

2025 BHN Marketing Commitment Form

Card Partner Division: SHELL OIL

Incremental Placements																
Distribution Partner	Occasion	Offer Type	Offer / Program	Start Date	End Date		Last Year Sales	Inventory Required	Est. Sell Thru*	Projected Sales Based on Sell-Thru	Program Cost	BHN Admin	Projected Sales Minus Cost	YES	Marketing Support	Notes
Lowes Hardware	Holiday Pallet	Incremental Placement	Incremental Peg on Seasonal Shipper	11/3/2025	12/31/2025		\$ 900,150	19,050	25%	\$ 238,125	\$ 12,000.00	\$ 250.00	\$ 225,875		•1,735 Stores (Top 100 stores receive 2 shippers) •10 cards per peg	
Market Basket	Checklane	Incremental Placement	Q3 Power Pannel Placement Checklane	7/1/2025	9/30/2025		\$ 56,200	5,500	25%	\$ 68,750	\$ 2,500.00	\$ 250.00	\$ 66,000		10 cards per peg 88 stores	
Market Basket	Checklane	Incremental Placement	Q4 Power Pannel Placement Checklane	10/1/2025	12/31/2025		\$ 214,750	5,500	25%	\$ 68,750	\$ 2,500.00	\$ 250.00	\$ 66,000		10 cards per peg 88 stores	
Publix	Checklane	Incremental Placement	Annual Checklane Placement, 1 peg	10/1/2025	9/30/2026		\$ 4,740,120	220,000	25%	\$ 2,750,000	\$ 150,000.00	\$ 250.00	\$ 2,599,750		1 peg per checklane, 8 spots total	
Tops	Checklane	Incremental Placement	Q3 Checklane	7/1/2025	9/30/2025		\$ 98,525	17,700	25%	\$ 221,250	\$ 5,000.00	\$ 250.00	\$ 216,000		Checklane Placement •177 Stores •1 facing on a min of 10 lanes/store •10 cards/peg	
Tops	Bag Rack in Checklane	Incremental Placement	Q3 Bag Rack on Checklane	7/1/2025	9/30/2025		\$ 98,525	16,500	25%	\$ 206,250	\$ 5,000.00	\$ 250.00	\$ 201,000		Checkout Bag Rack Fixture (replaces S-Pocket Plexi) 158 stores 10 fixtures per store 9 placements, one per brand	
Tops	Spinner Placement	Incremental Placement	Q4 Spinner	7/1/2025	9/30/2025		\$ 98,525	21,000	25%	\$ 262,500	\$ 7,500.00	\$ 250.00	\$ 254,750		Spinner Placement •177 Stores •Choice of 12, 6, or 4 pegs - see prices in "Program Cost" column and inventory needs in "Inventory Required" column	
Tops	Checklane	Incremental Placement	Q4 Checklane	10/1/2025	12/31/2025		\$ 69,450	17,700	25%	\$ 221,250	\$ 10,000.00	\$ 250.00	\$ 211,000		Checklane Placement •177 Stores •1 facing on a min of 10 lanes/store •10 cards/peg	
Tops	Bag Rack in Checklane	Incremental Placement	Q4 Bag Rack on Checklane	10/1/2025	12/31/2025		\$ 69,450	16,500	25%	\$ 206,250	\$ 5,000.00	\$ 250.00	\$ 201,000		Checkout Bag Rack Fixture (replaces S-Pocket Plexi) 158 stores 10 fixtures per store 9 placements, one per brand	
Tops	Spinner Placement	Incremental Placement	Q4 Spinner	10/1/2025	12/31/2025		\$ 69,450	21,000	25%	\$ 262,500	\$ 7,500.00	\$ 250.00	\$ 254,750		Spinner Placement •177 Stores •Choice of 12, 6, or 4 pegs - see prices in "Program Cost" column and inventory needs in "Inventory Required" column	
Tops	Hallmark Shipper	Incremental Placement	Holiday Hallmark Pallet, 1 peg	11/10/2025	12/25/2025		\$ 42,075	1,100	25%	\$ 13,750	\$ 1,500.00	\$ 250.00	\$ 12,000		Q3 Hallmark Shipper •74 Stores •110 shippers	
Tops	Hallmark Shipper	Incremental Placement	Holiday Hallmark Pallet, 3 pegs	11/10/2025	12/25/2025		\$ 42,075	3,300	25%	\$ 41,250	\$ 4,000.00	\$ 250.00	\$ 37,000		Q3 Hallmark Shipper •74 Stores •110 shippers	
Wakefern	Checklane	Incremental Placement	Annual Checklane Placement	9/1/2025	8/31/2026		\$ 387,416	40,000	25%	\$ 500,000	\$ 25,000.00	\$ 250.00	\$ 474,750		Average 10 lanes per store 8 spots available ~20 pegs per CP per store 10 cards per peg	
Wegmans	Brand Block	Incremental Placement	Q4 Brand Block (8 Spots Available)	10/1/2025	12/31/2025		\$ 39,475	12,000	25%	\$ 150,000	\$ 5,000.00	\$ 250.00	\$ 144,750		•205 Stores •1 facing per lane avg of 5 lanes/store •10 cards/peg •9 pegs per checklane	
Weis Market	Checklane	Incremental Placement	Q3 Checklane Placement	7/1/2025	9/30/2025		\$ 6,900	10,250	25%	\$ 128,125	\$ 3,000.00	\$ 250.00	\$ 124,875		•205 Stores •1 facing per lane avg of 5 lanes/store •10 cards/peg •9 pegs per checklane	
Weis Market	Checklane	Incremental Placement	Q4 Checklane Placement	10/1/2025	12/31/2025		\$ 11,700	10,250	25%	\$ 128,125	\$ 8,000.00	\$ 250.00	\$ 119,875		•205 Stores •1 facing per lane avg of 5 lanes/store •10 cards/peg •9 pegs per checklane	

