



## Coupon Redemption Policy

*Effective January 2018*

All Unilever USA cents-off and free-goods coupons must be redeemed in accordance with requirements stated below. Redemption of any coupon signifies acceptance of the terms and conditions outlined in this Coupon Redemption Policy and constitutes a binding agreement as follows:

1. Coupons can only be redeemed in the U.S., its territories and possessions, and Puerto Rico, including U.S. military bases.
2. Coupons are redeemable only when consumers purchase the product/ flavor/ brand/ sizes/ quantities indicated prior to the expiration date on the face of the coupon and retailers deduct the face value from their retail price. Coupons are not authorized to be used when the consumer is purchasing products for resale.
3. Advertising and promotions developed and/or disseminated by the third parties and containing coupons for Unilever USA products must be approved by Unilever or will be treated as void.
4. Coupons are not assignable and are void if transferred from their original recipient to any other person, firm or group. Unilever USA does not permit the unauthorized distribution, collection, sale or assignment of its coupons for any reason. Coupons are not to be used in swap boxes, taped to product or placed on hooks near Unilever USA products, gathered or distributed by any person or group for charitable fundraising purposes, or otherwise used in any way except as described in this Coupon Redemption Policy. Unilever reserves the right to confiscate and forward any coupons classified as misredeemable to law enforcement agencies for review and/or action.
5. Coupons are void if taxed, restricted or prohibited by law, or when reproduced, altered or in mint/mass cut condition.
6. Consumers must pay any sales tax involved. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number, must be complied with.
7. Multiple coupons may not be used for the purchase of a single item, and only one coupon for any type may be used per item(s) purchased.
8. Only coupons received by Unilever within six (6) months of the expiration date on the face of the coupon will be honored.



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9. Coupon reimbursements may not be deducted from payments of Unilever USA invoices. Any deductions resulting from penalty fee assessments or administration fees will be considered unauthorized and must be repaid. A Unilever USA representative will contact the customer to remind the customer that the charges are considered unauthorized and must be repaid. Unilever USA Terms of Sale statement does not authorize the charges and a failure to comply with the Terms of Trade guidelines could result in one or more of the following actions:
  - suspension of promotional fund
  - suspension of customer service
  - change to customer's credit rating
10. Properly redeemed coupons may be submitted directly by you or through a clearinghouse authorized by Unilever USA.
11. Coupon will not be honored if presented through outside agencies, brokers or others who are not retail distributors of Unilever USA merchandise or specifically authorized by Unilever USA to present coupons for redemption. Disclosure of redemption data to a third party by a retailer or intermediary party is prohibited.
12. For each properly redeemed coupon, retailers will be reimbursed for the face value or retail price on free-goods, plus 8¢ handling fee and regular postage expense as follows:
  - Retailers who sort and submit directly will be reimbursed for reasonable postage indicated on the package received.
  - Retailers using a retailer clearinghouse or billing agent will be reimbursed at a rate of \$6.50 per thousand coupons.

For each free-goods coupon offer, a limit will be communicated to Unilever USA's agent that represents the maximum reimbursement value of the coupon based on a representative market value. This maximum limit will also be printed on the coupon adjacent to the retail price box.

13. On request, retailers must provide Unilever USA with proof of purchase of sufficient stock within the submission period to cover coupons presented for payment.



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14. In the event a retailer payment is withheld, the retailer must appeal the decision to Unilever USA within six (6) months of the date of the notification. Appeals made more than six (6) months from the date of notification will not be considered by Unilever.
15. Failure to observe these terms and conditions may, at Unilever USA's sole option, void all coupons submitted for reimbursement and coupons submitted may be retained by Unilever USA without payment. The failure by Unilever USA to enforce any of these terms or conditions shall not be deemed a waiver of any of them.
16. Failure to observe these terms and conditions constitutes fraud and could result in prosecution under U.S. mail fraud statutes. Confiscation rights are reserved.
17. It is the retailers' responsibility to ensure that all personnel within their organizations comply with this Coupon Redemption Policy in all respects.

To redeem your Unilever USA manufacturer and properly coded, redeemable coupons send them to:

Unilever, Inc. 1370  
P.O. Box 880001  
El Paso, TX 88588-0001

If you have any questions regarding payment of coupons submitted you may call:  
NCH Marketing Services, Inc.  
1-800-833-7096, 8:00AM and 4:30 PM Central Time Monday through Friday.

Or write to:

NCH Marketing Services, Inc.  
155 N. Pfingsten Rd., Suite 200  
Deerfield, Illinois 60015

If you have any questions regarding this policy, write to:

**UNILEVER**  
**Attn: Coupon Deduction Analyst**  
75 Merritt Blvd.  
Trumbull, CT 06611  
Phone: 203-381-3509  
Fax: 203-381-2509