

## Benefits of Being an Authorized KORITE Retailer

### Flexible 90 Day Payment Option

KORITE supports authorized Retailers in every way possible. On approved credit, Retailers can order their first order immediately and **pay 90 days later**.

### One-to-One Product Exchange Program

KORITE works with each Retailer to find the right assortment for the consumers. We understand that having the right selection for your customers is important. Our **one-to-one exchange program** ensures you can maintain the best possible selection of KORITE at all times.

### Higher Margins Means Higher Profit - Triple-Key Markup on Most Products

KORITE offers **higher initial mark up** for its product compared to most other brands. KORITE's suggested retail prices are **3X wholesale**. This increased margin still allows you to compete effectively in your market while driving profitable sales. You can have a **true competitive advantage** in your area while offering one of the Rarest Gems on Earth, which can earn an impressive return on your investment.

### KORITE is a Brand to be Proud of

KORITE will make certain that each retailer representing its products will have the best possible presentation to excite consumers. In addition to the jewelry, each new account receives the following:

- New, top quality jewelry props and displays
- Complete promotional marketing kit. Easily accessible and downloadable from our Retailer Portal.
- Quality packaging materials
- Supplementary marketing collateral like duratrans, banners and window displays are available.

### Advertising Cost Share Program

KORITE's Advertising Cost Share Program is designed to promote the KORITE brand and help Retailers promote their business. You can promote the KORITE brand and your retail stores at the same time, while lowering your marketing and advertising costs.

### Lifetime Warranty

KORITE has an industry leading lifetime warranty program that protects consumers from any defective material or workmanship. KORITE works directly with the consumer to repair or replace any defective materials or workmanship.

### New and Exciting Product

Ammolite is the **newest precious gemstone** to be introduced to the market. Many consumers have not seen this truly remarkable gemstone before. Consumers are constantly looking for something that is NEW, FRESH and EXCITING. Now you can offer these inquisitive buyers a multi-colored gemstone that has been formed from a fossil 71-million-years ago.

### **Authorized Ammolite Retailer Sales Training & Certification program**

All KORITE Retailers enjoy unlimited access to educational programs, designed to empower Retailers with the knowledge and tools they need to successfully compete for business. Training includes online videos, demonstrations, and certification programs.

### **Corporate Marketing and Lead Generation**

KORITE offers exclusive promotions for our Authorized KORITE Retailers. Competitive pricing, attractive retailer discounts, and a comprehensive marketing program that generates leads from corporate product marketing efforts and client awareness campaigns. This includes, but is not limited to, lead referrals and online lead generation programs that will create new business and opportunities directly to Retailers.

### **Global Distribution and Supply Confidence**

KORITE owns and operates the largest commercial Ammolite mine in the world. Ethically and legally mined, KORITE is committed to choosing exclusive Retailers to represent its brand and to ensure the integrity of the supply chain.

### **Dedicated Support**

KORITE supports Retailers with dedicated account managers. We provide industry leading displays and merchandising guidance. All our efforts are dedicated to helping our Retailers maximize their business with KORITE profitably, while creating a unique point of difference in their market

### **Certified Products with Individual Certificates of Authenticity**

Each KORITE product comes with a Certificate of Authenticity, certifying that it is a product made by KORITE from 100% Canadian Ammolite.

### **Knowledge Sharing - The Partner Advantage**

Direct relationships with KORITE sales and support teams provide Retailers with the ability to contribute to product planning and program development.