Flat Free Promotions																
Distribution Partner	Occasion	Offer Type	Offer / Program	Start Date	End Date	Offer	Last Year Sales		Est Lift*	Projected Sales During Program	Program Cost	BHN Admin	Incremental YOY Sales- Cost	YES	Marketing Support	Notes
Southeastern Grocers (SEG)	Back to School	Loyalty Rewards	Earn 4% back on gift cards	7/23/2025	8/5/2025	4%	\$ 31,775		50%	\$ 47,663	\$ 4,000.00	\$ 250.00	\$ 11,637.50		Wobblers, Email Blast	
Southeastern Grocers (SEG)	Holiday	Loyalty Rewards	11/5-11/27: earn 4% on gift cards; 11/28-11/29: earn 10% on gift cards; 11/30-12/2: earn 4% on gift cards	11/5/2025	12/2/2025	6%	\$ 97,950		50%	\$ 146,925	\$ 6,000.00	\$ 250.00	\$ 42,725.00		Wobblers, Email Blast	
Wakefern	Holidays in July	NSO	buy \$100 or more in gift cards get \$15 OFF your next shopping visit!	7/20/2025	7/26/2025	15.0%	\$ 12,450		50%	\$ 18,675	\$ 5,000.00	\$ 250.00	\$ 975.00		Circular, in-store Sigangne, Email, Digital	
Wakefern	October Savings	NSO	Save \$10 on your next shopping order when you purchase \$50 in Any gift cards with your Price Plus club card (excludes Open Loop)	10/5/2025	10/11/2025	20%	\$ 14,375		50%	\$ 21,563	\$ 5,000.00	\$ 250.00	\$ 1,937.50		Circular, in-store Sigangne, Email, Digital	
Wakefern	Black Friday	NSO	Purchase \$100 or more in ANY gift cards and get \$20 OFF your next shopping visit! (excludes Open Loop)	11/23/2025	11/29/2025	20%	\$ 55,750		50%	\$ 83,625	\$ 6,000.00	\$ 250.00	\$ 21,625.00		Circular, in-store Sigangne, Email, Digital	
Wakefern	Holiday	NSO	Purchase \$100 or more in ANY gift cards and get \$15 OFF your next shopping visit! (excludes Open Loop)	12/7/2025	12/20/2025	15%	\$ 88,650		50%	\$ 132,975	\$ 6,000.00	\$ 250.00	\$ 38,075.00		Circular, in-store Sigangne, Email, Digital	
Wakefern	Last Minute Gifting	Awareness	Gifting Awareness leading into the last week of the Holiday Season	12/21/2025	12/27/2025	0%	\$ 42,525		50%	\$ 63,788	\$ 5,000.00	\$ 250.00	\$ 16,012.50		Circular, in-store Sigangne, Email, Digital	

