



Dollars



Buddy Points



Entry Buddy Pricing Level

The default or "Entry Level" price for a "Buddy Item" is discounted to the Consumer by 3%. Let's suppose these sneakers regularly sold for \$100.00. With a "Buddy Sale" at this level, the Consumer would pay \$97.00 and is rewarded with 3 "Buddy Points". This "Buddy Points" factor is valid for items selling for \$0 up to \$100.00. For items selling for over \$100.00, an additional Buddy point is issued for every \$33.33 to the Consumer and a matching point to the "Buddy Bank".



Buddy Sale Level 1

Product sold for **90%** of Regular Sale Price in Dollars + **10%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 1

Product sold for **40%** of Regular Sale Price in Dollars + **60%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 2

Product sold for **80%** of Regular Sale Price in Dollars + **20%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 2

Product sold for **30%** of Regular Sale Price in Dollars + **70%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 3

Product sold for **70%** of Regular Sale Price in Dollars + **30%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 3

Product sold for **20%** of Regular Sale Price in Dollars + **80%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 4

Product sold for **60%** of Regular Sale Price in Dollars + **40%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 4

Product sold for **10%** of Regular Sale Price in Dollars + **90%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 5

Product sold for **50%** of Regular Sale Price in Dollars + **50%** in "Buddy Points" debited from purchasers "Buddy Bankroll".



Buddy Sale Level 5

Product sold for **0%** of Regular Sale Price in Dollars + **100%** in "Buddy Points" debited from purchasers "Buddy Bankroll".

EXAMPLE: Suppose the above sneakers were regularly priced at \$100.00. Remember that Buddy Points are valued at approximately 50¢. Buddy Sale Level One would price them at \$90 + 20 Buddy Points. Buddy Sale Level Two would be \$80 + 40 Buddy Points. Buddy Sale Level Three would be \$70 + 40 Buddy Points and so on.

In addition to the above, the Etailer will be charged 2.8% on every sale generated by BBB. These charges will be billed in aggregate weekly.