End Customer Channel Transition Guidelines

Dear Valued Seco Customer,

Seco understands that it is sometimes necessary for an End Customer to change the Channel Partner through which they purchase tooling. We support the wishes of the End Customer and want to ensure that the transition process is appropriately handled for the End Customer, incumbent Channel Partner, and incoming Channel Partner.

To ensure a smooth transition, we require the following criteria to be met with each request:

- Letter of agreement (LOA) from the End Customer on company letterhead stating that the incoming Channel Partner has been awarded the contract. A bid letter is not sufficient, and Seco does not participate in the bidding process. Please send LOA to (dbd.us@secotools.com).
- If the request involves multiple End Customer locations, all location addresses must be specified on the LOA.
- The LOA must indicate a firm effective date for each location in consideration of the End Customer, incumbent Channel Partner, and incoming Channel Partner. After the effective date, the incumbent Channel Partner will no longer have access to the End Customer's special pricing agreement.
- Once the above criteria are met, Seco will provide the incoming Channel Partner a price file for any associated special pricing agreement(s) prior to the effective date.

We understand that the involved parties may have a sense of urgency to complete the transition process; however, it is critical that all steps are properly followed to avoid confusion among the parties, as well as the administrative and sales employees affected by the change. Please allow 10 business from the date that the LOA is received by Seco (dbd.us@secotools.com) for this process to be completed.

Thank you for your understanding, and we look forward to working with you! For any questions, please reach out to your local Seco sales representative.

Best Regards/ Med vänlig häsning,

Seco Tools Channel Sales