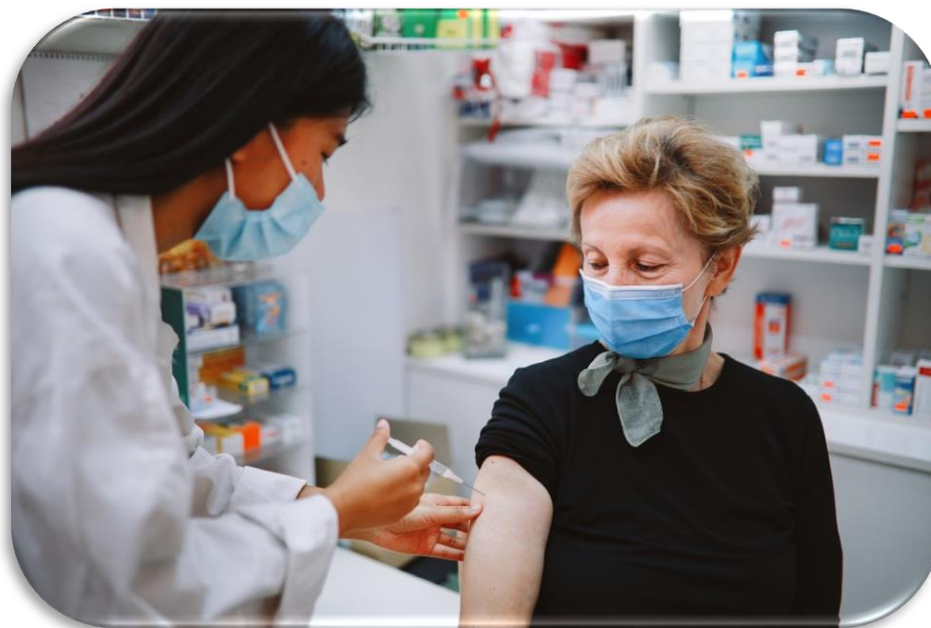
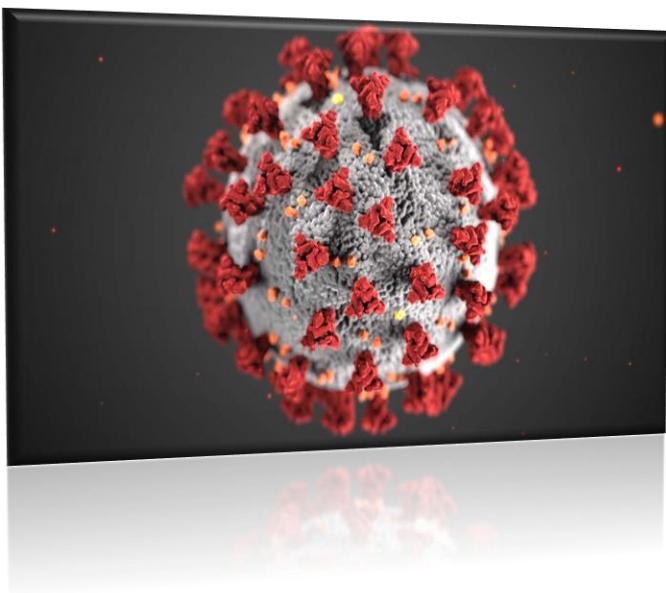




2022- Distributor Incentive plan

What's next?



Distributors in ME have too many brands

No dedication for Bel only



Frustration among our hidden soldiers



Objective: re-create Bel TOM vs other brands & make our brands a priority (indirectly)



Strategy: We Need to create excitement on ground!

TRIGGERS



Curiosity



Competition



Reward



Participants: all ME Distributors

Period: FEB to DEC

KPIs: set & Tracked Monthly through microsite

Symbolic Prize:



20k\$ 1st Prize: GP
10k\$ 2nd: Iphones
5k\$ 3rd Vouchers shopp



**FIFA WORLD CUP
Qatar2022**



KPIs

Monthly KPIs:

1. IMS target achievement
2. Total Bel MS %

Base Mechanics:

A- Point System vs Target

B- Points vs the rest of distributors' performance for Top 3 places monthly

A

$\geq -7\%$	-50
$-3\% - -7\%$	-20
$-2\% - -3\%$	-10

Results	Points
< Target	0
0%-1%	5
1.01%-3%	8
3.01%-7%	16
> 7.01%	40

+60%

+100%

+150%

B

Top Performers	Points
1st	20
2nd	10
3rd	5

* this will apply only for the ones have exceeded their targets

Winning Mechanics:

Winner takes trophy & does an event with us involved

In the event,

- Everyone gets a shopping voucher
 - Have a draw for the big prize



شكراً

Thank you