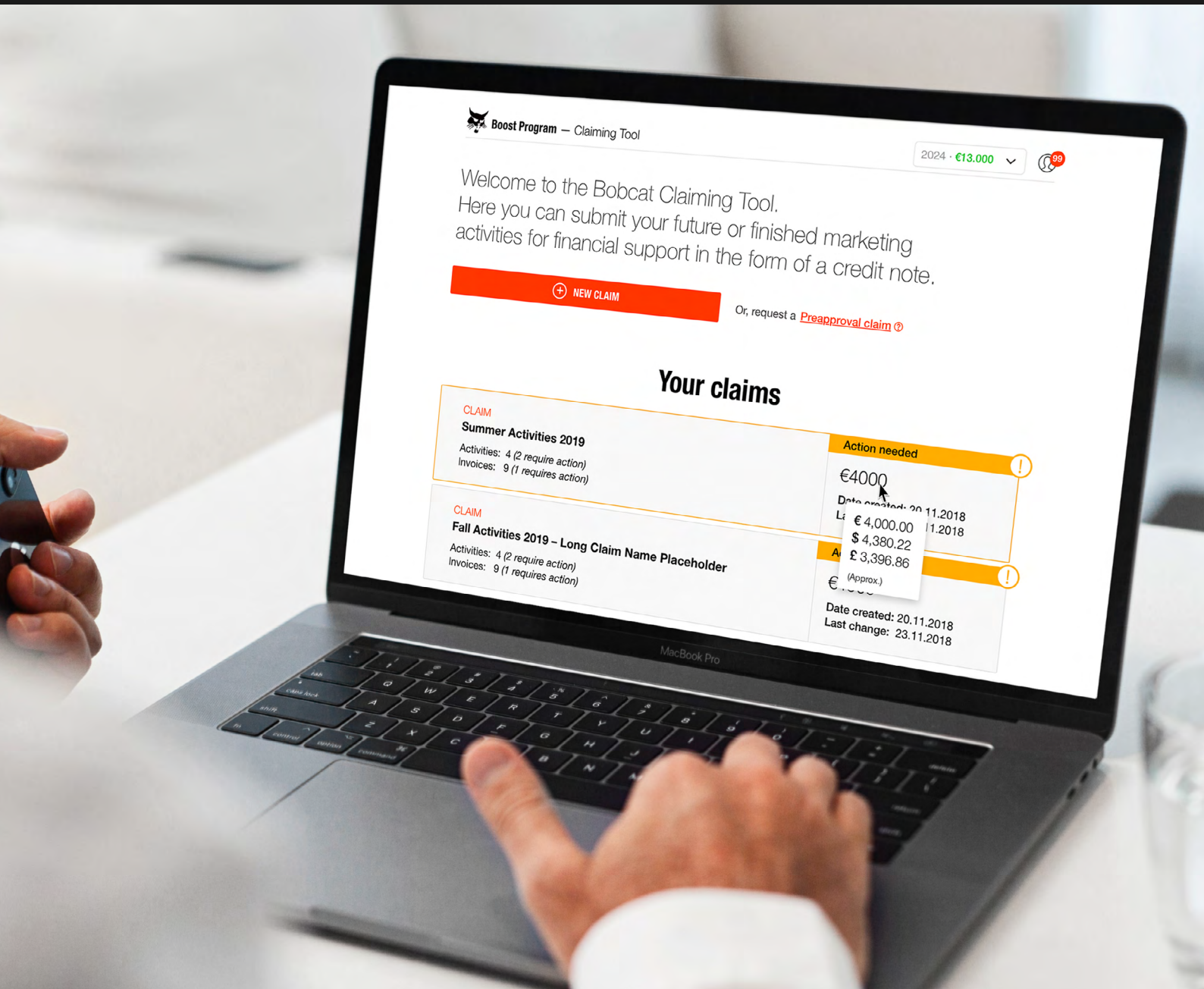


# BOOST PROGRAM

## 2024 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 2024 is the sole official and binding version. Any translation provided is for convenience purposes only.

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# 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.