Redemption Based Promotions																
Distribution Partner	Occasion	Offer Type	Offer / Program	Start Date	End Date	Offer	Last Year Sales		Est Lift*	Projected Sales During program	Est. Redemptions	BHN Admin	Incremental YOY Sales- Cost	YES	Marketing Support	Notes
BIG Y	BTS	Instant	Buy \$50 or more in participating gift cards and save \$10 instantly via myBig Y digital platform	8/7/25	8/20/25	20%	\$ 5,300		70%	\$ 9,010	\$ 1,531.70	\$ 250.00	\$ 1,928.30		Circular/ Flyer, Digital	
BIG Y	Black Friday	Instant	Offer: Buy \$50 or more in participating gift cards, save \$10 instantly via myBigY digital platform	11/27/25	12/10/25	20%	\$ 16,175		70%	\$ 27,498	\$ 4,399.60	\$ 250.00	\$ 6,672.90		Circular/ Flyer, Digital	

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Card Partner Division: SHELL OIL																	
BIG Y	Holiday	Instant	Spend \$100 or more in participating gift cards, save \$20 instantly	12/11/25	12/24/25	20%	\$ 74,500		70%	\$ 126,650	\$ 15,198.00	\$ 250.00	\$ 36,702.00			Circular/ Flyer, Digital	
Brookshire Grocery	Back to School	Loyalty	Buy \$50 or more in participating gift cards and get 500 bonus yourpoints OR Get \$10 off your grocery purchase for every \$50 in gift cards	7/30/25	8/12/25	20%	\$ 36,725		70%	\$ 62,433	\$ 9,989.20	\$ 250.00	\$ 15,468.30			Circular, Social Media	
Brookshire Grocery	Pre-Black Friday	Loyalty	Earn +1000 yourpoints for every \$100 spent on participating gift cards (\$.02/point, 500 pts = \$10) OR Spend \$100, get \$20 coupon for next grocery purchase	11/21/25	11/23/25	20%	\$ 925		70%	\$ 1,573	\$ 251.60	\$ 250.00	\$ 145.90			Circular, Social Media	
Brookshire Grocery	Holiday	Loyalty	6X bonus yourpoints on the purchase of participating gift cards (\$.02/point, 500 pts = \$10) OR Spend \$50 on select gift cards, get \$10 off your next grocery purchase	12/5/25	12/24/25	20%	\$ 19,550		70%	\$ 33,235	\$ 5,317.60	\$ 250.00	\$ 8,117.40			Circular, Social Media	
Market Basket	Fall Savings	Instant	10% off participating gift cards	9/21/25	9/28/25	10%	\$ 5,650		70%	\$ 9,605	\$ 816.43	\$ 250.00	\$ 2,888.58			Circular, In-store Radio, In-store Signage	
Market Basket	Spooky Savings	Instant	10% off participating gift cards	10/25/25	11/1/25	10%	\$ 9,750		70%	\$ 16,575	\$ 1,326.00	\$ 250.00	\$ 5,249.00			Circular, In-store Radio, In-store Signage	
Market Basket	Winter	Instant	10% off participating gift cards	11/9/25	11/15/25	10%	\$ 8,675		70%	\$ 14,748	\$ 884.85	\$ 250.00	\$ 4,937.65			Circular, In-store Radio, In-store Signage	
Market Basket	Black Friday	Instant	20% off participating gift cards	11/28/25	11/28/25	10%	\$ 3,475		70%	\$ 5,908	\$ 472.60	\$ 250.00	\$ 1,709.90			Circular, In-store Radio, In-store Signage	
Market Basket	Holiday	Instant	10% off participating gift cards	11/30/25	12/13/25	10%	\$ 44,750		70%	\$ 76,075	\$ 4,564.50	\$ 250.00	\$ 26,510.50			Circular, In-store Radio, In-store Signage	
Market Basket	Holiday Flash Sale	Instant	10% off participating gift cards	12/14/25	12/20/25	10%	\$ 57,825		70%	\$ 98,303	\$ 7,864.20	\$ 250.00	\$ 32,363.30			Circular, In-store Radio, In-store Signage	
Office Depot	Back to School	Loyalty	Buy \$100 or more in select gift cards and get \$15 off	8/10/25	8/31/25	15%	\$ 15,550		70%	\$ 26,435	\$ 3,172.20	\$ 250.00	\$ 7,462.80			Email Blast, In-store Signage	
Office Depot	Fall Savings	Loyalty	Buy \$100 or more in select gift cards and get \$15 off	9/16/25	9/23/25	15%	\$ 3,825		70%	\$ 6,503	\$ 780.30	\$ 250.00	\$ 1,647.20			Email Blast, In-store Signage	
Office Depot	Halloween	Loyalty	Get 20% Rewards back when you buy \$100 or more in select gift cards	10/19/25	10/25/25	20%	\$ 3,425		70%	\$ 5,823	\$ 931.60	\$ 250.00	\$ 1,215.90			Email Blast, In-store Signage	
Office Depot	Black Friday	Loyalty	Buy \$100 or more in select gift cards and get 15% off	11/16/25	11/22/25	15%	\$ 4,200		70%	\$ 7,140	\$ 856.80	\$ 250.00	\$ 1,833.20			Email Blast, In-store Signage	
