

Information to dealers

Subject: Dynaco Cashback Campaign [MARKET] [DATE] - What You Need to Know

Dear Dealer,

We are giving end customers in [MARKET] a concrete reason to replace their 10+ year old Dynaco high-performance door: a cashback of up to EUR 2,000, paid directly by us to them. The campaign runs from [DATE] to [DATE]. Both the door being replaced and the new door must be Dynaco high-performance doors. Here is everything you need to know before it goes live.

What the campaign does

The Campaign is open exclusively to end customers located in [MARKET]. End customers in [MARKET] whose current Dynaco high-performance door is more than 10 years old - identified by the serial number (see 'Worth knowing' below for format and eligible country codes) - can claim a fixed cashback from Dynaco when they order a replacement Dynaco High-Performance Door during the campaign period - from [DATE] to [DATE].



Insert a picture of an old Serial Number label // clear indicator of how we see if a door is eligible

The cashback is paid directly by Dynaco to the end customer. The Cashback amount is determined by the product series of the new Dynaco high-performance door ordered as a replacement, as follows:

Product series of the replacement door	Cashback
E-line	EUR 500
D-series	EUR 750
M-series	EUR 1,000
Rigid (R-741)	EUR 1,500
S-series (ATEX)	EUR 2,000

There is no limit on the number of doors a single customer can claim a cashback for.

Commented [GG1]: Spain, France, Germany
10 years old doors

Commented [GG2R1]: 1 Oct - 31 Dec (3 months)

XX48000-XX
lower than 48000
= OK
two left
country

Ir
n
E
C
F

Commented [GG3]:

Commented [GG4R3]: Serial format @Swennen, Sara , 10
year old doors represent 48000

Commented [GG5R3]: Some Belgian examples

Commented [GG6]: Asked Dries and Arnout if they can
find a photo of an old serial number label

Commented [GG7R6]:

Identification
BE1525B
BE1631
BE1569
BE1788
BE1723
BE1767
BE1731A
BE1731B
BE1865
BE1876C
BE1876D
BE1876I
BE1876L
BE1182B
FR1935A
FR1935C
BE1700
BE1218

What this means for you – practically

This cashback is a promotional incentive offered directly by DYNACO EUROPE NV to the end-customer and is independent of the purchase agreement with any recognized dealer. It does not affect your purchase conditions, your door prices from us, or your invoices in any way. Your commercial relationship with Dynaco remains unchanged for doors involved in the campaign. You are invoiced and pay as normal.

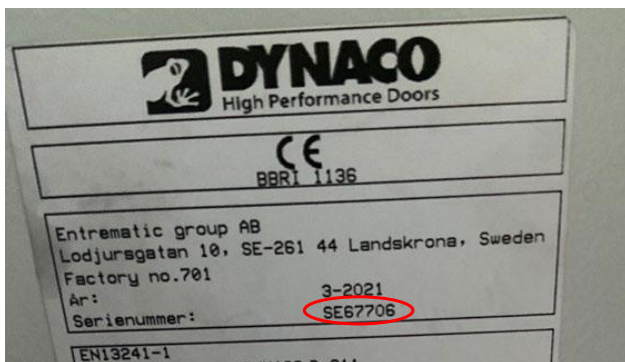
You are not involved in processing claims. End customers submit directly to Dynaco - via dynacodoor.com or cashback@dynacodoor.com - and we handle verification and payment. Your involvement is the sale and installation, as always.

Where you benefit is in the sales conversation. Pushing this limited offer on your side can increase your order books from end-customers, so take this chance. Replacement decisions on older doors are often stalled by budget hesitation. This campaign gives your customers a concrete financial reason to move forward now rather than later - and a clear deadline to do so. More conversions on doors your customers already need to replace means more business for you.

Worth knowing

The cashback is strictly for end customers - owners and operators of the door at the installation site. When a customer purchases through you and asks about the cashback, direct them to submit their claim directly with Dynaco using their own details.

Age is verified exclusively via the Dynaco serial number on the old door or its control box. The serial number is found on the sticker on the door or control box, in the format of a two-letter country code followed by a number, with a two-character suffix if the door was part of a multi-door order (e.g. FR47950 or FR47950-02). Eligible country codes are ES (Spain), DE (Germany), and FR (France). For the old door only, a serial number of 48000 or lower confirms that the door is more than 10 years old and therefore eligible. The serial number must be submitted in the cashback claim and there is no alternative method of proof - if the old door's serial number is above 48000, missing, or illegible, the claim cannot be processed. Each old door serial number is eligible for one cashback claim only.