## ▶ 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 the dealer fails to share and plan marketing activities in advance, the budget can be decreased to a 1000€ minimum.**

### 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.

## ▶ 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.

## ▶ 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.

# 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.

**Claimed amount is to be inserted without VAT.** 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.**

**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 outside materials to avoid a later rejection of your Boost claims, but this is not mandatory.

*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. 2024 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 2024	15 <sup>th</sup> of July 2024	15 <sup>th</sup> of October 2024	15 <sup>th</sup> of January 2025
Deadline for updating any discrepancies	15 <sup>th</sup> of May 2024	15 <sup>th</sup> of August 2024	15 <sup>th</sup> of November 2024	15 <sup>th</sup> of February 2025
Confirmation of refunded amount to dealer	28 <sup>th</sup> of May 2024	31 <sup>st</sup> of August 2024	30 <sup>th</sup> of November 2024	28 <sup>th</sup> of February 2025
Payment to dealer by credit	15 <sup>th</sup> of June 2024	15 <sup>th</sup> of September 2024	15 <sup>th</sup> of December 2024	15 <sup>th</sup> of March 2025

## 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.

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](http://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 = 0.92 EUR	1 CZK = 0.04 EUR
1 GBP = 1.17 EUR	1 ILS = 0.25 EUR
1 PLN = 0.23 EUR	1 NOK = 0.09 EUR
1 BGN = 0.51 EUR	1 CHF = 1.02 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](http://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.

## 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](https://bobcat.click/Bobcat_Brand_Guidelines)

	ITEM	PRE-APPROVAL REQUIRED	PROOF
DIGITAL MARKETING	Social media advertising - Leads Ads, content promotion (Facebook, Instagram, LinkedIn, YouTube, TikTok)	No	• Screenshot / Final content design
	PPC Ads (Google Ads, RTB or similar systems)	No	• Screenshot / Final banner design
	Promotion in digital magazine (e.g. PR article)	No	• Screenshot / Link
	Search Engine Optimization (SEO)	No	• Description of the optimization process / Link to the optimized page
	Campaign landing pages	Yes	• Link to the public landing page / Final page design
	Customer testimonial video	No	• Link to the video
	Newsletter marketing	No	• Link to the campaign / Final design / Number of recipients
	Website - General website maintenance and upgrades (Only for single branded dealerships)	Yes	• Final website design • Invoice
OFFLINE ADVERTISING	Promotion in offline newspaper, magazine (e.g. advertisement, PR article)	No	• Photo / Scan
	Printed direct mailing	No	• Photo / Scan / Final design
	Hand-outs for specific promotion	No	• Photo / Scan / Final design
	Billboards	Yes	• Final billboard design • Photo of placement • Rental contract
	TV	Yes	• Description of media buy (specs) and video file that shows the ad or transcript
	Radio spot and digital music channels (Spotify etc.)	No	• Description of media buy (specs) and audio file that shows the ad or transcript
FAIR & EVENT	Renting space at a fair or event (Claims must include basic information of the event: name, date, location)	No	• Photos / Rental contract
	Display materials for event (e.g. banners, signs)	No	• Photos
	Online or printed materials for promotion of the event	No	• Photos / Final design
	Bobcat-branded tents, furniture etc. for fairs and events must be branded from production	Yes	• Photos
	Bobcat roadshow truck ( <a href="#">Terms &amp; Conciditons</a> )	No	• Photos
	Bobcat branded give-away items – not meant for sale. Maximum 20% of the budget	Yes	• Photos / Photos of distribution at the fair

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

### ▶ 3. LIST OF INELIGIBLE ACTIVITIES

CATEGORY	ITEM
<b>DIGITAL MARKETING</b>	<ul style="list-style-type: none"> <li>Ads including non-Bobcat products</li> </ul>
<b>OFFLINE ADVERTISING</b>	<ul style="list-style-type: none"> <li>Ads including competitors' machines</li> </ul>
<b>FAIRS &amp; EVENTS</b>	<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> </ul>
<b>FACILITY BRANDING</b>	<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).