Office Depot	Holiday	Loyalty	Get 25% Rewards back when you buy \$100 or more in select gift cards	12/7/25	12/13/25	25%	\$ 8,700		70%	\$ 14,790	\$ 2,958.00	\$ 250.00	\$ 2,882.00			Email Blast, In-store Signage	
Publix	Back to School	Instant	Buy \$50 in SELECT Gift Cards & save \$10 when you purchase \$25 or more of groceries	8/23/25	9/5/25	10%	\$ 309,125		20%	\$ 370,950	\$ 28,547.50	\$ 250.00	\$ 33,027.50			In-Store Flyer	\$10,000 Setup Fee + Redemptions
Publix	Early Holiday	Instant	Buy \$50 in SELECT Gift Cards & save \$10 when you purchase \$25 or more of groceries	11/1/25	11/14/25	10%	\$ 422,350		20%	\$ 506,820	\$ 35,341.00	\$ 250.00	\$ 48,879.00			In-Store Flyer	\$10,000 Setup Fee + Redemptions
Publix	Holiday	Instant	Buy \$50 in SELECT Gift Cards & save \$10 when you purchase \$25 or more of groceries	11/29/25	12/12/25	10%	\$ 604,700		20%	\$ 725,640	\$ 46,282.00	\$ 250.00	\$ 74,408.00			In-Store Flyer	\$10,000 Setup Fee + Redemptions
Raleys	Back to School	Loyalty	Earn 20x Something Extra Points on select cards	7/23/25	8/12/25	20%	\$ 12,550		70%	\$ 21,335	\$ 2,773.55	\$ 250.00	\$ 5,761.45			Circular, Wobblers, Peg tags	
Raleys	Fall Dining	Loyalty	Earn 15x Something Extra on all Dining cards	8/20/25	8/26/25	15%	\$ 2,975		70%	\$ 5,058	\$ 493.11	\$ 250.00	\$ 1,339.39			Circular, Wobblers, Peg tags	
Raleys	Fall Travel	Loyalty	Earn 15x Something Extra Points on select travel gift cards	8/27/25	9/23/25	15%	\$ 18,500		70%	\$ 31,450	\$ 3,066.38	\$ 250.00	\$ 9,633.63			Circular, Wobblers, Peg tags	
Raleys	Pre Holiday	Loyalty	Earn 15x Something Extra Points on ALL gift cards (exclude OL & Telecom)	11/12/25	11/25/25	15%	\$ 9,900		70%	\$ 16,830	\$ 1,640.93	\$ 250.00	\$ 5,039.08			Circular, Wobblers, Peg tags	
Raleys	Holiday	Loyalty	Earn 15x Something Extra Points on select gift cards	12/1/25	12/14/25	15%	\$ 20,025		70%	\$ 34,043	\$ 3,319.14	\$ 250.00	\$ 10,448.36			Circular, Wobblers, Peg tags	
SVU Group	Black Friday	NSO	Buy \$100 or more in select gift cards, save \$10 off you next purchase of \$50 or more	11/16/25	11/29/25	10%	\$ 3,175		70%	\$ 5,398	\$ 526.70	\$ 250.00	\$ 1,445.81			Circular, In-store Signage	\$300 Setup Fee + Redemptions
SVU Group	Holiday	NSO	Buy \$100 or more in select gift cards, save \$10 off you next purchase of \$50 or more	11/30/25	12/13/25	10%	\$ 4,250		70%	\$ 7,225	\$ 603.45	\$ 250.00	\$ 2,121.55			Circular, In-store Signage	\$300 Setup Fee + Redemptions
Staples	Back to School	Instant	Save up to 15% instantly on the purchase of PARTICIPATING Gift Cards	8/3/25	8/9/25	15%	\$ 23,825		70%	\$ 40,503	\$ 4,860.30	\$ 250.00	\$ 11,567.20			Circular, In-store Signage	
Stater Bros	Summer Fun	Instant	Purchase \$50 or more in ALL gift cards + \$10 in groceries and get \$10 off instantly (excludes OL/Telecom)	7/9/25	7/22/25	17%	\$ 15,550		70%	\$ 26,435	\$ 3,595.16	\$ 250.00	\$ 7,039.84			Circular, Wobblers	
Stater Bros	Back to School	Instant	Purchase \$50 or more in gift cards + \$10 in groceries and get \$10 off instantly	8/20/25	9/2/25	17%	\$ 17,575		70%	\$ 29,878	\$ 4,063.34	\$ 250.00	\$ 7,989.16			Circular, Wobblers	
Stater Bros	Black Friday   Cyber Monday	Instant	Purchase \$50 or more in gift cards + \$10 in groceries and get \$10 off instantly	11/19/25	12/2/25	17%	\$ 21,025		70%	\$ 35,743	\$ 4,860.98	\$ 250.00	\$ 9,606.52			Circular, Wobblers	
Stater Bros	Holiday	Instant	Purchase \$50 or more in gift cards + \$10 in groceries and get \$10 off instantly	12/3/25	12/30/25	17%	\$ 216,500		70%	\$ 368,050	\$ 50,054.80	\$ 250.00	\$ 101,245.20			Circular, Wobblers	
Tops	Christmas Bonus	Loyalty	Receive 1 (one) credit for each grocery transaction of \$50. Each credit is redeemed for "\$10 off a \$50" participating retailer gift cards. Limit one discount per card. BRAND PAYS 50% & TOPS PAYS 50% OF ALL REDEMPTIONS	11/2/25	1/3/25	20%	\$ 59,025		70%	\$ 100,343	\$ 6,020.55	\$ 250.00	\$ 35,046.95			Circular, In-store Sigange, Email, Digital	