Insert an example of a before and example Dynaco HPD photo side by side

In addition to the serial number, photographs are required as part of the claim: one of the old door while still installed and one of the new door after installation, both showing the entire door including frame and surroundings, and both taken from the same side. Without both photos, the claim cannot be approved. It is worth flagging this to customers before any removal work begins - once the old door is down, the photo opportunity is gone.

Eligibility is based on the order date, not delivery - **the corresponding order must be placed with Dynaco Europe NV by the dealer, distributor or installer within the campaign period**, and the door can be installed later, which is useful if lead times are a factor. The cashback claim itself can only be submitted once the new door is installed, but there is no pressure to rush: doors can be installed and claims can be submitted up to 12 months after the campaign ends.

If you have questions about specific situations or customer cases, please contact us.

We will provide customer-facing materials in Showpad and on request.

Kind regards,

[Name]

[Title]

Dynaco Europe

End-customer information

Replace Your Aging Door. Get Rewarded.

For a limited time, Dynaco is offering a cashback reward to end-customers in **[MARKET]** who replace an older Dynaco high-performance door with a new one. If your current door is more than 10 years old - indicated by the serial number on the **old** door or its control box (see 'Do you qualify?' below for format and eligible country codes) - you qualify for a cashback of up to EUR 2,000, paid directly to you as the door owner or operator.

Why replace now?

After 10 years of hard work, your Dynaco door deserves a successor. A new model delivers even better performance, improved safety, and greater energy efficiency. This campaign makes the decision easy: take a photo of your old Dynaco door, have your dealer, distributor, or installer place the order for your replacement door with Dynaco Europe during the campaign period, have it installed, submit a simple claim, and receive your cashback directly from Dynaco.

How much can you receive?

The Cashback amount is determined by the product series of the new Dynaco high-performance door ordered as a replacement for your old Dynaco door, as follows:

Product series of your new replacement door	Cashback
E-line	EUR 500
D-series	EUR 750
M-series	EUR 1,000
Rigid (R-741)	EUR 1,500
S-series (ATEX)	EUR 2,000

You can claim for multiple doors - every eligible replacement counts.

Do you qualify?





Age is verified exclusively via the Dynaco serial number on the old door or its control box. Found on the sticker on your control box or door, the serial number follows the format of a two-letter country code plus a number, with a two-character suffix if part of a multi-door order (e.g. FR47950 or FR47950-02). Eligible country codes are ES (Spain), DE (Germany), and FR (France). For the old door only, a serial number of 48000 or lower confirms the door is more than 10 years old and therefore eligible. The serial number must be submitted in the cashback claim and there is no alternative method of proof - if the old door's serial number is not 48000 or lower, is missing or illegible, the claim cannot be processed. Each old door serial number is eligible for one cashback claim only. Before any replacement work begins, make sure the serial number on the old door or control box has been noted - once the door is removed, the label may no longer be accessible.

IMPORTANT: Photos of the door before and after are required



Example of a before and example Dynaco HPD photo side by side

Together with the serial number, you also need to submit photographs showing the entire old door (while still installed, before removal) and the entire new door (after installation) when filing your Cashback claim. Both photos must be taken from the same side of the door. Without these photos, your claim cannot be approved - so make sure to capture the full door, including frame and surroundings, before the old door comes down.

Who receives the cashback?

The cashback is paid by Dynaco directly to the end customer - the owner or operator of the door. End-customers partaking in the campaign must be based in [MARKET]. Dealers, distributors, and installers are not eligible. If you purchased your replacement door through a dealer, the cashback is still yours: submit your claim directly to Dynaco using your own details and bank account.

Campaign details

- **Where:** [MARKET]
- **When:** [DATE] – [DATE] (3 months)
- **What qualifies:** 10+ year old Dynaco high-performance doors, as indicated by a serial number of 48000 or lower on the **old** door or control box (country code + number format, e.g. FR47950; eligible codes: ES, DE, FR). Both the door being replaced and the new door must be Dynaco high-performance doors.
- **Claim deadline:** The corresponding order for the replacement door must be placed with Dynaco Europe NV by your dealer, distributor or installer within the campaign period. Delivery date does not affect eligibility - you can have your door ordered during the campaign and have the door installed later - just note that your cashback claim can only be submitted once the new door is installed. You have up to 12 months after the campaign ends to have your door installed and submit your claim.

How to claim

Step 1 - Submit your claim

Visit the campaign page on dynacodoor.com or email cashback@dynacodoor.com.

