



Gear up for spring. Construction season is just around the bend!

Stock your branch now with select ABB Electrification products your customers need for their projects and receive an additional 2% in market development funds (MDF).



- Minimum \$10k net into stock sales of any combination of load centers, residential circuit breakers, large power dry type transformers, AC disconnects and/or related accessories.
- Valid on qualifying distributor into stock sales received by ABB Feb. 15, 2023 – May 15, 2023.
- See following page for details.

Gear up for spring

Order select ABB Electrification products and earn an additional 2% in MDF.

Take advantage of this limited time distributor promotion to stock your branch with top quality, high demand residential and commercial products and earn more MDF to help achieve your 2023 sales goals.

Qualifying product categories

- Load centers
- Residential circuit breakers
- Large power dry type transformers
- AC disconnects
- Related accessories



Program requirements

- MSA signed and compliance required.
- No Contract for Program – Published Program.
- Only the product categories listed above are eligible for this promotion. The additional 2% MDF does not apply to other products on the same purchase order.
- Offer valid only on distributor into stock sales received by ABB February 15, 2023 – May 15, 2023. Product must be shipped and invoiced no later than May 15, 2023. Shipments are subject to availability.
- All measurements are on STOCK sales volume only.
- Market Segmentation Authorization must be identified by ABB as Construction and Industrial and/or Residential to qualify for Incentive. OEM/DEM, Critical Power, Midwest Electric and Utility customers DO NOT qualify.
- Must be currently eligible for Market Development Funds (MDF).
- No MDF will be issued for branches/unique customer IDs with less than \$10,000.00 in net sales billed during the specified time frame.
- Earned MDF funds will be awarded by June 15, 2023. Standard MDF claim submission guidelines apply.
- Standard return policy applies.

Rev up your sales!

Use your additional 2% MDF towards any approved activities you choose, including but not limited to showroom merchandising, digital marketing, training and more.



2023 ABB Gear up for Spring Program Eligibility Requirements

Thank you for your interest in participating in ABB's 2023 Gear up for Spring Program.

ABB's Gear up for Spring Program provides ABB Distributors ("Participant") the opportunity to earn incentives based on growth and volume of eligible product purchases that meet the Program eligibility requirements herein. By participating in the ABB Gear up for Spring Program, Participant agrees to comply with all terms, conditions and restrictions contained herein to remain eligible to receive the Program Incentive.

Definitions:

"ABB Gear up for Spring Program" ("Residential Program" or "Program") means ABB's current 2023 Incentive Program offered by ABB to eligible Program Participants to promote into stock sales for select product during a specific timeframe.

"Acquired Locations" means branch locations or distribution centers acquired by Participant through the purchase of the assets or business of a distributor, wholesaler, or retailer of electrical products during the term of the Program Period.

"Incentive" shall mean all funds earned in the Program by an eligible Program Participant.

"Net Sales Billed" means annual gross Participant sales less any applied credits, special price agreement rebates, and returns.

"Program Participant" ("Participant") means an ABB Distributor who meets the eligibility requirements detailed herein, is a current customer of ABB and/or a member of an ABB recognized marketing group.

"Program Period" means the annual timeframe set by ABB where product purchases are totaled to determine the earned Incentive.

"Product(s)" means the ABB products listed.

"Territory" means the 50 States in the United States plus Puerto Rico

"Volume" means the ABB-calculated Net Sales Billed total during the Program Period for the Participant's product sales.

Eligibility:

Participation in this Program is supplemental and subject to the terms and conditions mutually agreed between ABB and Participant in the Participant's Mutual Supply Agreement ("MSA"). All terms and conditions of the MSA are hereby incorporated by reference and to the extent this eligibility requirement document is silent on any matter, such matter will be governed by the terms of the MSA. In the event of any conflict between these Eligibility Requirements and the MSA, the MSA shall govern.

Program Participants must have a valid current Mutual Supply Agreement ("MSA") in place and be in good standing in the reasonable discretion of ABB to remain eligible for participation in ABB's Gear up for Spring Program during the entire Program Period.

Product purchases by Participant will count towards the Participant's Volume only during the time-period where there is a current valid MSA in place. Any product purchases made during a time-period without a valid Participant MSA will not count toward a Participant's Volume calculation.

Program participant is currently eligible for Market Development Funds (MDF).

Any branch with less than \$10,000.00 in net sales bills in the specified time frame will not qualify.

Participant shall not receive any Incentive under this Program if:

Participant does not have a valid MSA in place or is not in good standing with ABB in the reasonable discretion of ABB.

ABB may reduce any Incentive payment earned by Participant in an amount equal to any unauthorized deduction by Participant (including, but not limited to, unearned prompt payment discounts) and any non-paid commercial policy deductions (including small order charges, deductions for missed, short, or wrong material shipments; and freight debits) and for any past due amounts not subject to a good faith dispute.

Participant shall not deduct or otherwise offset from ABB any money that may be owed to ABB based on Participant's estimate of any earned Incentive.

ABB's Gear up for Spring Program and participation in the program is a voluntary earning opportunity for Participant and ABB is not obligated to provide an Incentive Program. ABB reserves the right to change the structure of the Gear up for Spring Program upon written notice to Participant, including but not limited to in the event of any unilateral off-setting, change in control, management, bankruptcy filing, acquisition, divestiture, merger, or other business combination by either Party.

In the event of such action, any earned incentive and due date may be prorated at ABB's discretion.

If Participant's MSA is terminated prior to the end of the Program Period, then ABB is not liable to make any Incentive payments to the Participant.

Participant shall comply with the obligations under ABB's Code of Conduct and shall not allow any third party to take, any action or engage in any practice that would violate the ABB Code of Conduct.

Participant may not assign participation in this Program or any amount due and/or earned to any third-party without the prior express written consent of ABB. All applicable taxes (including, but not limited to, Value Added Tax and Withholding Taxes) on Incentives are the sole responsibility of Participant.

Volume Calculations:

2% on Net sales billed during 2/15/23 through 5/15/23 for select products.

Products include load centers, residential breakers, dry type transformers, AC disconnects and related accessories. Details can be provided on catalog numbers that qualify for the promotion. ABB reserves the right to change eligible products at any time during the promotion.

The percentage of Incentive a Participant earns is based on eligible product lines as detailed in the Gear up for Spring Program Brochure as made available by ABB.

ABB may exclude specially discounted items (typically for special projects) from any Incentive calculations if applicable.

Participant must notify ABB of any Acquired Locations for the volume of that Acquired Location to be included in Participant's volume calculation for the current Program Period. Purchase volumes from Acquired Locations will become eligible for inclusion in Participant's volume total for purposes of this Program only after the time such notice is received by ABB and only if such Acquired Locations operate under an ABB MSA with ABB's Terms and Conditions.

In the event of a dispute regarding ABB's calculation of the Incentive, Participant may request an email or phone dialogue, or meeting with Participant's ABB Account Manager to discuss the issue and to provide evidence to support the Participant's dispute, within thirty (30) days following receipt of ABB's Incentive memo. If Participant does not issue a dispute with ABB within thirty (30) days of receipt of ABB's Incentive memo, then Participant forfeits ability to later raise any dispute as to ABB's Incentive calculation. Any decisions made by ABB are final.



Questions?

Contact your local ABB representative for more information.



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