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Card Partner Division: SHELL OIL																				
Wakefern	Summer	NSO	Purchase \$50 or more in select gift cards get \$10 OFF your next shopping visit!	6/29/25	7/5/25	20%	\$	4,550	70%	\$	7,735	\$	464.10	\$	250.00	\$	2,470.90		Circular, In-store Sigange, Email, Digital	
Wakefern	Back to School	NSO	Purchase \$50 or more in participating gift cards and get \$10 OFF your next shopping visit!	8/24/25	8/30/25	20%	\$	3,825	70%	\$	6,503	\$	390.15	\$	250.00	\$	2,037.35		Circular, In-store Sigange, Email, Digital	
Wakefern	Fall	NSO	Purchase \$50 or more in participating gift cards and get \$10 OFF your next shopping visit!	9/7/25	9/13/25	20%	\$	3,725	70%	\$	6,333	\$	759.90	\$	250.00	\$	1,597.60		Circular, In-store Sigange, Email, Digital	

**PROMOTION TERMS**  
These terms ("Promotion Terms") between Blackhawk Network, Inc. (together with its affiliates, "we," "our," "us") and the participating company listed on the first page of this form ("you", "your") apply to the marketing campaigns and/or promotions listed on this form ("Promotion"). By participating in Promotions, you agree as follows:

1. These Promotion Terms, including the first page of this form, are deemed to be part of and incorporated into the agreement between you and one or more of us, pursuant to which we agreed to distribute and sell your prepaid card or other product through our network of alliance partners ("Gift Card Agreement"). This Promotion is subject to the terms and conditions of the Gift Card Agreement. In case of any conflict, the first page of this form will prevail over the rest of the Promotion Terms.

2. We will inform you of the participation requirements of this Promotion, including an estimate of the participation cost and duration. We make no representations and warranties about such estimates.

3. Depending on the Promotion, you may owe money to us ("Promotion Support"). For example, you may owe money if you agree to fund all or part of a Promotion or if there are certain fees in connection with a Promotion that you agree to pay. You shall be solely responsible for Promotion Support on any Promotion that you approve. You agree that we may send you a revised sales order upon completion of the Promotion if the final invoiced amount is \$5,000 or more above the estimated cost as set out in this form.

4. You represent and warrant that any Promotions, including any terms and conditions, that you provide to us will comply with applicable laws. Any trademarks or other intellectual property that you allow us to use in the Promotion will be subject to and used by us in accordance with the terms set out in the Gift Card Agreement.

