

Our partnership program

We at HDDMS understand how important it is to combine quality products, competitive price and well-established network of partners to be able to reach our clients effectively. For this reason we build, clear and transparent partnership, based entirely on the principle of mutual benefit. We know, that each partnership must be established on a win - win situation. That is why our partners must be highly motivated, working for its prosperity firms building large client base for ourselves and our products.

Our Partnership Program is based on the following principles:

- Consistently high quality of our products;
- Competitive pricing, considering the conditions of each market;
- Good partners, who provide all necessary assistance to our customers, because we know that loyal customers are the base of any good business;
- Clear and transparent conditions, which enable our partners to plan and develop their business as they desire;
- Opportunity for each partner to establish and achieve the best selling conditions, relying entirely on our support.
- Fate that partnership is not just business, as business is done by people.

To welcome you in the great family of HDDMS, you do not have to be an expert in entrance cleaning systems. Our partnership program takes into account the specifics of each business, which allows you to expand your product portfolio and gain new customers as our partner.

Our Partnership Program identifies four main types of partnerships:

- Bronze Partnership
- Silver Partnership
- Gold Partnership
- Premium partnership

Bronze partnership

Our Bronze partners are companies which have contact with construction, building materials - e.g. flooring materials, doors, etc., which can not plan their annual sales of entrance mats, as it is not their main priority. They offer, or want to offer entrance matting to complement their product portfolio.

If you see yourself in this category it is important, considering your financial interest, to spend time and money to train motivated salesmen who offer our products. Acquiring the required minimum set of samples, catalogs and other marketing materials, with well trained sales staff, you are ready to win new customers and grow your businesses.

Our gold and premium partners will provide you with additional assistance - combination of shipments, processing orders, references, installation and more.

For more information, see the **comparison table**.

Silver Partnership

Our Silver partners are companies working in the construction and building renovations. They are actively working on projects, but also supermarkets, which have large customer base. They are able to offer aggressively our products, even to have HDDMS mats specified in the projects. These partners can evaluate the potential of our products and plan their annual sales.

To obtain the status of our silver partner you need to plan an annual turnover of over € 10,000 EXW. For every 6 months your sales must not be less than € 4,000. Reaching a turnover of over € 25,000 you automatically become a Gold Partner. We supply you with the necessary samples, catalogs and other promotional materials, as well as the training needed for your sales staff. We advertise you and your sales point locations on our web site by adding direct links to your corporate web site and e-mail. As a Silver partners you can benefit from our strict Project Protection Policy.

For more information, see the **comparison table**.

Gold partnership

Our Gold partners are companies working in the construction and building renovations. They are actively working on projects, but also supermarkets, which have large customer base. They are able to offer aggressively our products, even to have HDDMS mats specified in the projects. These partners can evaluate the potential of our products and plan their annual sales

To obtain the status of our Gold partner, you should plan an annual turnover, of EXW prices, of over € 25,000. For every 6 months your sales must not be less than € 10,000. We supply you with the necessary samples, catalogs and other promotional materials, as well as the training needed for your sales staff. We advertise you and your sales point locations on our web site by adding direct links to your corporate web site and e-mail. As a Gold partners you are included in our strict Project Protection Policy.

We also give you the opportunity to serve our Bronze partners, followign strictly our price policy, which protects your intersts. Furthermore, we refer to you sales leads from customers in your region. And your biggest advantage: you can gain access to our HD Instant Mat program, achieving the status of our Premium partners. That way you will be able to offer almost instant delivery to your customers, which will give you the biggest market advantage - Fast Delivery.

For more information, see the **comparison table**.

For more information, check out our **HD Instant Mat Program**.

Premium partnership

Our Premium partners are proven Gold partners, who are ready to accept commitment to serve a particular region, agreed with us. They are obliged to develop the market, to build up and protect HDDMS brand in their region, as well as to send us feedback from the market. Premium partners benefit from all the advantages of our HD Instant Mat Program, which allows them to assemble and deliver entrance mats in any desired size, practically immediately! We mark them on our website with additional Fast Delivery Sign. To Premium Partners we forward all urgent requests from other partners, as well as sales leads, with priority.

For more information, see the **comparison table**.

For more information, check out our **HD Instant Mat Program**.

Comparison table

	Bronze	Silver	Gold	Premium
Requirements				
To reach annual turnover, EXW in Euro	-	> 10 000	> 25 000	> 25 000
To actively specify HDDMS products in projects	-	yes	yes	yes
To promote HDDMS products in own website	-	yes	yes	yes
To serve specific region	-	-	-	yes
To protect our intellectual property and brand	-	-	-	yes
To monitor the regional market and to provide feedback	-	-	-	yes
Benefits				
Price advantages	*	**	***	****
Receive volume discounts	-	-	-	yes
Special project prices	-	yes	yes	yes
Participate in our project protection program	-	yes	yes	yes
Receive sales leads	-	-	yes	yes
Marketing support	-	2.00%	2.00%	2.00%
Option to serve our Bronze and Silver partners	-	-	yes	yes
Access to our HD Instant Mat program	-	-	-	yes
Promoted on our web site	-	yes *	yes **	yes ***
Promoted with Fast delivery sign	-	-	-	yes

HD Instant Mat Program

This is our exclusive product program, which consists of packages of fully completed profiles, used in all our HD entrance matting systems. Furthermore, it contains all the necessary accessories, extra materials and tools for assembly. The profiles are supplied in 2 standard lengths - 2.70m and 5.42m, prepacked in standard packages.

See the description of some of the packages:

1. Starter HD Instant Mat package

Contains limited quantities of all profiles, plus any additional materials, supplies, tools and devices to start their assembly.

2. Standard HD Instant Mat packages of profiles

Packages are available in 2 standard lengths, each containing profiles of one type of insert.

3. Packages of standard size mats of the series, which require special equipment for their production, such as HD DUO. The dimensions are chosen in a way to assemble any size, in 10cm increments - with minimum cut outs.

4. Mobile HD Instant Mat Package

By mid 2012 the program we will add our HDIM Mobile Package, which is a set of assembly tables and instruments, suitcases with supplies and accessories, as well as profile holders, specially prepared for installation in the roof of cars and vans. This package allows you to equip your assembly vehicle, from which to produce and install the mat "On Client's Site". This package revolutionizes the way of delivery of entrance mats. Instead of measuring - order - manufacturing - delivery - installation, taking sometimes weeks, you finalize the deal in a move within up to 1 hour, while writing the invoice.

With this product program, you dramatically shorten delivery times, because you already are a producer. You also win new customers, who have been previously lost due to long delivery times. The optimization of costs affects positively your profit margins. All this in addition to the increased number of customers. Your profit is under your control!