



EU Marketing Expenses Guideline

Feb, 2023

Version 1

Guideline

Purpose:

Under 2023 EB Budget Management Mechanism, this process is initiated to have a centralized review on marketing expenses and to improve budget approval process aligning with all stakeholders and complying with the group guidance

Scope:

Marketing expense, including **UD, UO** from countries and EB central functions, for all upcoming expenses based on the DOA

Review Frequency:

On a monthly Basis, to review next month or next step expenses

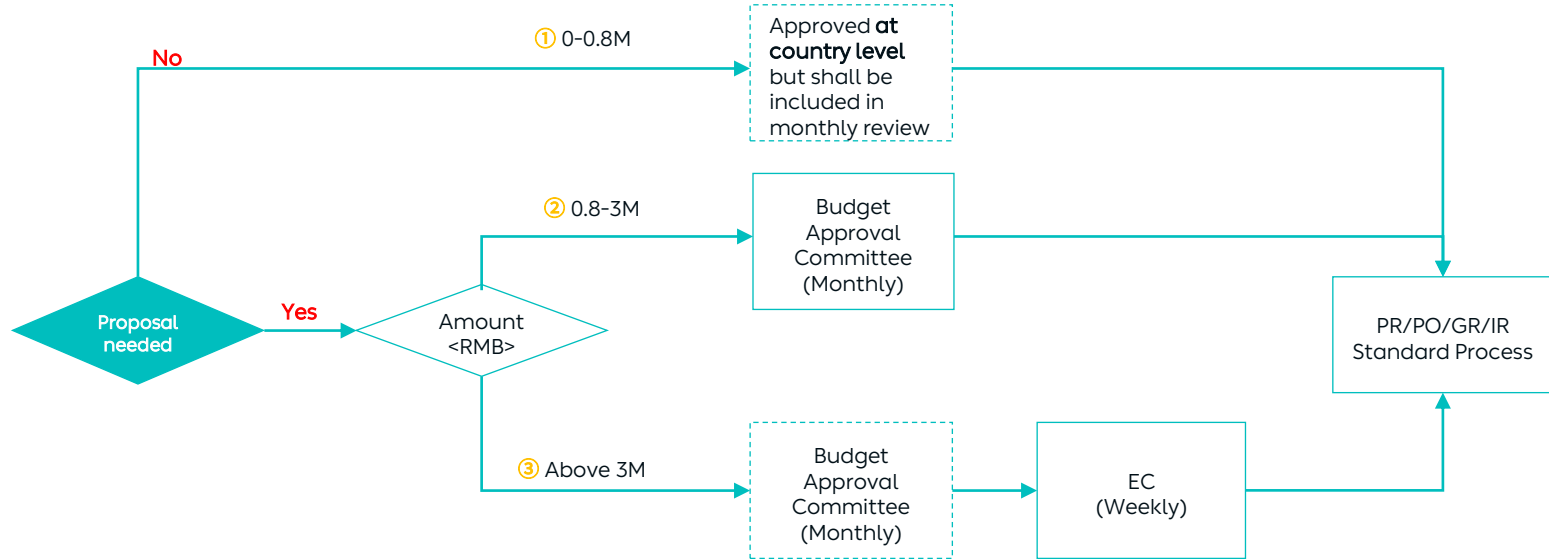
Stakeholder:

- Organized by FBPs, EBE
- Presented by Country team, EB central team
- Approved by EB VP, FN VP
- Participation with BR

Review Process:

See next page

Proposal & Review Process



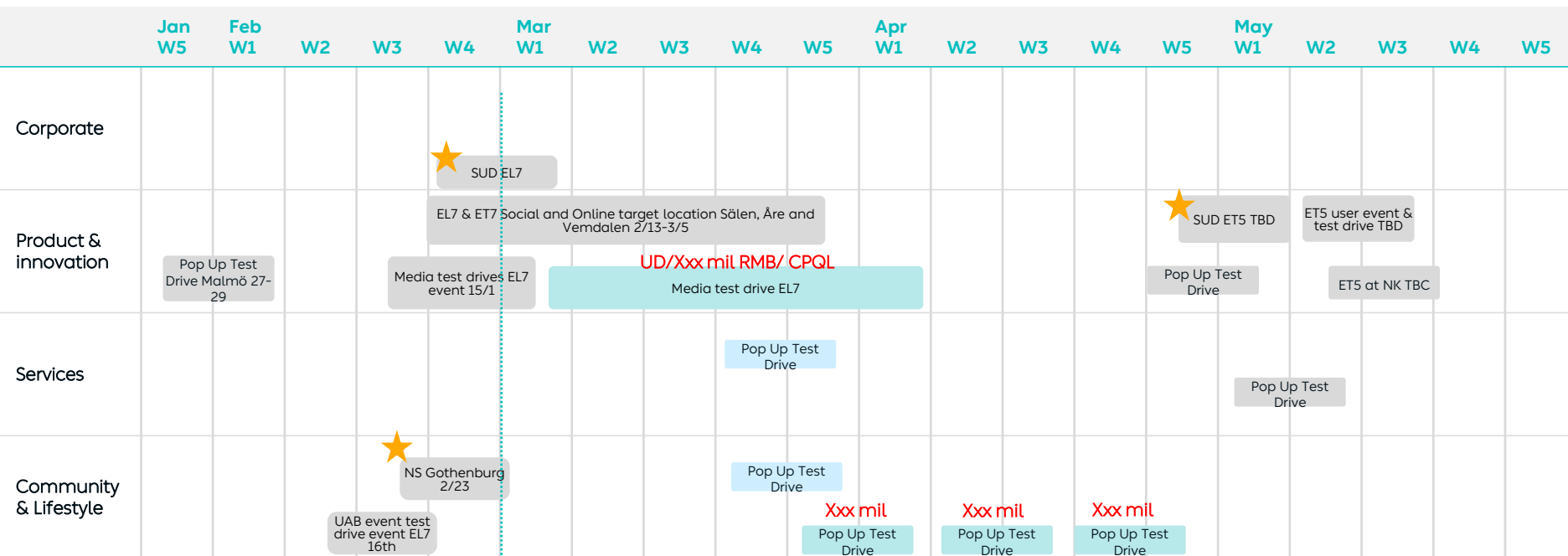
- All UD/UO/UR marketing proposals shall follow the standard template and provide reasonable business case as supporting evidence
- Proposal review will be hosted in the last week of the current month and material shall be finalized 2-days in advance
- Approval decision will be jointly made by Finance VP and EB VP, after which purchase process can kick off
- Meeting minutes will be shared by Finance team

Overview marketing project plan – Country

0-800K

>800K

Complete or Planned



YTD - Actuals

- XX Mil RMB committed
- XX Mil RMB consumed
- XX projects completed
- XX projects ongoing
- Key performance parameters (pls refer to notes)

March - Target

- XX Mil RMB requested incl. self-approved ones
- XX projects planned in this cycle
- Key performance parameters (pls refer to notes) as target – both qualitative and quantitative

April - Target

- XX Mil RMB requested incl. self-approved ones
- XX projects planned in this cycle
- Key performance parameters (pls refer to notes) as target – both qualitative and quantitative

2023H1 - YTD

- UD % with current proposal V.S. UD % cap
- UO % with current proposal V.S. UD % cap
- UR % with current proposal V.S. UD % cap

Project List for Approval

Department	Project Type	Project Name	Project Amount (k RMB)	Project Highlights
UD	Branding Driven	Media test drive EL7	XXX	<ul style="list-style-type: none">• To xx• Target xx
UD	Sales Driven	XXX	XXX	<ul style="list-style-type: none">• To xx• Target xx
UO				

Sample

Project X

NIO X XXX Communication XX M

Project Overview

Project Introduction

- Cooperate with the golf tournament IP "XXXX" as the "exclusive car of the tournament", and produce visual materials of the tournament and test drive, together with the offline display of the tournament, online publicity of the golf channel, community UGC, media distribution, etc., to accurately cover High-net-worth people and generate sales.
- Organize test drives for 300 golfers during the tournament from September 2 - 8 to show the strength of NIO's SUV models from all series in order to reach the target audience and boost sales conversion.
- Invite 12 users in the community to participate in the tournament to showcase the image of NIO's high net worth elite users and create a pleasant lifestyle experience for them, consequently to promote sales conversion.

Project expected revenue

- Through the cooperation with the golf project and the participation of NIO users, the project will showcase the image of NIO's high-net-worth elite users and enhance the brand and product image.
- Through the tournament test drive and golf vertical channels, the project will accurately cover the high-value group and boost sales.

Project Budget Details

Category	Details	Applied Budget (M RMB)	Historical Data / Industry Benchmark	Notes
NIO X XXX Communication Partnership	Vehicle Rental and Maintenance	XX M	-	<p>Including vehicle rental, transportation, and replenishment costs Vehicle rental: a total of x vehicles are rented (x test cars, x exhibition cars), vehicle rental fee is estimated at XX K.</p> <ul style="list-style-type: none"> Vehicle transportation: the average distance of transportation is 3,000Km, estimated to be about 144K Supplementary energy support: 3 sets of supplementary energy vehicles are needed to support the activity site, estimated at 30K Vehicle maintenance: car sticker/head plate production, vehicle maintenance, etc., estimated about 50-100K
	Test Drive Activity	XX M	-	Including test drive instructor and DMV team related fees
	On-site Shooting	XX M	-	The shooting is expected to be 8 days, including photos and video records of the event
	Vehicle Gifting	XX M	-	Including 1ES8 six-seater model and 1 ES8 Signature Edition model
	Subtotal	XX M		