

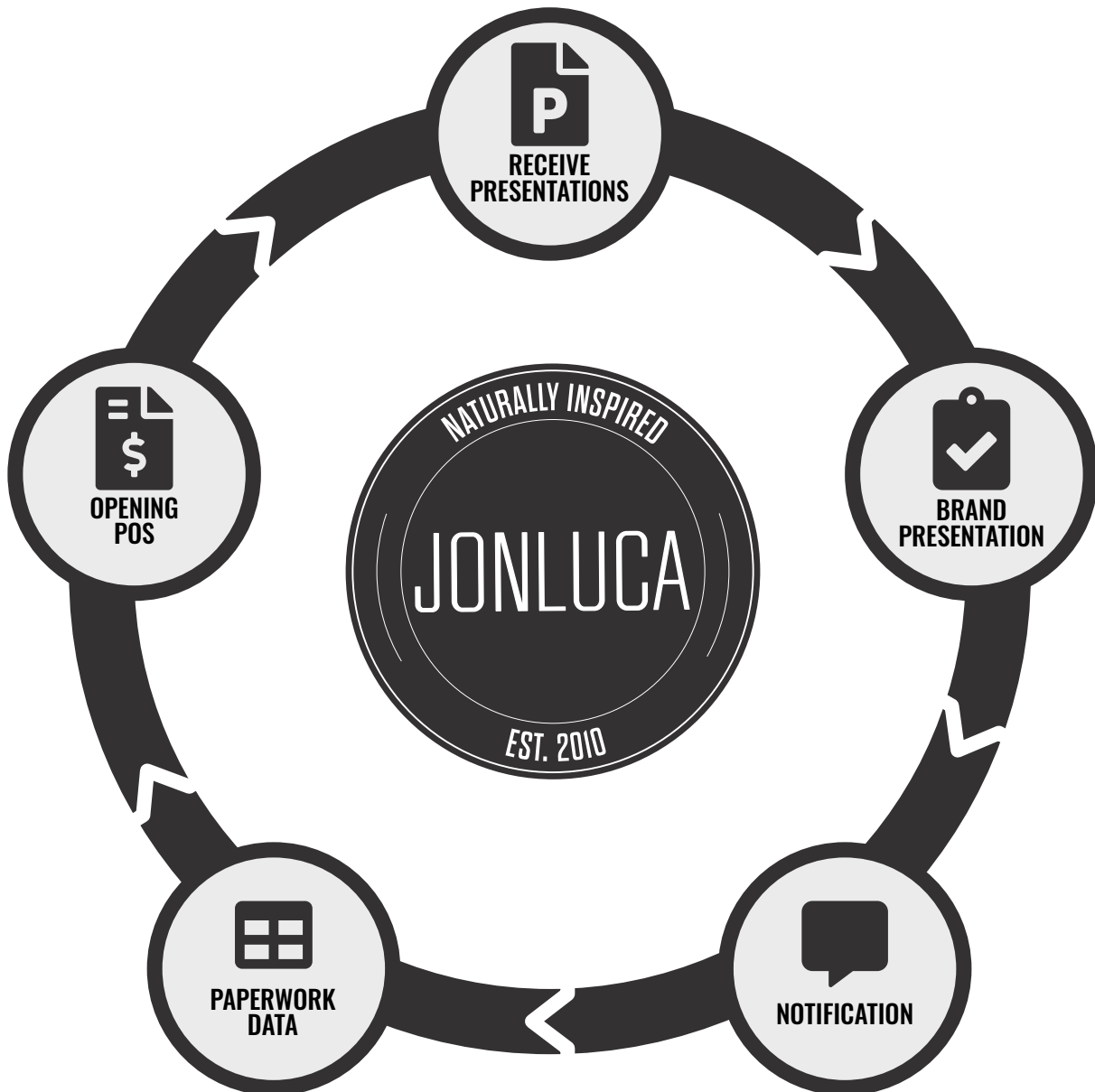


# NATURALLY INSPIRED BRAND INGESTION PROCESS

Our former model was that brands could present at any point, we'd respond within two days, and we'd make a decision shortly thereafter.

