

2023 ONE Dealer Guide

ONE Program Portal

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Support Contact

For immediate assistance on business days between 8:00AM-5:00PM CST, support is available through instant messaging on LiveChat or by phone at (855) 324-3655.

- LiveChat can be accessed after logging in at www.hankookone.com and clicking on the speech bubble icon to the bottom right of the screen.
- You can reach us by email at hankooksupport@channel-fusion.com for a response within 2 business days.

**Please be prepared with the name of your dealership and your A-Code, if available.



The **Rewards** screen is where you can keep track of your currently uploaded units on the ONE Program. Anything that has been successfully loaded by your distributor(s) will be on this page, organized by year and quarter. Rewards are paid out quarterly.

Dealer Name & ACode

Download Quarter Report
Print Quarter Report

Year: 2023 Quarter: Q1

All data updates at 4 am CST daily.

Current Quarter

277 Qualified Tires

Includes Laufenn Tires

Purchase **23** more tires to reach PLATINUM level.

Current Quarter

- Total Tires: 277
- Total Qualified Tires: 277
- Secondary Omitted Tires: 0
- Total Rewards: \$1,278
- Avg. Reward Per Tire: \$4.61

ONE Points: **22292.50**
 Expiring ONE Points On Dec 31: **4718.75**
 Volume Rewards: **\$1,108**

Marketing Line Promotion Bonus Rewards

Total Reward
\$170

Marketing Line Promotion
85

Laufenn Rewards

Total Reward
\$0

Laufenn Tires
0

Quarterly Unit: Previous vs Current Year

Year	Premium	Laufenn	Other
2020	906	14	3,725
2021	308	216	0

Primary Distributor Secondary Distributor

Distributor Center

Address

Email

Contact Number

Effective From

Current Quarter

- Primary:**
277 Units
Percentage of Tires: **100.00%**
- Secondary:**
0 Units
Percentage of Tires: **0.00%**
- Unqualified:**
0 Units
Percentage of Tires: **0.00%**

ONE Rewards: Payout Structure



The ONE Program rewards dealers based on a payout structure ranging from silver to diamond level(s), based on the number of tires purchased. Higher tiers mean higher rewards. Dealers will start accruing cash rewards as soon as they hit silver level, which is at least 80 tires per quarter.

Level					
Purchase QTY*	Annual	320 ~ 499	500 ~ 1,199	1,200 ~ 1,799	> 1,800
	Quarter	80-124"	125-299"	300-449"	> 450"
Volume Reward		\$3.00	\$4.00	\$5.00	\$6.00
Laufenn		\$1.00	\$1.00	\$1.00	\$1.00

The payout for each quarter will stand on its own. However, if your annual purchases exceed the level earned on a quarterly basis, the difference between the higher level and the amount already paid will be issued by check or direct deposit in the 1st quarter of the following calendar year.

ONE Rewards: Premium Line Rewards



Premium Line Rewards are assigned to popular products that are chosen for their unique potential to add value to your in-store line up. The following patterns can earn an extra **\$2/tire** for the duration of 2023.

Premium Line Reward- Earn an extra **\$2**/tire



ION evo AS



ventus
S1 AS



KINERGY PT



Dynampro
HP2



Dynampro
HT



Dynampro
AT2 Xtreme



ventus
S1 evo Z AS X

*Additional lines may be included quarterly for special promotions.

Rewards come in the form of cash payouts and redeemable points that can be spent in the Rewards Mall. ONE Points are accumulated starting at the platinum level, which starts at 300 tires per quarter.



