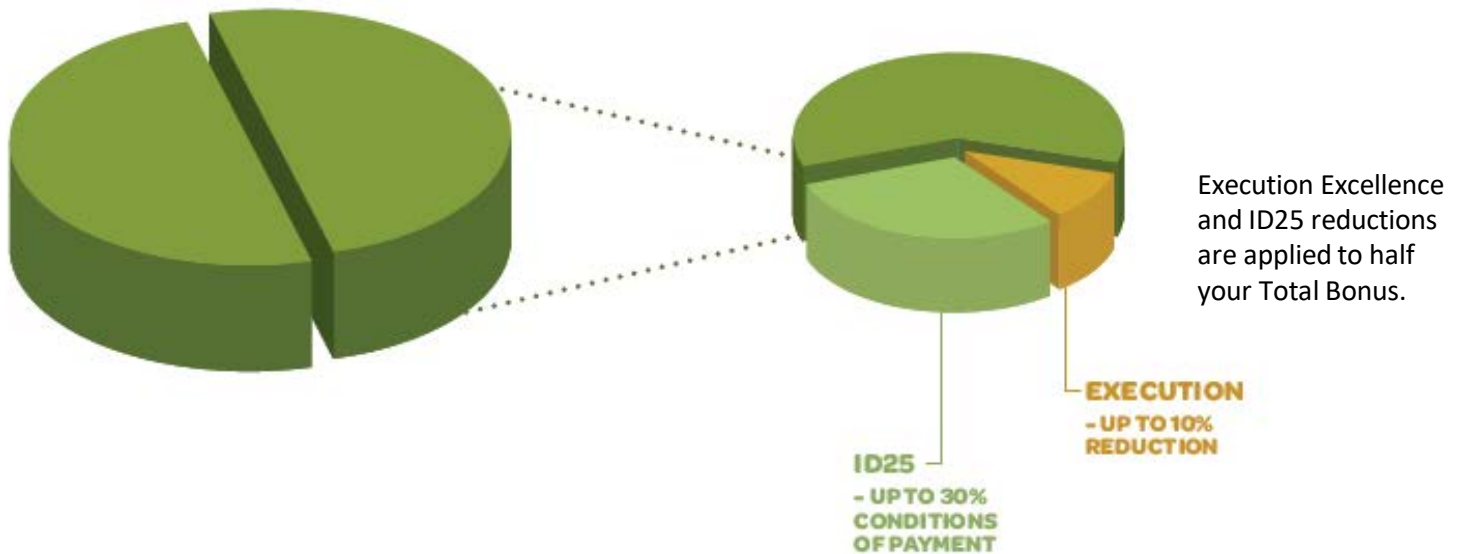




SALES BONUS PROGRAM

MAXIMIZE YOUR BONUS

TOTAL BONUS



Sales Achievement for Full Calendar Year	Bonus %	Total Bonus \$
Over \$1.5M	2.50%	\$37,500+
\$1.25M to \$1,499,999	2.45%	\$30,625 to \$36,750
\$1.1M to \$1,249,999	2.25%	\$24,750 to \$28,125
\$975K to \$1,099,999	2.05%	\$19,988 to \$22,550
\$725K to \$974,999	1.75%	\$12,688 to \$17,063
\$600K to \$724,999	1.50%	\$9,000 to \$10,875
\$475K to \$599,999	1.25%	\$5,938 to \$7,500
\$375K to \$474,999	1.00%	\$3,750 to \$4,750
\$275K to \$374,999	0.80%	\$2,200 to \$2,999
\$200K to \$274,999	0.65%	\$1,300 to \$1,787
\$125K to \$199,999	0.50%	\$625 to \$1,000
\$0 to \$124,999	0%	Not Eligible





MERCHANDISING & EXECUTION STANDARDS

UPDATE: Merchandising and Execution standards including scoring will be reviewed to support new market dynamics as a result of Covid-19.

BCLC will be rewarding retailers who provide our PLAYERS with exceptional retail experience. An exceptional retail experience is when; Pull Tab Vending Machines (PTVM) are full and to planogram, when current lottery point-of-sale (POS) marketing materials are on display, when equipment is working, and when the manager is aware of maintenance protocols.

PULL TABS VENDING (PTVM) MACHINE		
PTVM to Planogram	1 point	PTVM(s) are merchandised as per the planogram.
PTVM Full	1 point	PTVM(s) columns are more than 50% full.
POINT OF SALE MATERIALS		
POS Displayed	1 point	CURRENT MARKETING POS (SST topper and SST cling) AND GAMESENSE POS (PTVM topper) on display.
LOTTERY EQUIPMENT (includes: Altura Lottery Terminal, Player Display Unit, Check-A-Ticket, Keno & Pacific Hold'Em Poker monitors, Pull Tabs Vending Machine and Self-Service Terminal)		
Working or Service Call Placed	1 point	All equipment is working or if any equipment not working, the Retailer has called Lottery Support Hotline.
Preventative Maintenance	1 point	SST/PTVM maintenance guides available on site AND Management is aware of protocols.