5. We may, in our sole discretion, stop a Promotion, including if the Promotion has hit any agreed upon caps.

6. To collect Promotion Support, we will follow whatever payment procedures you and we have agreed upon in the Gift Card Agreement. If we have not agreed on any procedures, then we may, at our option, either: (i) offset money you owe us for Promotion Support against our payments to you or your affiliate under the Gift Card Agreement or (ii) send you an invoice, which you agree to pay within thirty (30) days of receipt.

By signing below, I am authorizing the Company's participation in the Campaign(s) and/or Promotion(s) checked yes above and as described in the program information above.

SHELL OIL  
Participating Company

Authorized Signature

Name/Title (Please Print) Date

2025 Q4 Kroger Marketing Commitment Form

Card Partner: **SHELL OIL**

Kroger 4X + Awareness Campaigns																	
Retailer	Campaign	Offer Type	Offer/Program Description + Marketing Support	Start Date	End Date	Offer	LY Total Sales	*Est Lift	Projected Sales During Program	Campaign Cost	ROI	Projected Incremental	YES	Marketing Support	Inventory Required	Inventory Due BHN Warehouse	Commitment Deadline
Kroger	Early Holiday Halloween 4X	Fuel	Earn 4x Fuel Points on ALL gift cards SILVER: Pop-up Shipper (1 peg) + On-Site Media Assets	10/12/25	11/4/25	8%	\$ 509,650	20%	\$ 611,580	\$ 20,250.00	\$ 81,680.00	\$ 101,930		Pop-up shipper (1 peg), On-site Media Assets: Targeted on-site ads, hero on Kroger.com GC page, Mobile App placement, Seasonal Shop Page	25,000	8/22/25	6/5/25
			Earn 4x Fuel Points on ALL gift cards BRONZE: Pop-up Shipper (1 peg) ONLY	10/12/25	11/4/25	8%	\$ 509,650	20%	\$ 611,580	\$ 15,250.00	\$ 86,680.00	\$ 101,930		Pop-up Shipper (1 peg)	25,000	8/22/25	6/5/25
			Earn 4x Fuel Points on ALL gift cards GOLD: In-store Marketing, Pop-up Shipper (1 peg) & Offsite Media Assets	11/12/25	12/2/25	8%	\$ 894,500	20%	\$ 1,073,400	\$ 50,250.00	\$ 128,650.00	\$ 178,900		Pop-up Shipper (1 peg) + In-Store Assets: Circular, End Cap Signage, Fuel Center Signage- Offsite Media Assets: Influencers, Social, Pandora, Display, Pinterest, Online Video	25,000	9/17/25	6/5/25
Kroger	Holiday 4X	Fuel	Earn 4x Fuel Points on ALL gift cards SILVER: Pop-up Shipper (1 peg) + On-Site Media Assets	11/12/25	12/2/25	8%	\$ 894,500	20%	\$ 1,073,400	\$ 25,250.00	\$ 153,650.00	\$ 178,900		Pop-up shipper (1 peg), On-site Media Assets: Targeted on-site ads, hero on Kroger.com GC page, Mobile App placement, Seasonal Shop Page	25,000	9/17/25	6/5/25
			Earn 4x Fuel Points on ALL gift cards BRONZE: Pop-up Shipper (1 peg) ONLY	11/12/25	12/2/25	8%	\$ 894,500	20%	\$ 1,073,400	\$ 18,250.00	\$ 160,650.00	\$ 178,900		Pop-up Shipper (1 peg)	25,000	9/17/25	6/5/25
			Holiday Themed Gifting Awareness GOLD: In-store Marketing, Pop-up Shipper (1 peg) & Offsite Media Assets	12/3/25	12/24/25	N/A	\$ 2,772,300	20%	\$ 3,326,760	\$ 50,250.00	\$ 504,210.00	\$ 554,460		Pop-up Shipper (1 peg) + In-Store Assets: Circular, End Cap Signage, Fuel Center Signage- Offsite Media Assets: Influencers, Social, Pandora, Display, Pinterest, Online Video	25,000	10/2/25	6/5/25
Kroger	Holiday Gifting Awareness	Awareness	Holiday Themed Gifting Awareness SILVER: Pop-up Shipper (1 peg) + On-Site Media Assets	12/3/25	12/24/25	N/A	\$ 2,772,300	20%	\$ 3,326,760	\$ 25,250.00	\$ 529,210.00	\$ 554,460		Pop-up shipper (1 peg), On-site Media Assets: Targeted on-site ads, hero on Kroger.com GC page, Mobile App placement, Seasonal Shop Page	25,000	10/2/25	6/5/25
			Holiday Themed Gifting Awareness BRONZE: Pop-up Shipper (1 peg) ONLY	12/3/25	12/24/25	N/A	\$ 2,772,300	20%	\$ 3,326,760	\$ 18,250.00	\$ 536,210.00	\$ 554,460		Pop-up Shipper (1 peg)	25,000	10/2/25	6/5/25

