

### What is the KONG European Partner Programme?

- Legally approved Selective Distribution system (reselling network) of authorised KONG Partners selected on the basis of objective quality criteria
- This type of agreement is commonly used in other markets, such as Electronics, Fashion, Food Supplements, etc. where high quality standards and / or education are expected.

### What companies are involved?

- All entities who want to sell or distribute KONG.
  - KONG products can only be sold to other authorised businesses (resellers or distributors).
  - Distributors cannot sell to end users (public) unless they also meet the reseller criteria and are authorized as both a distributor & reseller.

### How do I know who is not authorised?

- Please check the list of Authorised Distributors and Authorised Partners published or provided by KONG from time to time.

### Why is this being Introduced?

- To ensure consumers get consistent, high quality service and education to select the right KONG Toy for their dog or cat.
- To further protect the KONG brand and intellectual property rights in this changing retail environment.
- To be able to take more enforceable legal action to stop unauthorised sellers misleading consumers or providing a risky service and to reward resellers that invest in customer education and protection.

### How do I sign up and become Authorised?

- All distributors and resellers apply by emailing: [applyforauthorisation@kongcompany.com](mailto:applyforauthorisation@kongcompany.com)
- Providing distributors and resellers meet the selective criteria, KONG will officially authorise them in writing.

### What happens if an authorised partner then abuses the criteria or supplies unauthorised distributors / resellers?

- KONG will discuss the situation with the authorised partner and take appropriate action. For repeat or serious offenders, loss of privileges and/or supply/authorisation.

### When does this take effect?

- KONG is launching this in Q1 2019.



### What are the Criteria for Distributors ?

- Please see the **Distributor Criteria** for details.
- These include, only supplying authorised partners, ensuring staff have adequate KONG training, following the KONG Brand, IP and marketing guidelines, quality checks, providing reports, having customer support in local languages for countries where customers are actively targeted.

### How does this affect Online Marketplace Stores?

- To sell on Amazon, resellers' Amazon stores need to be specifically KONG approved based on their compliance with the quality criteria.
- Some Marketplaces are totally forbidden, e.g. EBAY, Alibaba, Facebook, Rakuten, cdiscount.com

### My Local Language is not on pack, yet your criteria says not to change the packaging?

- It is the distributor's responsibility to ensure all KONG products meet local country legislation. Where a language sticker is required, KONG will authorise both the sticker and where it is placed on pack for compliancy.

### What are the Criteria for Resellers?

- Please see **the Reseller Criteria**. These include specific 'Bricks' criteria for physical stores and 'Clicks' criteria for selling online.
- For resellers with both a physical store and online sales, both 'bricks' and 'clicks' criteria must be met and both must be authorised.
- This includes, only purchasing from authorised KONG partners, only selling to end consumers or authorised KONG partners, selling KONG Classic & Snacks / Paste range, following the KONG Brand, IP & marketing guidelines, quality control checks, completing the KONG Retail & Enhanced Education training, web search criteria, customer reviews & response process, free returns, having customer support in local languages for countries where customers are actively targeted

### What about Vets & Trainers?

- Vets & Trainers will need to apply. Many won't have the Bricks & Clicks criteria applicable, but educating their customers to the appropriate KONG toy is an essential part of their services.

### Is this legal in All European and UK countries?

- Yes, this is a fully European & UK legally approved programme. It doesn't contravene any EU legislation.

