

KEHAO Distributor and Agency Policy

I. Distributor Positioning

KEHAO focuses on IoT sensors and monitoring equipment for Hydrology, Water Quality, Meteorology, and Agriculture, providing global partners with long-term, stable supply and technical support.

Target partners include:

- Environmental monitoring equipment distributors
- System integrators
- Engineering contractors
- Research institutions and universities

II. Partner Tiers

1. Authorized Distributor

- No mandatory annual sales target.
- Annual sales targets may be committed voluntarily; achieving targets is eligible for sales rebate.

3. Exclusive Distributor

- Enjoys regional exclusivity.
- Required to achieve annual sales targets; completing targets is eligible for sales rebate.

III. Purchase Discount Policy

- **Distributors / Agents:** 10% discount off the standard selling price.
- **Large-scale project orders:** 15%–30% discount (special project orders are not

eligible for rebate).

IV. Support for Distributors

KEHAO provides comprehensive support to distributors, including:

- Pre-sales, after-sales, and technical support
- Marketing materials, optional logo customization, and sample units at preferential prices
- Remote training and project assistance

V. Price Protection

- Exclusive distributors enjoy regional price protection.
- Projects may apply for protection periods to avoid competitive pricing conflicts.

VI. Marketing Contribution

- Achieving annual sales targets qualifies distributors for a 5% marketing rebate and sample support.

VII. Stock and Forecast

- Exclusive distributors may submit quarterly forecasts.
- KEHAO will pre-stock materials to ensure timely delivery.

VIII. Contract Duration

- Standard contracts are 1–2 years.
- Automatic renewal is negotiable, contingent on meeting annual sales targets.

IX. Distributor Obligations

- Comply with regional regulations, pricing policies, and brand guidelines.
- Conduct active market promotion in the assigned territory.

X. Exit Mechanism

- Exclusive distributors failing to meet targets may be downgraded to Authorized Distributor status.
- Severe violations may result in termination of the partnership.

XI. KEHAO Distributor System Advantages

KEHAO provides a clear and structured distributor framework:

1. Transparent discount policies
2. Regional market protection
3. Comprehensive pre-sales, after-sales, and technical support