



## COUPON REDEMPTION POLICY STATEMENT

This letter explains the terms and conditions under which Beiersdorf will reimburse customers for coupon submissions. Proper store redemption of our coupons, authorizes you to submit coupons for reimbursement by Beiersdorf. Your redemption of coupons signified compliance with Beiersdorf requirements.

We ask that you review our coupon requirements, especially noting Item 3 which discusses the use of coupons for charitable or fund raising purposes. Beiersdorf coupons are not to be used in swap boxes, taped to products or placed on or new our products. After reviewing the updated requirements, if you have any questions or need further clarification, please call our Customer Service Department (1-866-275-3556) or our agent at NCH Promotional Services.

1. Coupons are redeemable only by a consumer purchasing the product(s) indicated, including, but not limited to the brand, quantity and size with the face value of the coupon deducted from your retail price.
2. Coupons may not be reproduced, photo-copied, trimmed or altered in any way.
3. Coupons are non assignable and are void if transferred from their original recipient to any other person, firm or group. Beiersdorf does not permit the unauthorized distribution, collection, sale or assignment of its coupons for any reason. Therefore, coupons are not to be used in swap boxes, taped to product or placed on hooks near Beiersdorf products, gathered and distributed by any person or group for charitable fund-raising purposes, or otherwise used in any way except as described in Requirement one (1) above.
4. Coupons are void if taxed, restricted, or prohibited by law.
5. Coupon reimbursement may not be deducted from the invoice.
6. The consumer must pay any applicable sales tax.
7. There is a limit of one coupon per purchase of the product and size (s) indicated.
8. Coupons only redeemable by authorized dealers located in U.S., including Military bases.

9. Properly redeemed and identified coupons will be accepted by Beiersdorf directly from the retailer or through the retailer clearing house. Coupons from unauthorized intermediary agents will not be accepted.
10. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number, must be complied with.
11. You will be reimbursed for the face value of coupons or if the coupon calls for free merchandise, for your retail selling price (up to the stated cap amount), plus \$.08 for handling each coupon.
12. Reasonable out-of-pocket costs incurred for the physical transportation of the coupons to us or to our authorized agent. **We will not pay for any administrative or consolidation fees and, except as described in (ii) below, we will not pay any other upcharges that you or your agent (if you use one) may assess on or in lieu of such pass-through/out of pocket expenses.** The transportation costs will be reimbursed as follows:
  - i. For retailers who sort the coupons they have redeemed and submitted them directly without the use of any third party agent, you will be reimbursed for incurred reasonable postage (i.e. first class mail insured) or other shipping charges, as indicated on the package received.
  - ii. For those retailers that are using a clearinghouse or billing agent, we will reimburse you at a rate equal to **\$5.00 per thousand coupons redeemed (\$ 5.00/M).**
13. You must present to Beiersdorf Inc. upon request evidence of purchase of sufficient stock to cover coupons submitted to use for payment.
14. The cash redemption value of each coupon is 1/100 of one cent.
15. It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.
16. FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PORPER REDEMPTION MAY AT THE SOLE OPTION OF BEIERSDORF INC., VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF BEIERSDORF INC, WITHOUT PAYMENT. FAIRLURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER FOR THEM.
17. To redeem coupons for Beiersdorf, send properly redeemed coupons to:

Beiersdorf Inc.  
P.O. Box 880504  
El Paso, TX 88588-0504