



## **PPG PLATINUM DISTRIBUTOR ADVANTAGE** **CANADA PROGRAM OUTLINE**

### **PLATINUM APPRECIATION (PPG STOCK) – 0.45% of Total Purchases<sup>1</sup>**

- Payout – Bi-annually in April and August
- Calculation – (Total Purchases)\*(0.45%)
- Qualifications – Meet the contractual requirements outlined in the Platinum Distributor Agreement

### **PLATINUM FUNCTIONAL ADVANTAGE – Rebate 1.5% of Total Purchases<sup>1</sup>**

- Payout – Paid monthly, one month in arrears.
- Calculation – (Total Purchases)\*(1.5%)
- Qualifications – Meet the contractual requirements outlined in the Platinum Distributor Agreement

### **PLATINUM PLUS ADVANTAGE – Rebate 1.25% of Paint Purchases<sup>2</sup>**

- Payout – Paid annually in Q1 2025 to distributors who meet the qualifications below.
- Calculation – (Paint Purchases)\*(1.25%)
- Qualifications – Meet the contractual requirements outlined in the Platinum Distributor Agreement and meet the milestones below:
  1. Exceed prior year total Paint Purchases, on a corporate-wide basis, by at least 11%
  2. **Complete purchase forecast via Platinum Progress within the business plan section, by the last day of the previous quarter.**
    - Q2 2024 Due: March 31, 2024
    - Q3 2024 Due: June 30, 2024
    - Q4 2024 Due: September 30, 2024
    - Q1 2025 Due: December 31, 2024
  3. **Attain quarterly purchase target, defined in Platinum Progress. Calculated as 75% of full year target paint purchases divided evenly by quarter cumulatively ending the year at 100% of growth target.**

### **PPG PLUS ASSOCIATED PRODUCTS (“AP”) – Rebate 5.00% of PPG AP Purchases<sup>3</sup>**

- Payout – Paid annually in Q1 2025 to distributors who meet the qualifications below.
- Calculation – (PPG AP Purchases)\*(5%)
  1. Qualifications – Exceed prior year PPG-branded AP and other AP purchases by 5%



**PPG PLATINUM PREMIER™ ADVANTAGE – Rebate 0.50% of Total Purchases<sup>1</sup>**

- Payout – Paid annually in Q1 2025 to distributors who meet the qualifications below.
- Calculation – (Total Purchases)\*(0.50%)
- Qualifications – Meet the contractual requirements outlined in the Platinum Distributor Agreement and meet the milestones below:
  1. Yearly purchases of \$250,000
  2. **Report year over year % PPG paint sales out performance quarterly for via Platinum Progress within the business plan section.**
  3. **Report PPG paint inventory level (High, Normal, Low) quarterly via Platinum Progress within the business plan section.**
  4. **SEM®**
    - **15% growth of SEM® purchases vs. 2023 (Purchases include those purchased directly from SEM® or any WD)\*\***
    - **Each distributor store location must purchase and sell one SEM® Cabinet (Part #70080) Purchase can be directly from SEM® or WD. The SEM® Cabinet contains a sample of SEM® key products and represent a shop conversion to SEM®**
    - **Purchase 5 GLADIATOR™ XC Matte Extreme Coating kits (Part #56650 (black) or 56670 (tintable). Purchase can be directly from SEM® or WD.**
    - **A representative must attend a SEM® product training class at Rock Hill, SC or a local BDC in 2023 or 2024**
  5. **PPG MOONWALK™ mixing system–1 Moonwalk at a customer or distributor location (signed contract)**

**END OF YEAR ADVANTAGE – Rebate 1% of Paint Purchases<sup>2</sup>**

- Payout – Paid annually in Q1 2025 to distributors who meet the qualifications below.
- Calculation – (Paint purchases)\*(1%)
- Qualifications – Meet the contractual requirements outlined in the Platinum Distributor Agreement and meet the milestones below:
  1. Complete the Profit Planning Survey by March 31
  2. Complete and review a business plan with the PPG TM & CTM by May 1
  3. Certified DTR Verification via Platinum Progress Forms & Reports section- Distributor Technical Representative (DTR) Certification – Have one person on staff become a certified DTR by completing both the DTR exam from the PPG KNOWLEDGE COLLEGE™ and the hands-on evaluation or complete a field certification for at least one technician.
  4. **Grow SHOPLINE® Volume by 5%**