# TWO SPECIAL INCENTIVES FOR H1 2024: PRODUCT AND BRAND PROMOTION

To give you a better chance to join Bobcat Boost special incentives, we decided to run **2 parallel incentives for the whole first half of 2024**.

In the first half of 2024, we would like you to focus on 2 main topics:  
**Product and Brand.**

## ▶ PRODUCT-FOCUSED SPECIAL INCENTIVE

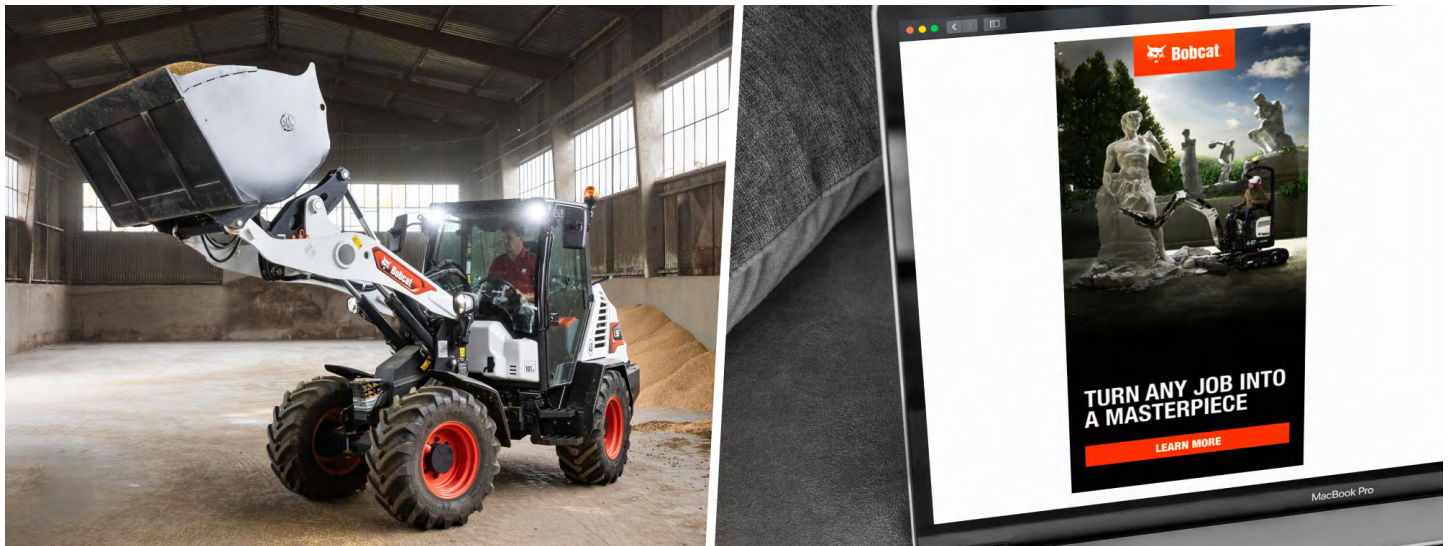
Promote Compact Wheel Loaders and/or Telehandlers  
– **500€ additional budget**

- Eligible for both online and offline promotion
- Must include CWL and/or TLS only to be eligible for extra budget

## ▶ BRAND-FOCUSED SPECIAL INCENTIVE

Improve Bobcat Brand representation on your facility and/or website – **500€ additional budget**

- Change outdated photos on your website, create new visuals, get new banners for your facility, and more
- General website updates are not eligible
- Pre-approval needed
- Before and after screenshots are needed



Dealers can use both of these special incentives at the same time, but only up to the maximum amount specified for each incentive (i.e. maximum of 1000€ for both activities combined – maximum 500€ per incentive).

If you would like to claim support for this special incentive, make sure to add the note **“ADDITIONAL INCENTIVE”** in the description when **entering your claim in the Claiming Tool**.

**FOR MORE INFORMATION, CONTACT THE BOOST TEAM AT**

**▶ [bobcatboost@doosan.com](mailto:bobcatboost@doosan.com)**