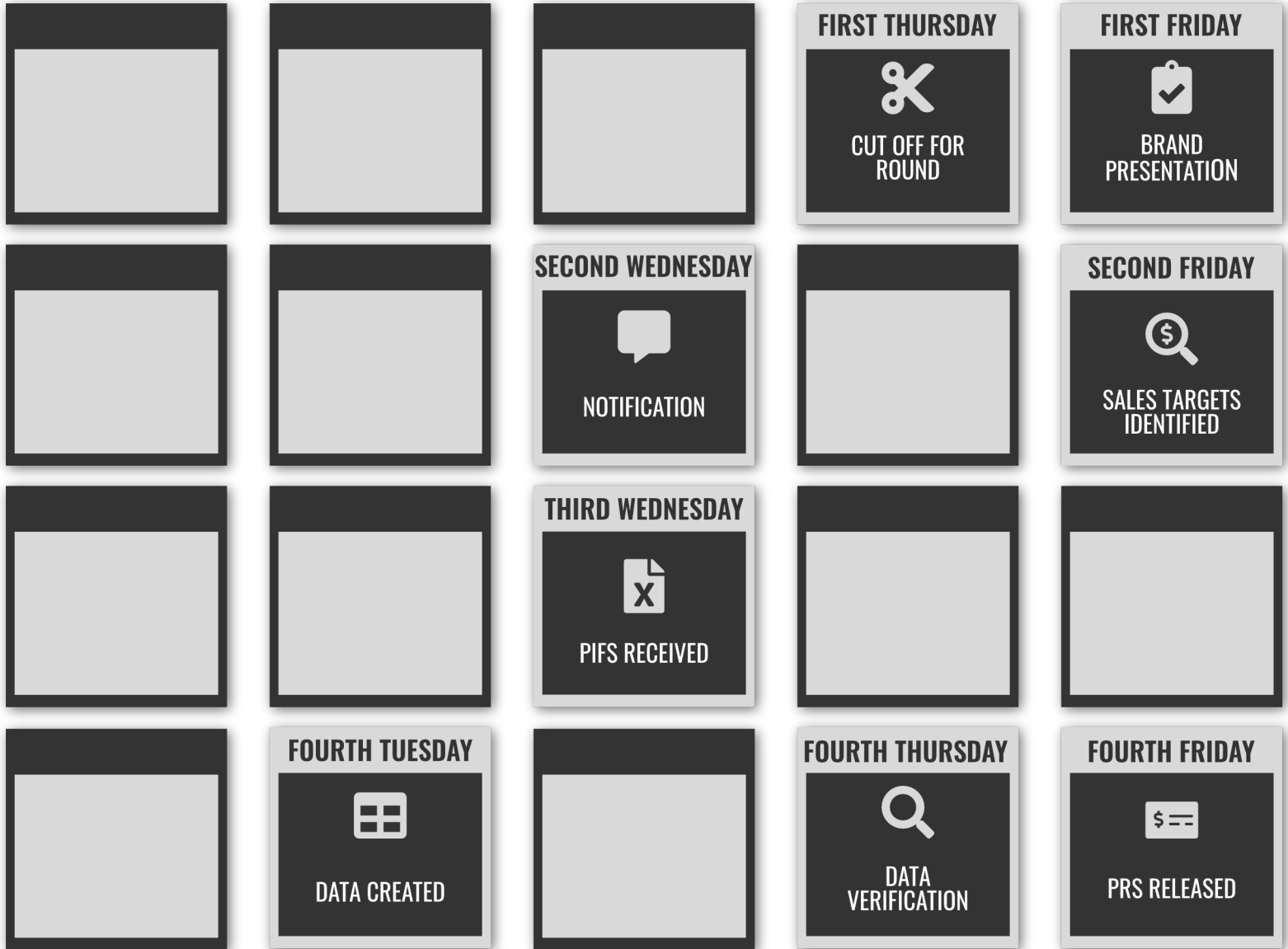
Now, we'll establish and post a calendar to be followed (similar to a category review, but without categories).

We will have five rounds, occurring bi-monthly. We won't be doing any new brand ingestion in November or December.













# NATURALLY INSPIRED BRAND INGESTION PROCESS



The second month will be used to review physical product as it arrives to our DCs.



# NATURALLY INSPIRED BRAND INGESTION PROCESS

 <b>CUT OFF</b>	<p>This is the date we need your presentation by make a decision for the current round. Your presentation could arrive anytime previous to the cut off, and it will be cycled into the next round.</p>
 <b>BRAND PRESENTATION</b>	<p>Jonluca will review your presentation and determine if we're a fit together at that time. A complete presentation allows us to make better decisions, and including specific data helps us do that.</p> <ul style="list-style-type: none"><li>• GS1 confirmation</li><li>• Sell sheets</li><li>• pricing model, including retails, custom pricing structures,</li><li>• Operational and logistical information: MOQs, delivered vs pick-up pricing, warehouse location, TIHI</li><li>• Points of Distribution and transitional business. Please ensure to be mindful of which region we're listing (east, west, or national).</li><li>• Existing distribution and broker partners</li></ul>
 <b>NOTIFICATION</b>	<p>Jonluca will confirm the status of the application. We'll either provide listing forms if the brand will be listed, or provide a short explanation as to why the brand won't be listed at this time.</p>
 <b>SALES TARGETS IDENTIFIED</b>	<p>Jonluca will establish sales targets based on the information provided and begin communication with our retail business partners.</p>
 <b>PIFS RECEIVED</b>	<p>Jonluca must receive PIFs no later than 3:30pm EST on this day to allow us to meet our deadlines. If listing forms aren't received, or are not accurate, the listing will be pushed to the following round.</p>
 <b>DATA CREATED</b>	<p>Jonluca will complete data creation in SAP by this date.</p>
 <b>DATA VERIFICATION</b>	<p>Sales &amp; Marketing will verify the data created, and it will continue to our order guides and catalogues for approved regions.</p>
 <b>PRS RELEASED</b>	<p>Purchase Requests will be created and released to Jonluca procurement. POs will follow and then be subject to each brands' lead time prior to launch.</p>