

QUALITAIL OFFERS & PROMOTIONS POLICY

Last Updated: 01 August 2026

This Offers & Promotions Policy forms an integral part of the **Qualitail Retailer Buying Terms & Conditions** and applies to all promotional programmes, schemes, offers, rewards and marketing initiatives made available through the Qualitail Platform.

1. Purpose

This Policy outlines the terms governing promotional offers, trade schemes, discounts, rewards, incentive programmes and other promotional initiatives introduced by Qualitail from time to time.

Participation in any offer or promotion constitutes acceptance of this Policy together with the applicable terms of the relevant promotion.

2. Promotional Programmes

Qualitail may introduce one or more of the following promotional programmes from time to time:

- Product Discounts
- Trade Schemes
- Retailer Incentives
- Quantity-Based Offers
- Combo Offers
- Introductory Launch Offers
- Seasonal Promotions
- Consumer Engagement Campaigns
- Display & Merchandising Incentives
- HORECA Supply Opportunities
- Direct-to-Consumer (D2C) Campaigns
- Loyalty & Reward Programmes
- Referral Programmes
- Free Saleable Goods Programmes
- Any other promotional initiative introduced by Qualitail.

Participation in any programme shall be subject to the applicable terms governing that programme.

3. Eligibility

Eligibility for any promotional programme may depend on factors including:

- Retailer Membership status;
- Product category;
- Participating manufacturer or brand;
- Purchase quantity or value;
- Campaign duration;

- Geographic territory;
- Sales performance;
- Payment compliance; or
- Any other eligibility criteria applicable to the relevant promotion.

Not every Retailer, Product or transaction will qualify for every promotional programme.

4. Promotional Period

Every offer or promotional programme shall remain valid only for the period specified by Qualitail.

Unless expressly stated otherwise, no promotion shall apply before its commencement or after its expiry.

5. Promotional Benefits

Promotional benefits may include, without limitation:

- Trade discounts;
- Additional retailer margins;
- Free saleable goods;
- Cashback;
- Credit adjustments;
- Product upgrades;
- Promotional merchandise;
- Display support;
- Marketing assistance;
- Consumer awareness campaigns;
- Reward points;
- Business development incentives; or
- Any other commercial benefit offered by Qualitail.

The nature and extent of promotional benefits shall vary depending on the applicable programme.

6. Manufacturer-Sponsored Promotions

Certain promotions may be funded, sponsored or supported by participating manufacturers or brands.

Such promotions shall remain subject to the respective manufacturer's commercial programme, product availability and applicable terms.

Qualitail acts only as the facilitator of such promotional programmes unless expressly stated otherwise.

7. Redemption & Settlement

Promotional benefits, where applicable, may be provided through:

- Free Products;
- Credit Notes;
- Invoice Adjustments;

- Additional Product Supply;
- Promotional Materials;
- Marketing Support; or
- Any other commercially appropriate settlement method.

The applicable method shall depend upon the relevant promotional programme.

8. Modification or Withdrawal of Promotions

Qualitail may introduce, modify, extend, suspend or withdraw any promotional programme at any time based on business, commercial, operational or manufacturer requirements.

Such changes shall apply prospectively and shall not affect promotional benefits already earned by a Retailer prior to the effective date of the change, unless the relevant promotional programme expressly provides otherwise.

9. Misuse of Promotions

Qualitail reserves the right to reject, suspend or recover any promotional benefit where it reasonably believes that:

- false information has been provided;
- purchases have been manipulated solely to obtain promotional benefits;
- fraudulent activity has occurred;
- Products have been returned contrary to the applicable programme terms;
- payment obligations have not been fulfilled; or
- any misuse of the promotional programme has occurred.

Qualitail may suspend a Retailer's participation in future promotional programmes where misuse is reasonably established.

10. No Cash Alternative

Unless expressly stated under the applicable promotional programme, promotional benefits shall not be:

- exchanged for cash;
- transferred to another Retailer;
- assigned to any third party; or
- redeemed outside the applicable promotional programme.

11. Promotional Errors

Qualitail reserves the right to correct any typographical, pricing, calculation or system error relating to any promotional programme.

Where a promotional benefit has been incorrectly displayed, calculated or applied due to an obvious error, Qualitail may revise or withdraw the affected benefit after notifying the Retailer.

12. Relationship with Other Policies

This Policy shall be read together with:

- Qualitail Retailer Buying Terms & Conditions;

- Payment & Credit Policy;
- Return & Replacement Policy; and
- Delivery Policy.

Where any promotion provides specific commercial benefits that differ from this Policy, the terms of the relevant promotional programme shall prevail only to the extent of such difference.

13. Changes to this Policy

Qualitail may revise this Policy from time to time to reflect commercial, operational or regulatory requirements.

The latest version published by Qualitail shall apply to future promotional programmes.

Continued participation in promotional programmes constitutes acceptance of the revised Policy.

14. Contact Us

For any queries relating to offers, promotions or promotional benefits, Retailers may contact Qualitail through its designated communication channels.