HOW IT WORKS

Total 5 points per survey

Execution Excellence will account for **10% of half your total bonus earned**.

Over the calendar year, your BCLC Territory Manager will perform Execution Excellence surveys during their regularly scheduled visits. Accounts will receive between 2 to 6 regularly scheduled visits and each visit will be worth 5 points.

At the end of the year, BCLC will review the total of all Execution Excellence surveys to determine the reduction percentage (applied to half your Total Bonus payout), based on the below information:

- 0-3 point deductions = Zero reduction
- 4-5 point deductions = 3% reduction
- 6-7 point deductions = 5% reduction
- 8 or more point deductions = 10% reduction

Maximum reduction for Execution Excellence will be capped at \$1,500. Minimum reduction will be set at \$50.

*Pull Tabs Vending Machine (PTVM)

**Self-Service Terminal (SST)





UPDATE: ID25 SUCCESS including scoring will be reviewed to support new market dynamics as a result of Covid-19.

it is illegal to sell lottery products to anyone under 19 years of age. BCLC’s ID25 policy increases the level of due diligence that retailers must perform to ensure lottery products are not sold to minors.

Pass your first BCLC Mystery Shop?
CONGRATULATIONS on ID25 Success!

If BCLC does not perform an ID25 Mystery Shop at your location within the calendar year, ID25 Condition of Payment will not be applied.

Fail your BCLC Mystery Shop(s)? The framework below describes the process and potential financial impact to the Sales Bonus as it pertains to the BCLC ID25 Mystery Shop Program.

Mystery Shop 1	Fail:	ID25 Lottery Training Kit provided	→	Retailer Mystery Shopped Again (within 90 days)	→	15% Condition of Payment*
Mystery Shop 2	Fail:	ID25 Lottery Training Kit provided	→	Retailer Mystery Shopped Again (within 90 days)	→	Additional 15% Condition of Payment*
Mystery Shop 3	Fail:	7 Day Suspension Retailer Mystery Shopped Again (within 90 days)				
Mystery Shop 4	Fail:	14 Day Suspension up to including termination				

*15% Condition of Payments in effect starting April 1, 2020.

*15% Condition of Payments apply to half your Total Bonus payout.

*Maximum reduction is \$1,500; and minimum reduction is set at \$50 for ID25 Success.

ID25 Mystery Shops are performed by someone who is between 19-25 years of age, and who appears to be under 25. They will attempt to purchase a lottery ticket posing as a regular customer.





SALES BONUS PROGRAM

INCOMING RETAILERS

Whether you have purchased a business which is a current BCLC retailer, or started a brand new business and are partnering with BCLC, you must generate the minimum sales performance threshold (\$125,000) of lottery sales within the calendar year (regardless of when your business opens) to be eligible for the Sales Bonus.

EXITING RETAILERS

You are eligible to receive Sales Bonus regardless of the date your location stops selling lottery products; however, you must generate the minimum sales performance threshold (\$125,000) of lottery sales within the calendar year to be eligible.

Payment to exiting retailers will occur after all instant ticket and pull tabs ticket returns have been processed, (if applicable). Sales Bonus for eligible exiting retailers is paid approximately one month after lottery sales cease, therefore, it is important to ensure your bank account is still active as the payment will be electronically deposited into the bank account on file with BCLC.

PAYMENT DETAILS

All payments will be made by Electronic Funds Transfer (EFT), to the banking institution as specified on your bank authorization form. Please note, all prizes awarded through sales incentives should be treated as business income and managed accordingly.

PROGRAM CRITERIA

TO RECEIVE A SALES BONUS REWARD, YOUR LOCATION MUST MEET THE FOLLOWING CRITERIA:

- A **minimum of \$125,000** net lottery sales over the calendar year.
- Your lottery business must be in good standing with BCLC. Suspensions, payment defaults, pending letters of credit or trust deposits may disqualify retailers from receiving a Sales Bonus incentive reward.
- You must maintain sufficient insurance as outlined in the Lottery Retailer Agreement (LRA).

CONSENT TO PUBLISH

In order to receive an Incentive and/or Sales Bonus payment, Retailers must complete such releases, waivers or indemnities as required by BCLC, at its sole discretion. BCLC reserves the right to publish the name, location and a recent photograph of the Retailer(s) in any medium without liability or remuneration.

INCENTIVE WITHDRAWAL NOTIFICATION

This program is subject to review and may be withdrawn at any time. In the event that BCLC cancels or withdraws the program at any time for any reason during the year, payment of any potential bonus will be at BCLC's sole discretion.

BCLC reserves the right to disentitle any retailer from participation in this program for any reason at BCLC's sole discretion.

