BUY NOW Retailer Requirements

As a Buy Now authorized retailer of Ingersoll Rand®, you will be offered an official seller spot on the Ingersoll Rand® Power Tools website. When customers go to purchase a product on the Ingersoll Rand® website via Buy Now, your business will appear as an available store to purchase from.

Below are the requirements to becoming an Ingersoll Rand® Buy Now authorized retailer.

1. Main Person of Contact that is easily reachable.
2. Deploying the <u>PriceSpider traffic/sales widget</u> for tracking* purposes is required.
   - If you are unable to deploy the PriceSpider traffic/sales widget because of technical limitations or any other reason, Ingersoll Rand® requires a monthly sales report.
3. Retailer site must meet the minimum requirements on the Buy Now Website Scorecard.**
4. Regular content updates for Ingersoll Rand® product webpages and promotions.***
   - Ingersoll Rand® will provide full suite access to the PIM (Salsify) content and provide all the necessary information and content to push content updates with dynamic customer needs.
5. Must have product availability of 50 unique Ingersoll Rand® products and have availability of all new Ingersoll Rand® products launched in the past 18 months.
   - The retailer must maintain a 90% in-stock rate for Ingersoll Rand® products.
6. Must comply with the Authorized Online Reseller Policy.

If the requirements above are not upheld, Ingersoll Rand® holds the right to terminate the benefit of being a Buy Now authorized retailer.

* Tracks the following information: number of Buy Now purchases, total sales, average order value, lead conversion rate, purchase rate, and retailer impressions.

** Buy Now Website Scorecard is a review of website best practices and analysis of the retailer website and its end-user experience. More information will be provided.

*** If content has been identified as missing or outdated, the retailer will have 30 days after being notified and provided with the necessary content to update their website.