



PURCHASE + DISCOUNT

VIP Customers in CA - FAQ

September 15, 2019



MONAT Global

Q: WHAT IS THE PURCHASE + DISCOUNT?

A: The Purchase + Discount is a revamped savings program which replaces Mix & Match. Purchase + offers you the opportunity to receive discounts once you reach the appropriate spend thresholds. These discounts are offered in addition to your VIP Customer discount.

Q: WHAT ARE THE DISCOUNTS AND THRESHOLDS ASSOCIATED WITH THE PURCHASE + DISCOUNT?

A:

| Additional Purchase + Discount | Retail Price Threshold | VIP Price Threshold | MP Price Threshold |
|--------------------------------|------------------------|---------------------|--------------------|
| 15% | \$152 CAD + | \$129 CAD + | \$106 CAD+ |
| 20% | \$200 CAD + | \$170 CAD + | \$140 CAD+ |
| 25% | \$330 CAD + | \$281 CAD + | \$231 CAD+ |

Q: WILL THE VIP CUSTOMER SEE THEIR DISCOUNTED PRICE IN THE SHOPPING CART OR THE RETAIL COST WHEN MAKING A PURCHASE?

A: The VIP Customer will see their associated VIP discounted pricing per product, in the shopping cart.

Q: WHY DID WE REMOVE MIX & MATCH DISCOUNT?

A: We constantly strive to make your shopping experience smoother, and Purchase + is the result of that. Purchase + discounts include all of our product ranges plus additional discounts as you spend.

Q: HAVE THERE BEEN ANY OTHER CHANGES TO MONAT PRODUCT PRICES FOLLOWING THE CREATION OF PURCHASE +?

A: Yes. We have removed the ability to purchase Systems as one bundle. In addition, we have also removed the Duo discount, which varied by the product line. If you want to purchase one of our available Duos, you will now see the overall price equal to each product’s individual price added together. If you want to purchase one of our old Systems, you can add each individual product to the cart and create your very own System that works for your particular hair concern.

Q: WHY DID MONAT REMOVE THE ABILITY TO PURCHASE SYSTEMS AS A BUNDLE?

A: With the launch of Purchase + we are now giving customers the ability to purchase any individual product that they want (outside of a Flash Sale or Promotion) and it qualify for an additional discount. Systems can now be sold and customized based on the customer’s hair concerns. We are no longer restricting them to purchase a System as a bundle, but merely recommending the products that have proven to work together.

Q: ARE THERE ANY CHANGES TO MONAT SYSTEMS?

A: Due to the above changes to Systems within the Shopping Cart, MONAT has decided to streamline the top 5 most popular Systems as suggestions, in order to make the customer’s shopping experience easier. We are giving them the ability to mix products that are right for their own hair concerns. The following Systems will remain as suggestions, and the customer will have to add each individual product to their cart, if they want to buy the entire System:

- NAME OF SYSTEM**
- VOLUME SYSTEM
- EFFORTLESS STYLE SYSTEM
- HYDRATION SYSTEM
- CLASSIC CONFIDENCE SYSTEM
- MAGNIFY SYSTEM

Q: ARE THERE ANY PRODCUTS THAT DO NOT QUALIFY FOR THE PURCHASE + DISCOUNT?

A: Yes. Previous discounted Systems, previous discounted Duos, Flash Sales and Promotions (if applicable), Product Packs, Samples, Marketing Materials, and Shipping and Handling Fees.

Q: CAN A VIP CUSTOMER ENROLL THROUGH A FLASH SALE AND QUALIFY FOR THE PURCHASE + DISCOUNT?

A: Yes, a new VIP Customer can enroll through a Flash Sale and qualify for the Purchase + Discount by adding products to their shopping cart that qualify for the discount (See above question). Should the Flash Sale not qualify for the Purchase + Discount, the new VIP won't see the progress bar pop up in their cart.

Q: IF I AM A VIP CUSTOMER THAT UPGRADES TO A MARKET PARTNER, WITH A PURCHASE OF A PRODUCT PACK, WILL I RECEIVE A PURCHASE + DISCOUNT?

A: No. Product Packs do not qualify for the Purchase + Discount. No discounts are applied on Product Packs. However, if you add additional items to your cart which do qualify for the Purchase + discount, you will see the discount applied to them once the threshold for those products is met.

Q: WHEN DOES THE MIX & MATCH DISCOUNT TERMINATE? WILL CUSTOMERS THAT CURRENTLY HAVE THE DISCOUNT BE GRANDFATHERED IN?

A: The Mix & Match Discount will be discontinued on September 15, 2019. No "grandfathering" effect will take place for any items currently scheduled for a Mix & Match discount. Once it is discontinued, customer's will only see the Purchase + discount on their Flexship templates and shopping cart.

Q: WHAT HAPPENS IF A VIP CUSTOMER'S FLEXSHIP ORDER HAS THE MIX & MATCH DISCOUNT APPLIED TO IT, PRIOR TO MIX & MATCH DISCOUNT DISCONTINUING?

A: If the products within the Flexship now qualify for the Purchase + Discount, you will see your new progress bar and updated discount on the Flexship template prior to proceeding with payment and shipping. If there are products within your Flexship that do not qualify for the Purchase + discount plus products that do qualify, the VIP Customer will only see the progress bar showing the total discount of the products that do qualify.

Q: WHAT HAPPENS IF A VIP CUSTOMER'S FLEXSHIP HAS A SYSTEM PLACED INTO IT, PRIOR TO THE REMOVAL OF SYSTEMS?

A: If a VIP Customer still has an old System discount embedded into their Flexship template, they will still be able to purchase it at that same discounted rate until December 31, 2019, as long as it remains in their Flexship. As soon as the VIP Customer removes and/or processes their Flexship with an old System, they will no longer be able to add it back to their Flexship template with the discounted rate. If they want to purchase that same System again, they will have to add each individual product of that system to their Flexship. Your Purchase + discounts will be applied once you have reached the threshold.

Q: CAN A VIP CUSTOMER REDEEM THEIR REFER-A-FRIEND CREDIT AFTER THE PURCHASE + DISCOUNT HAS BEEN APPLIED TO THEIR FLEXSHIP ORDER?

A: Yes. Refer-A-Friend credit is considered a method of payment, not a promo code.

Q: CAN A VIP CUSTOMER REDEEM THEIR BIRTHDAY PROMO CODE AND QUALIFY FOR THE PURCHASE + DISCOUNT?

A: Yes. VIPs can use their Birthday Promo Code and still qualify for the Purchase + Discount. The Birthday Promo reduces the subtotal, then the VIP will need to add enough to their shopping cart in order to qualify for one of the Purchase + discounts.

Q: WHAT CHANGES TO THE VIP CUSTOMER'S SHOPPING EXPERIENCE WILL THEY SEE IN THE SHOPPING CART?

A: The VIP Customer will now see a progress bar and dynamic messaging that will show up in their Flexship templates and during normal orders, that will show them exactly how far they are from achieving the next tiered discount.