

# Adventurer Group Loyalty Program Terms & Conditions

## How to join:

1. Customers can join our free Adventurer Group Loyalty Program (Loyalty Card) at time of purchase in Sales, Parts, Rentals or the Service department. *(Customer does not earn any percentage on gifted credit dollars on their account. Credit can be redeemed 24 hours after application.)*

## How to earn:

1. When paying for parts or services in the dealership, or as a domestic customer renting an RV, customers earn 5% of their pre-tax purchase amount back in Reward Dollars, which they can spend on a subsequent visit. These Reward Dollars accumulate in a Standard Account.
2. The customer receives a record of transaction and updated Reward Dollars balance by email or printed out.

## How to redeem:

1. Customers present their Loyalty Card while paying for parts, service, and rentals, accruing Reward Dollars earned on their pre-tax purchase amount. They can use existing Reward Dollars like cash to pay for some or all of their purchase.

## Card Varieties:

**LOYALTY CARD**—Customers can obtain a Loyalty Card when they purchase a unit, customers receive a pre-enrolled, pre-loaded \$50 LOYALTY CARD to buy their RV essentials at our parts store.

**GIFT CARD**—Adventurer Gift Cards can be purchased by anyone at any time and loaded with **ANY monetary** amount, but generally these amounts are rounded to a full dollar amount such as \$25, \$50 or \$100, no change involved. This process does NOT require enrollment, because it is intended as a gift to a third party. If the Gift Card recipient wants to enroll in the Loyalty Program, they will receive a Cash Card upon enrollment, separate from their Gift Card (regardless of whether they have spent the entire value held on their Gift Card).

**PROMO CARD**—A Loyalty Card or Gift Card pre-loaded with Adventurer Group Reward Dollars *only*, for giveaway at a specific event, contest, sponsorship, etc.

Please see the Gift Card policy document for more information.

## Expiry/Card Cancellation

1. If a Loyalty Card is inactive for 18 months, the Company reserves the right to cancel the Reward Dollars on the card.
  - a. The Company will contact Ackroo to run monthly reports showing cards with Reward Dollars that have been inactive for 16 months. The Company then contacts these cardholders to advise them of their upcoming expiry on inactive Reward Dollars (at 18 months of inactivity).
  - b. If the Company fails to expedite the cancellation of inactive Reward Dollars, Ackroo implements a system-generated auto-expiry after 84 months of inactivity.
2. Dollar amounts on Loyalty Cards purchased as Gift Cards never expire because the credit on the card is customer funded.
  - a. If the recipient of the Gift Card chooses to enroll the card in-store, Reward Dollars earned on purchases are subject to expiration policy (see #1, above).
3. Promo Cards pre-loaded in batches by Ackroo for promotional purposes (e.g., giveaways, sponsorships, prizes, etc.) automatically expire 18 months from the loading date, regardless of activity.
  - a. Promo Cards pre-loaded in-store by the Company expire after 18 months of inactivity, as do Cash Cards pre-loaded by the Company and given to customers who buy a unit.

## Application:

1. 5% is earned on service, domestic customer rentals and parts only.
2. Limit one Loyalty Card per household.
3. No minimum redemption required.
4. Customers may collect Reward Dollars on sales and promotional items.
5. Customers may continually accrue Reward Dollars without spending them.
6. Reward Dollars cannot be transferred to another loyalty account, cardholder, or person, and cannot be exchanged for cash.
7. Commercial, Wholesale and Fleet accounts are not eligible for the Loyalty program.
8. Customer-funded credit on Loyalty Cards is spent first; Reward dollars are spent after customer-funded credits are depleted.