

# Premier Rewards - Frequently Asked Questions

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**Q: How are the annual net sales calculated?**

**A:** *The annual net sales are calculated from the gross sales for the past 12 months, deducting any credits that have been issued during the same time period.*

**Q: Does the total net sales account for all product categories purchased by Pictura, including Party Partners and From Me To You?**

**A:** *Yes. The evaluation is based upon your total net sales with us which includes all categories and lines, including seasonal products.*

**Q: Can the introduction discount on new programs be used towards new Pictura everyday greeting card racks?**

**A:** *No, the introduction discount can not be used toward the standard Pictura everyday greeting card line. However, would you have interest in adding a display that requires an initial order offset credit, please contact your sales representative or call us directly at 1-800-742-8872 and we can discuss on how we can find a solution.*

**Q: I want to add a new program to my store using the Introduction Discount. How do I do it?**

**A:** *If you're interested in adding a new program with the Introduction Discount, get in touch with your local sales representative that will assist you with putting together the best fitting program to you store. If you do not know who your sales representative is, contact us at [sales@picturausa.com](mailto:sales@picturausa.com) or 1-800-742-8872, and we will let you know.*

**Q: How often is the Premiere rewards program evaluated?**

**A:** *Pictura will evaluate the Premier rewards program 4x per year.*

**Q: How does the Credit Cash back work?**

**A:** *The credit cash back is awarded for Gold Customers at the end of each year, provided that they have been paying invoices on time. The annual credit cash back is awarded in the form of a credit that is added to the customer's account balance. The credit cash back is based on annual net sales at the end of the year, and is a discretionary determined percentage up to 2% of your total annual net sales, depending on the overall company performance.. Customers must be gold level at the third evaluation of the year to qualify.*



## Premier Rewards - Frequently Asked Questions (Cont.)

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**Q: I have other pre-decided terms. Can I still qualify for the Premier Rewards?**

**A:** Other previously agreed upon terms can not be combined with the Pictura Premier rewards. You will have the opportunity to choose to keep your terms, or be eligible for the terms awarded with Premier reward membership.

**Q: As a Premier Gold customer, will I receive Free Freight on all products?**

**A:** As a Premier Gold customer you will be eligible to receive Free Freight on all products ordered with us. That also includes other line offerings such as Party Partners and From Me To You. You can combine products from all of these lines on the same order.

**Q: How can I find out if I am close to a new Premier level?**

**A:** If you are interested to know more about your current Premier status or how close you are to reaching a new level, contact us at [sales@picturausa.com](mailto:sales@picturausa.com) or 1-800-742-8872 and we will provide that information to you.

**Q: I received a notification about no longer meeting my reward level. How long do I have to improve my sales?**

**A:** If you receive a notification that you are currently not meeting the qualifying requirements for your current Premier level, you will have one full quarter (90 days) to meet your sales quota in order to retain your Premier status. If the level is not attained at the next evaluation, your Premier status will change to reflect your current net sales level. Once the level is once again attained, your status will be upgraded.

**Q: What is meant by 100% Guaranteed sales on seasonal products?**

**A:** If you are a Bronze customer or higher, you are allowed to return your seasonal greeting cards that did not sell against a future credit with Pictura, making it a risk-free commitment. Your sales representative can help you organize your return.

**Q: What is meant by 20% Exchanges on Everyday card orders?**

**A:** Your sales representative is allowed to remove up to 20% of the order value you place to remove slow-selling designs, damaged goods, or anything else that needs to be removed from the store.

