

# DEALER POLICY OF the “Alfa Robotics” company

March, 1<sup>st</sup> 2016  
Moscow, Russia

## “ALFA ROBOTICS” COMPANY

“Alfa Robotics” is an innovative company specializing in manufacturing, selling and renting of commercial robotics. The Company operates in the Russian market since 1995 and has extensive experience in designing and manufacturing various electronic devices. The company's main product is promotional robots. The “Alfa Robotics” company also manufactures service robots and robotic mannequins on request. More detailed information about the products of the “Alfa Robotics” company is available on the site [www.alfarobotics.ru](http://www.alfarobotics.ru)



## OUR NEW MODEL: KIKI ROBOT

New model, designed by the “Alfa Robotics” company's engineers is an interactive mobile KIKI promotional robot with advanced functionality of verbal and nonverbal communication. KIKI is sociable, emotional, has a pleasant voice and good manners, keeps the conversation on any topic. She moves freely in any room, gesticulates dynamically and freely moves her head and arms. And most importantly, she always attracts the attention of the audience, wherever she appears! The main KIKI's business benefit is that she produces WOW-effect and increases publicity and shop areas and public events traffic.



KIKI will become an indispensable assistant in working with clients. Her scope of knowledge is calculated in terabytes, she never gets tired and forgets nothing. KIKI can talk with customers about the company's goods and services for hours and also help them to make a choice and consult them on any questions. Electronic promoter girl is very easy to manage and control, all you need is to have advance knowledge of personal computer. Simple functionality of KIKI knowledge base replenishment and renewal allows not to spend time on training of the promoters.

## DEVELOPMENT STRATEGY

According to expert estimates, the market of commercial robots is an interesting and very promising trend of the global economy. The development potential of this sector is very high, and the growth trend is clearly visible in the next 10-15 years. Currently, the market of commercial robotics is at its initial stage of development, the competition is estimated as insignificant, which provides ample opportunities for business development in this field. In this regard, **the “Alfa Robotics” company plans to actively promote its products on the international market, and in the period of 2016-2018 to create a dealer network, covering Europe, Asia and America.** The “Alfa Robotics” company invites to cooperate businessmen and investors, who are interested in creation and development of business in the robotics field. As a manufacturer, the “Alfa Robotics” company is interested in formation of long-term partnership with its dealers and is ready to contribute to their business expansion and development.



## YOU TOO CAN BE OUR DEALER!

We will be glad to admit you to our Dealer Club, if:

1. You are interested in our KIKI promotional robot and feel, that you have a potential for its promotion in your region.
2. You have your own company and a range of potential clients.
3. You have an office where you can organize a show-room and robotics products service center.
4. Among your company's staff there are employees, who able to work with clients, as well as technical staff: engineers, IT-specialists.
5. You are ready to buy the first KIKI promotional robot as a sample for demonstration to potential clients in your region.



## WHAT DO WE OFFER OUR DEALERS

We seek mutually beneficial cooperation with our dealers and therefore we try to provide maximum support to new members of our Dealer Club. In return, we, as a manufacturer company, provide mild and favorable conditions to our dealers for the start of work.

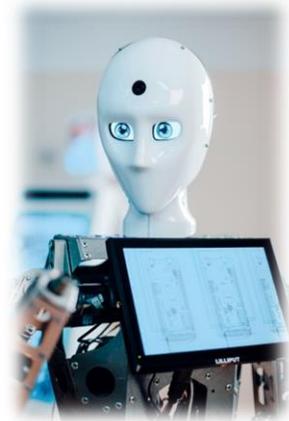
1. **Dealer prices.** All the company's products, the entire lineup of robots are available for dealers at the clearly defined and fixed dealer prices. The working conditions of the "Alfa Robotics" company are transparent and equal for all dealers. This policy eliminates price competition between all market participants.
2. **Sale price for the final consumer.** The manufacturer company does not regulate the sale price of products for the final consumer, allowing the dealer to set a price at his option. On its part, the manufacturer company only gives recommendations on assessment of the final retail price, according to its market understanding and analytic, based on the open source data.
3. **Rental price for the final consumer.** The manufacturer company does not regulate the rental price of the promotional robots. The dealer has the right to set the price at his option, according to the market conditions in his region,
4. **Territory of presence.** For each dealer the manufacturer company defines the "territory of presence" and records it in the dealership agreement on a mandatory basis. A clear understanding of the boundaries allows the dealer to maximally concentrate on the products promotion in the region
5. **Conformance with dealers interests.** The "Alfa Robotics" is interested in the stable development of its dealers and establishment of clear working rules and conditions for all partners. In case of the appeal to the manufacturer of a potential client from a region where there is a dealer, the manufacturer is obliged to transfer the client's contacts to the company's regional dealer.
6. **Sample purchase.** The first promotional robot, purchased by a dealer as a sample when concluding a dealership agreement, is available at a retail price of \$ 11,900. The payment is made in two installments: 50% before manufacturing and 50% before the ex-warehouse delivery.



