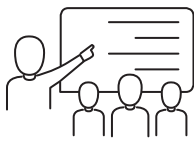




URBAN BONFIRE Professional Partner Program & Economics

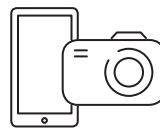
The Urban Bonfire Professional Partner Program was developed to provide our Professional Partners with personalized service and support from our in-house design specialists along with preferred pricing, exclusive rewards and joint content opportunities. Our program is open to designers, architects, builders, developers, and landscape firms. Whether your firm is the purchaser or specifier on an Urban Bonfire project, our program was designed to fit your business model.



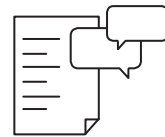
Access to product training sessions (in person and/or virtually)



Access to exclusive professional partner events and tradeshow



Joint content opportunities (photography, video, testimonial)



Professional design, quoting and technical support



1. Professional Partner Resale Economics

Members receive **15% off MSRP** (retail) on the purchases of Urban Bonfire custom outdoor kitchens, Classics collection, planters and supporting accessories they make for client projects.

A **10% discount** is provided at the time of purchase. An **additional 5%** is provided in the form of a rebate with proof of invoice to consumer at MSRP (no discounts are permitted).

2. Professional Partner Specification Recognition and Reward

At the end of each calendar year, member companies will receive rewards based on the amount of product they have specified and Urban Bonfire has shipped. Rewards can be claimed in the form of cash, credit towards future Urban Bonfire products for personal use, or donation to a charity.

Urban Bonfire Specification Reward*

\$0 - \$29,999	0%
\$30,000 - \$59,000	1%
\$60,000 - \$119,000	2%
\$120,000 - \$239,000	3%
\$240,000 - \$479,999	4%
\$480,000 +	5%

Examples

				Reward
Specification Amount A) :	\$50,000	→	1%	= \$500
Specification Amount B) :	\$100,000	→	2%	= \$2,000
Specification Amount C) :	\$250,000	→	4%	= \$10,000

*All dollar amounts are USD.



How the Professional Partner Program & Economics Works

- Professional partners must be approved for the program in advance to qualify for rewards. Discounts and rewards do not apply to projects quoted by Urban Bonfire prior to the enrollment in the Professional Partner Program.
- Professional partners may choose to receive either purchaser or specifier rewards on a per-project basis, but may not receive both for the same project.
- Professional Partner Program is open to all markets (North America and international) for projects purchased via an authorized Urban Bonfire Dealer Partner.
- Rewards are based on calendar year shipments at MSRP, and are paid out on an annual basis.
- The specification reward is based on the net value of the kitchen (retail price) and does not include freight, installation, appliances, countertops (if applicable) or other fees.
- To receive your Purchaser Rebate Reward, please submit photography of the installed project and proof of invoice to homeowner (at full retail pricing) within 90 days of the shipment confirmation.
- Rebates are paid on a per-project basis and will be processed upon receipt of the necessary paperwork and complete order shipment. A check will be issued, within 30 business days, to the Professional Partner entity that took title of the goods. The Urban Bonfire rebate form can be found here: www.urbanbonfire.com/resources.