



STERLING SILVER

## CO-OPERATIVE ADVERTISING

### DGA SUBSIDY POLICY

We at DGA - Duraflex Group Australia are committed to a comprehensive campaign of marketing, advertising and promotion of the THOMAS SABO brand and it's SILVER JEWELLERY and CHARM CLUB ranges throughout Australia.

This campaign is intended to reach the target market and audience on both a national and regional level, and seeks to achieve the highest rate of quality exposure and communication to consumers.

We also wish to encourage all Retail Partners to participate in THOMAS SABO brand communications in their local area and as such offer to subsidise their advertising activities on a regular and co-operative basis.

For any advertising expenditure by the Retail Partner DGA will contribute up to 50% of that value, up to an amount of 5% of their total purchases of THOMAS SABO per annum.

This subsidy is subject to full approval by DGA of the content and placement of the advertising, before it is booked. This subsidy can only be paid as a credit on account, and upon receipt of copies of the specific invoices by the media or service provider.

For further information please call the THOMAS SABO Brand Support Team at DGA.

We thank you for your interest and support.

THOMAS SABO  
Brand Support Team