7. **Technical information.** The manufacturer company provides to its dealers all technical information, necessary for work with this product. And also provides its timely updating.
8. **Staff training.** The manufacturer company provides to each dealer an opportunity to train his staff to work with the products. The training is carried out by the “Alfa Robotics” company's specialists on the technical basis of the manufacturer. The dealer package includes 40 hours of free training.
9. **Marketing support.** Information about dealers is included in all “Alfa Robotics” advertising and information materials, put on the web-site and mentioned when dealing with Media.
10. **Advertising support.** In support of the start of sales in a region, the manufacturer company provides to the dealer a set of promotional materials: photo and video materials, advertisements, flags, and other corporate symbols for decoration of the showroom, as well as design layouts of promotional materials for further independent work.
11. **Joint promotion.** The manufacturer company informs dealers about its participation in trade fairs, conferences, round tables, presentations and invites representatives of the dealers to joint participation in business events. This contributes to a wider exchange of information and intense promotion of products on the market.
12. **Work on the “Alfa Robotics” brand.** The manufacturer company gives an opportunity to the dealers to use the manufacturer company's brand for products promotion on the assigned territory of presence. On agreement, the dealer can fully operate under the “Alpha Robotics” brand or use it for advertising purposes when it is necessary for the successful promotion of products.
13. **Assistance in putting robots into operation.** When purchasing several samples of promotional robots (at least three units), the manufacturer company is ready to provide to the dealer assistance in their rapid putting into operation. In this case, “Alfa Robotics” provides free IT-specialists' visit to the region of the dealer for commissioning works.
14. **Joint negotiations.** By prior arrangement, in case of working with a large potential purchase, the manufacturer company is ready to send its employees (sales managers, engineers) to the dealer to assist in conducting negotiations, organization of presentations and participation in tender.
15. **Manufacture visit.** The Alfa Robotics” company is ready to give the dealers an opportunity to organize visits of potential clients to the production site in the city of Moscow, to allow the potential clients to get acquainted with the production cycle, to communicate with the development team.
16. **Software update.** The manufacturer company undertakes the obligation to update the promotional robots software on a regular basis. On a free or paid basis, depending on the specifics of the software.
17. **Spare parts provision.** The manufacturer company provides to its dealers spare parts and materials for warranty and service maintenance of the promotional robots on a regular basis.



18. **Additional earnings on service maintenance.** The Alfa Robotics" company gives its dealers an opportunity of additional earnings on service maintenance of promotional robots. The manufacturer company does not regulate the dealers price on service maintenance, and can only give recommendations, concerning the organization of further technical maintenance of promotional robots.
19. **Making improvements.** When ordering a batch of robots in amount of at least three units, the dealer may get an agreement with the manufacturer on making some improvements in the design of models. For example, to change the color of the robot body, on the client's request, put advertising information (logo, images, contacts) on the robot body etc. When producing a smaller number of robot units, changes may also be made to the design of the product's body for an extra fee.



## WHAT DO WE EXPECT FROM OUR DEALERS

1. **Active promotion.** The manufacturer company expects from its dealers active and vigorous work in promoting the company's products in the region.
2. **Sales plan.** The dealer undertakes to implement the sales plan in his region. The sales plan is generated by the manufacturer company and dealers, according to the potential of the region and dealer opportunities.
3. **Territory of presence.** By negotiating, the manufacturer company and the dealer determine the geographical territory on which the dealer carries out product promotion. By developing sales, the dealer observes the principle of the territorial division.
4. **Service support.** The dealer organizes a service center for technical support of sold or rented promotional robots on his territory of presence.
5. **Observance of mutual obligations.** The Alfa Robotics" company considers its work with dealers as a mutually beneficial cooperation, aimed at the development and strengthening of business of all partners. This is possible only if all the mutual obligations and commitments of the Dealer Club members are observed.



## FIRST STEPS TO DEALERSHIP

If you decided to join the Dealer Club of the Alfa Robotics" company, make five simple steps.

1. **Application.** Please contact us by any convenient for you way: via the website, social network, by telephone, in person. Tell about your decision to become a dealer and fill in the form, posted on our website (link). We will consider it within three working days and will contact you to discuss the details. Be sure to leave your contacts for feedback.
2. **Negotiations.** We will invite you to our office for private negotiations or will come to your region to get acquainted with you and your company and to discuss the terms of cooperation in more detail.

3. **Documents.** For drawing a dealership contract our legal service needs a full set of statutory documents of your organization. We would be grateful if you provide scan-copies in electronic form.
4. **Dealership contract.** Carefully read all terms and conditions of the dealer agreement. Clarify all the details, discuss all the key issues in the negotiations, make sure that all the main points have been documented. Sign the contract.
5. **Sample purchase.** After conclusion of the dealership contract, you shall pay for the production of a promotional robot, which you will use as a demonstration sample when working with clients.

## PRICING POLICY FOR DEALERS

Criterion	Sample	I STAGE	II STAGE	III STAGE
<b>Number of robots</b>	1	From 2 to 9	From 10 to 19	20 and more
<b>Discount</b>	–	15%	18%	20% and more
<b>EXW price in USD*</b>	<b>11 900</b>	10 115	9 758	9 520

**We will be glad to welcome new members of our club!  
Join us!**

“Alfa Robotics” company

[www.alfarobotics.ru](http://www.alfarobotics.ru)

+7 495 125 22 88; [info@alfarobotics.ru](mailto:info@alfarobotics.ru)