Step 2 - Provide the right information (required)

- Your name or company name, address, email, VAT number (if applicable), and IBAN
- Serial number of the old Dynaco door (as indicated on the serial number label)
- Serial number of the new Dynaco door (as indicated on the serial number label)
- Photo of the old door, taken before removal
 - Photograph the entire old door, while it is still installed and before any removal work begins. Note which side the photo is taken from.
- Photo of the new door, after installation
 - Photograph the new installed door from the same side and angle as the photo of the old door.

Step 3 - We handle the rest

Our team will confirm receipt, verify your claim, and transfer the cashback directly to your bank account. Payment is generally processed within 3 weeks of claim approval.

This page is a summary for information purposes. Full terms and conditions apply and are available [here]. Dynaco reserves the right to modify or end this campaign at any time.

Commented [GG12]: Thoughts?

Rules and Conditions

Commented [GG13]: Tonality and format based on <https://www.dynacodoor.com/en/privacy-center/general-conditions>

Dynaco Door Replacement Cashback Campaign — Rules and Conditions

1. Scope of Application

This document sets out the terms and conditions (the “Campaign Rules”) governing the cashback campaign offered by DYNACO EUROPE NV (“DYNACO EUROPE”) to end customers in connection with the replacement of an eligible Dynaco High Performance Door (the “Campaign”). By submitting a claim under the Campaign, the end customer (the “End Customer”) accepts these Campaign Rules in full.

For the avoidance of doubt: the Campaign and the Cashback described herein are granted exclusively to the End Customer, being the natural or legal person who owns and/or operates the door at the installation site and who bears the cost of its replacement. The Campaign does not apply to, and no Cashback shall be paid to, any dealer, distributor, reseller, installer or other intermediary acting in the chain of sale or installation of the replacement door, whether or not such party is a “Customer” or “Distributor” within the meaning of DYNACO EUROPE’s General Conditions of sale. Where the new Dynaco HIGH-PERFORMANCE DOOR is purchased by an End Customer through a dealer or installer, the Cashback shall in all cases be paid directly to the End Customer and not to the intermediary, regardless of any arrangement between the End Customer and the intermediary.

These Campaign Rules apply in addition to, and do not replace or supersede, DYNACO EUROPE’s General Conditions of sale (<https://www.dynacodoor.com/en/privacy-center/general-conditions>), which remain applicable to the underlying purchase of the replacement door as between DYNACO EUROPE and its dealer, distributor or installer, as applicable.

DYNACO EUROPE reserves the right to amend, suspend or terminate the Campaign at any time, including before its scheduled end date, without prior notice and without any right to compensation for the End Customer or any third party. Any such amendment, suspension or termination shall not affect claims that have already been validly submitted and accepted by DYNACO EUROPE prior to the date of the change.

2. Definition

A “Cashback” is a fixed monetary amount granted by DYNACO EUROPE directly to the End Customer where a Dynaco High Performance Door (“HIGH-PERFORMANCE DOOR”) that is more than ten (10) years old, as established in accordance with Article 5.3 below, is replaced with a new Dynaco HIGH-PERFORMANCE DOOR ordered from DYNACO EUROPE by the End Customer’s dealer, distributor or installer during the Campaign period and in accordance with these Campaign Rules. For the avoidance of doubt, both the door being replaced and its replacement must be Dynaco high-performance doors; the Campaign does not apply where either the replaced door or the new door is a product of another manufacturer. The Cashback is a payment from DYNACO EUROPE to the End Customer and does not constitute a discount, rebate, or price reduction on any invoice issued to a dealer or distributor.

3. Eligible Markets and Duration

3.1. The Campaign is open exclusively to End Customers located in [MARKET], save where DYNACO EUROPE expressly extends the Campaign in writing to other markets.

3.2. The Campaign runs for a period of three (3) months, from [DATE] to [DATE] (the "Campaign Period"). Only orders placed within the Campaign Period are eligible; the delivery date of the replacement door is not determinative of eligibility.

4. Cashback Amounts

The Cashback amount is determined by the product series of the new Dynaco HIGH-PERFORMANCE DOOR ordered as a replacement, as follows:

Replacement door	Cashback Amount
E-line	EUR 500
D-series	EUR 750
M-series	EUR 1,000
Rigid (R-741)	EUR 1,500
S-series (ATEX)	EUR 2,000

There is no limit to the number of doors per End Customer that may be claimed under the Campaign, provided each replaced door and each corresponding order independently satisfies all conditions set out in these Campaign Rules. Each Cashback is granted per eligible door replaced and is not cumulative with any other End Customer discount, rebate, promotion or cashback offered by DYNACO EUROPE in respect of the same order, unless DYNACO EUROPE expressly states otherwise in writing.