Seasonal Pallets																		
Distribution Partner	Campaign	Offer Type	Offer/Program Description	Start Date	End Date	Offer	LY Total Sales	*Est. Sell-Thru Rate	Avg. Threshold	Projected Sales	Campaign Cost	ROI		YES	Marketing Support	Inventory Required	Inventory Due BHN Warehouse	Commitment Deadline
Kroger	Holiday Top Gifting Top Gifting Seasonal Shipper located at Self Check-Out Lanes	Incremental Peg Placement	2 peg on Seasonal Shipper	12/3/25	12/24/25	N/A	\$ 2,772,300	25%	\$ 50.00	\$ 675,000	\$ 7,750.00	\$ 667,250.00				54,000	9/19/25	6/5/25
			1 peg on Seasonal Shipper	12/3/25	12/24/25	N/A	\$ 2,772,300	25%	\$ 50.00	\$ 337,500	\$ 5,250.00	\$ 332,250.00				27,000	9/19/25	6/5/25
Kroger	Stocking Stuffer Gifting Shipper focused on all things Gifting	Incremental Peg Placement	2 peg on Seasonal Shipper	12/3/25	12/24/25	N/A	\$ 2,772,300	25%	\$ 50.00	\$ 675,000	\$ 8,250.00	\$ 666,750.00				54,000	9/19/25	6/5/25
			1 peg on Seasonal Shipper	12/3/25	12/24/25	N/A	\$ 2,772,300	25%	\$ 50.00	\$ 337,500	\$ 5,250.00	\$ 332,250.00				27,000	9/19/25	6/5/25

Promotion Terms  
These terms ("Promotion Terms") between Blackhawk Network, Inc. (together with its affiliates, "we," "our," "us") and the participating company listed on the first page of this form ("you", "your") apply to the marketing campaigns and/or promotions listed on this form ("Promotion"). By participating in Promotions, you agree as follows:  
1. These Promotion Terms, including the first page of this form, are deemed to be part of and incorporated into the agreement between you and one or more of us, pursuant to which we agreed to distribute and sell your prepaid card or other product through our network of alliance partners ("Gift Card Agreement"). This Promotion is subject to the terms and conditions of the Gift Card Agreement. In case of any conflict, the first page of this form will prevail over the rest of the Promotion Terms.  
2. We will inform you of the participation requirements of this Promotion, including an estimate of the participation cost and duration. We make no representations and warranties about such estimates.  
3. Depending on the Promotion, you may owe money to us ("Promotion Support"). For example, you may owe money if you agree to fund all or part of a Promotion or if there are certain fees in connection with a Promotion that you agree to pay. You shall be solely responsible for Promotion Support on any Promotion that you approve. You agree that we may send you a revised sales order upon completion of the Promotion if the final invoiced amount is \$5,000 or more above the estimated cost as set out in this form.  
4. You represent and warrant that any Promotions, including any terms and conditions, that you provide to us will comply with applicable laws. Any trademarks or other intellectual property that you allow us to use in the Promotion will be subject to and used by us in accordance with the terms set out in the Gift Card Agreement.  
5. We may, in our sole discretion, stop a Promotion, including if the Promotion has not met any agreed upon caps.  
6. To collect Promotion Support, we will follow whatever payment procedures you and we have agreed upon in the Gift Card Agreement. If we have not agreed on any procedures, then we may, at our option, either: (i) offset money you owe us for Promotion Support against our payments to you or your affiliate under the Gift Card Agreement or (ii) send you an invoice, which you agree to pay within thirty (30) days of receipt.  
By signing below, I am authorizing the Company's participation in the Campaign(s) and/or Promotion(s) checked yes above and as described in the program information above.

Participating Company

5/5/25  
Authorized Signature Date

Name/Title (Please Print)