**COMMERCIAL GROWTH ADVANTAGE –1.00% of Commercial Liquid Paint Purchases<sup>4</sup>**

- Payout – Paid annually in Q1 2025 to distributors who meet the qualifications below.
- Calculation – (Commercial Liquid Paint Purchases)\*(1%)
- Qualifications – Meet the contractual requirements outlined in the Platinum Distributor Agreement and meet the milestones below:
  1. Exceed prior year Commercial Liquid Paint Purchases, on a corporate-wide basis, by at least **11%**
  2. Complete a business plan with the PPG TM & CTM by May 1

**COMPETITIVE SHOP WIN<sup>5</sup> ADVANTAGE – Rebate 0.50% of Paint Purchases<sup>2</sup>**

- Payout – Paid annually in Q1 2025 to distributors who meet the qualifications below.
- Calculation – (Paint Purchases)\*(0.50%)
- Qualifications – Meet the contractual requirements outlined in the Platinum Distributor Agreement and meet the minimum number of Competitive Shop Win Points in the table below:

<b>Competitive Shop Wins<sup>5</sup></b>	
Prior Year Distributor Paint Purchases	Distributor-wide Win Points Required
Up to \$1MM	1
\$1MM - \$2.5MM	3
\$2.5MM - \$4MM	5
\$4MM - \$6MM	7
\$6MM - \$8MM	9
\$8MM - \$10MM	12
Over \$10MM	3-year average sent separately

<b>Collision Shop Value</b>	<b>Point Value</b>	<b>Commercial Yearly Value @ PPG Dist. Cost</b>
<b>Up to \$750K</b>	<b>0</b>	<b>Up to \$35K</b>
<b>\$750-\$1.75MM</b>	<b>1</b>	<b>\$35K-\$80K</b>
<b>\$1.75MM-\$3MM</b>	<b>2</b>	<b>\$80K-\$135K</b>
<b>\$3MM- \$10MM</b>	<b>3</b>	<b>\$135K-\$450K</b>
<b>\$10MM-\$20MM</b>	<b>4</b>	<b>\$450K-\$900K</b>
<b>\$20MM+</b>	<b>5</b>	<b>\$900K+</b>



## Definitions:

1. **“Total Purchases”** – Total PPG invoiced purchases less credits.  
*Excludes SEM<sup>®</sup>, ICR*
2. **“Paint Purchases”** – PPG invoiced liquid purchases of Collision and Commercial paint, less credits. *Excludes – PPG-branded AP, other AP, SEM<sup>®</sup>, ICR, 3M<sup>®</sup>*
3. **“PPG Associated Products (AP) Purchases”** – PPG invoiced purchases less credits of PPG-branded AP and other AP.  
*Excludes – Collision, Commercial, GROW, SEM<sup>®</sup>, ICR, 3M<sup>®</sup>*
4. **“Commercial Liquid Paint Purchases”** – PPG invoiced liquid purchases of Commercial products sold under the AMERCOAT<sup>®</sup>, AQUACRON<sup>®</sup> brand name, as well as CPC, LIC, and Fleet products, less credits.  
*Excludes – Collision, GROW, PPG-branded AP, other AP, SEM<sup>®</sup>, ICR, 3M<sup>®</sup>*
5. **“Competitive Shop Win”** – Competitive Collision shop converted to PPG. Commercial win at least \$35,000 value at distributor annual Commercial Paint Purchases, converted to PPG. All wins must be reported to and qualified by the PPG Territory Manager.  
*Excludes – Certified Distributor Network (CDN)*

**\*\* SEM Purchases-** Purchases must be reported quarterly by the distributor to Rhonda Sutton [rsutton@ppg.com](mailto:rsutton@ppg.com) by the 15<sup>th</sup> of the month following the end of the quarter.