5. Eligibility Conditions

A claim is only eligible for a Cashback where all of the following conditions are met:

5.1. The corresponding order for the new Dynaco HIGH-PERFORMANCE DOOR was placed with DYNACO EUROPE by the End Customer's dealer, distributor or installer within the Campaign Period. The delivery date is not a relevant criterion for eligibility.

5.2. The End Customer submits the Cashback claim within twelve (12) months of the end of the Campaign Period. Claims submitted after this deadline shall be automatically rejected, without any right of appeal.

5.3. The replaced door is a Dynaco HIGH-PERFORMANCE DOOR shown to be more than ten (10) years old at the time of replacement. This age threshold is evidenced exclusively by the Dynaco serial number affixed to the replaced door and/or its control box, in the format of a two-letter country code followed by a number, with a two-character suffix where the door formed part of a multi-door order (e.g. FR47950 or FR47950-02). Eligible country codes are ES (Spain), DE (Germany) and FR (France). A serial number with a value of 48000 or lower, on the replaced door only, constitutes conclusive proof that the door is more than ten (10) years old for the purposes of the Campaign. No alternative method of proof of age shall be accepted. Each serial number of a replaced door is eligible for one Cashback claim only; any subsequent claim submitted under the same replaced-door serial number shall be rejected. DYNACO EUROPE shall determine the age of the replaced door by reference to this serial number, and the End Customer accepts this determination as final and binding for the purposes of the Campaign.

5.4. All information and supporting documentation required under Article 6 below has been submitted in full, is accurate, and is verifiable by DYNACO EUROPE.

5.5. The new Dynaco HIGH-PERFORMANCE DOOR must be fully installed prior to submission of a claim. Claims submitted before installation is complete shall not be processed.

DYNACO EUROPE reserves the right to reject, in whole or in part, any claim that does not satisfy each of the above conditions, or where the information or documentation provided is incomplete, inaccurate, fraudulent or otherwise insufficient to verify eligibility, without any right to compensation for the End Customer.

6. Claim Submission Procedure

6.1. To submit a claim, the End Customer must either visit the official Campaign page on dynacodoor.com or submit a claim by e-mail to cashback@dynacodoor.com.

6.2. The End Customer must provide the following information and documentation in full. All identification details must be those of the End Customer (the owner/operator of the door), and not those of a dealer, distributor or installer:

- Identification: name and, where applicable, company name, postal address, e-mail address, VAT number (where applicable), and IBAN for payment purposes;
- The serial number of the replaced door (see Article 5.3 for the required serial number format and eligible country codes);
- The serial number of the new door;
- A photograph of the old door while still installed, taken prior to removal;
- A photograph of the new door following installation.

6.3. DYNACO EUROPE reserves the right to request additional information or documentation where reasonably necessary to verify a claim. Failure to provide such information within a reasonable period set by DYNACO EUROPE may result in rejection of the claim.

7. Administration and Payment

7.1. Upon receipt of a claim, DYNACO EUROPE's customer support team will confirm receipt and proceed with the administration of the claim.

7.2. DYNACO EUROPE will assess each claim against the eligibility conditions set out in these Campaign Rules. Where a claim is validated, DYNACO EUROPE will issue a confirmation to the End Customer, following which DYNACO EUROPE's finance department will arrange payment of the Cashback amount to the IBAN provided by the End Customer.

7.3. Processing and payment timelines are indicative only. DYNACO EUROPE shall make reasonable efforts to process valid claims promptly but accepts no liability for delays arising from incomplete submissions, banking processes, or circumstances beyond its reasonable control.

7.4. Payment of the Cashback constitutes full and final settlement of DYNACO EUROPE's obligations to the End Customer under the Campaign in respect of the relevant claim.

8. General

8.1. The Campaign is void where prohibited or restricted by applicable law.

8.2. DYNACO EUROPE accepts no liability for any direct or indirect loss or damage arising from the End Customer's participation in the Campaign, save in the case of fraud or willful misconduct on the part of DYNACO EUROPE.

8.3. These Campaign Rules are governed by Belgian law. Any dispute arising from or in connection with the Campaign that cannot be resolved amicably shall be submitted to the

courts and tribunals of Brussels, without prejudice to DYNACO EUROPE's right to bring proceedings before the court of the End Customer's domicile.