Level 3 - Platinum		Quantity	Point
		1200 ~ 1799 (300-449 Qtrly)	1 Point / Tire

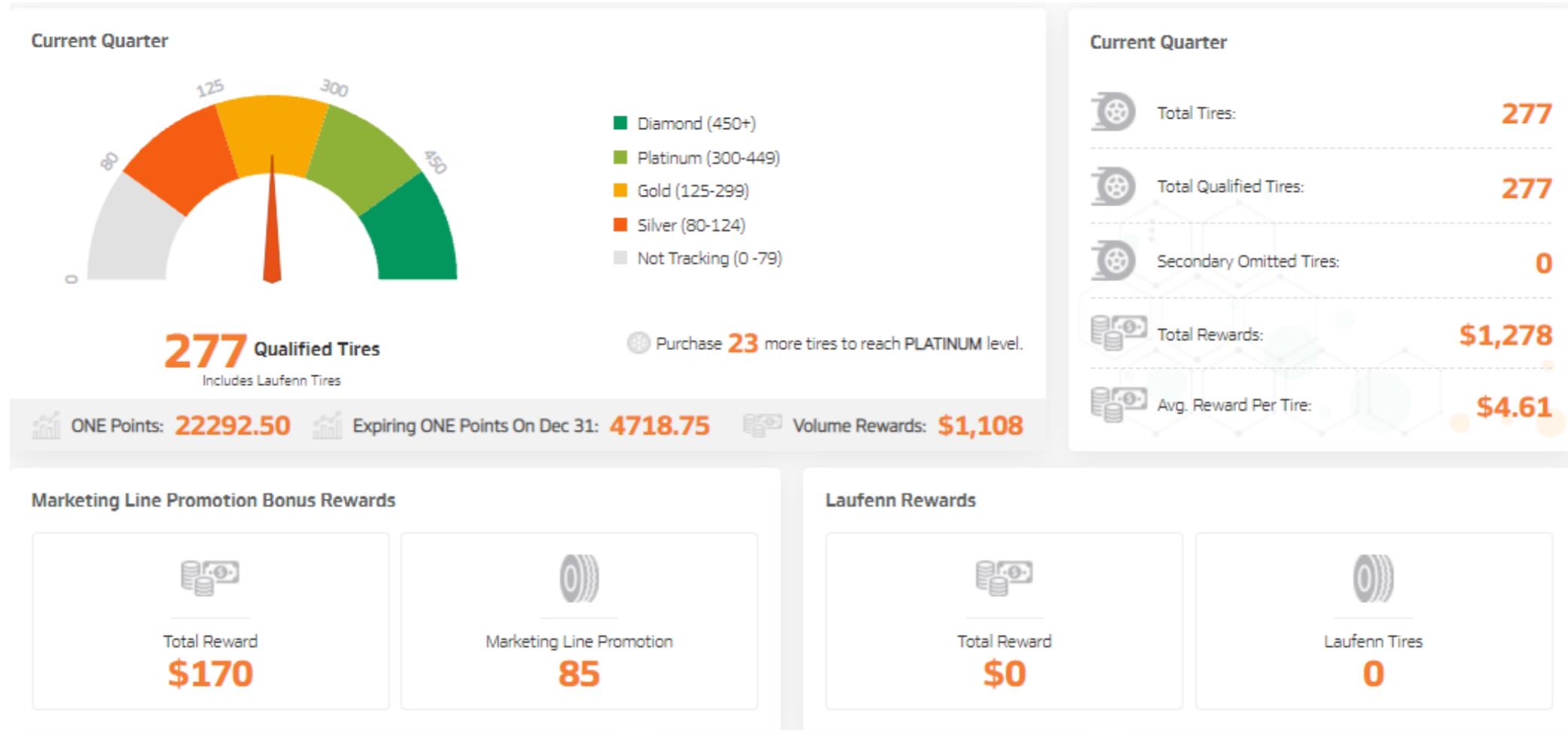
Level 4 - Diamond		Quantity	Point
		> 1800 (> 450 Qtrly)	1.25 Point / Tire

Showroom and Apparel POP - Points can be used to buy not only HK POP, but also business Items



ONE Rewards: Reading the Rewards Page

Here's an example of how to read the REWARDS page.



