

Official Program Rules

FINAL

We are pleased to announce **Holset Challenge 2025**, a sales growth incentive program for all Holset Distributors in the U.S. and Canada. The program will reward top performing Distributors for competitive growth. Qualifying Holset Distributors will win Travel Awards to attend a trip to Ireland. Winning distributors will be awarded with one trip of eight days (6 hotel nights) for 2 persons each, sharing a room. The trip award includes round-trip air, an inclusive 8 day / 6 night trip to Ireland. Win and you're in!

Here's How It Works

- The program is for a twelve-month period, commencing January 1, 2025 and ending December 31, 2025.
- The award trip is scheduled for May 2026. Final travel dates will be announced soon.
- Holset Distributors will be placed into one of two competition groups – A and B. Grouping is determined by individual/historical performance and growth opportunities to ensure fair competition among the Distributors. There will be two ways to win a trip to Ireland.
 - Award Category 1:** The Distributors with the highest number of Heavy Duty SKUs sold during the program, in their competition group, will win a trip to Ireland.
 - Award Category 2:** The Distributors with largest percentage (%) AOP growth score in their competition group will win a trip to Ireland.
- There will be a total of ten (10) Distributor Travel Awards. The Distributors with the largest percent growth score, in each group, will win the travel award outright. Percent growth scores are calculated by taking your actual sales during the program versus your program growth target number. Distributors have been grouped accordingly:

<u>Competition Group</u>	<u>by AOP Growth Score</u>	<u>by Heavy Duty Units*</u>
Group A	Top 3	Top 3
Group B	Top 2	Top 2

*Please refer to the provided list of Heavy Duty SKUs.

Terms & Conditions

- 2025 program growth targets are based on 1/1/2024 – 12/31/2024 actual sales plus program growth factors.
- Each Distributor will be emailed their personal growth hurdle requirement for the 12-month program period (1/1/2025 – 12/31/2025). Personal growth hurdles are calculated by taking the previous year 12-month period (1/1/2024 – 12/31/2024) plus a growth factor.
- A Holset Challenge 25 Leader Board (providing Heavy Duty Unit Sales growth goal ranking position and AOP percentage scores) will be updated to the program website and emailed to participants in a monthly notification.
- The eligibility requirement for an award trip is that you must first have a minimum score of 100% on the AOP overall growth sales goal. Top scores per competition group wins the trip to Ireland. The top performers in Heavy Duty Unit Sales works the same way as the AOP overall growth sales goal eligibility requirement. You must first reach your minimum Heavy Duty Unit Sales and then top performers who exceed the Heavy Duty Unit Sales Goal by the most units wins the allocated trips to Ireland.
- One (1) travel Award equates to 2 persons, sharing the same guest room accommodations. The maximum number of travel awards a distributor may win is one (1) travel award for two (2) persons. If a Distributor were to win in both categories, growth goal and heavy duty units, Holset will determine which trip category, growth goal or heavy duty units, they will be allocated from.
- If either of the two (2) Distributor competition groups fail to qualify for any/all trips allocated to that group then, Holset reserves the right to allocate those travel awards to other Holset Distributors at their discretion.
- Final program winners will be announced by Wednesday, January 7, 2026
- To finalize the acceptance of earned trips the designated attendees must submit a fully completed online Travel Reservation Form provided by Creative Incentives & Promotions, LLC.
- If you have questions on this promotion please contact:
 - Yuri Penaloza at yuri.penaloza@cummins.com
 - Jen Messersmith at jennifer.messersmith@cummins.com
 - Creative Incentives & Promotions, LLC at jack@creative-incentives.com

Plan now to be a **WINNER** with Holset