ONE Rewards: Reading the Rewards Page

For the quickest look at your cash rewards, refer to the section to the right.

Make sure to set the correct year and quarter you want to look at.

Year: Quarter:

This reflects your current total cash reward. Which adds your Volume Rewards, Premium Bonus Rewards, and Laufenn Rewards.

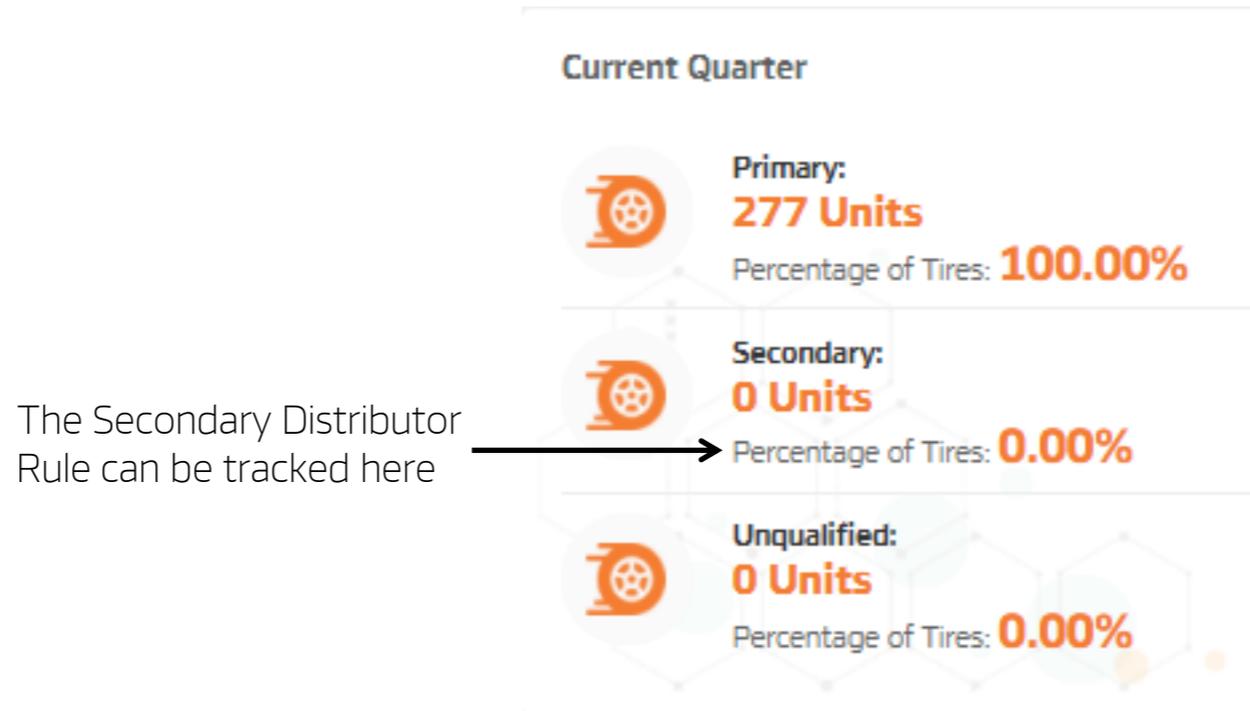


Current Quarter	
Total Tires:	277
Total Qualified Tires:	277
Secondary Omitted Tires:	0
Total Rewards:	\$1,278
Avg. Reward Per Tire:	\$4.61

The **Total Rewards** is the final amount of cash a dealer will receive. This number is the sum of **Volume Rewards**, **Premium Bonus Rewards**, and **Laufenn Rewards**. **Total Tires** is the number of units uploaded by the Dealer's distributor(s). **Total Qualified Tires** is the number of tires that are counted towards their ONE Rewards calculation. **Non-Qualifying Tires** would be any tires that don't count due to the 80/20 Secondary Distributor Rule.

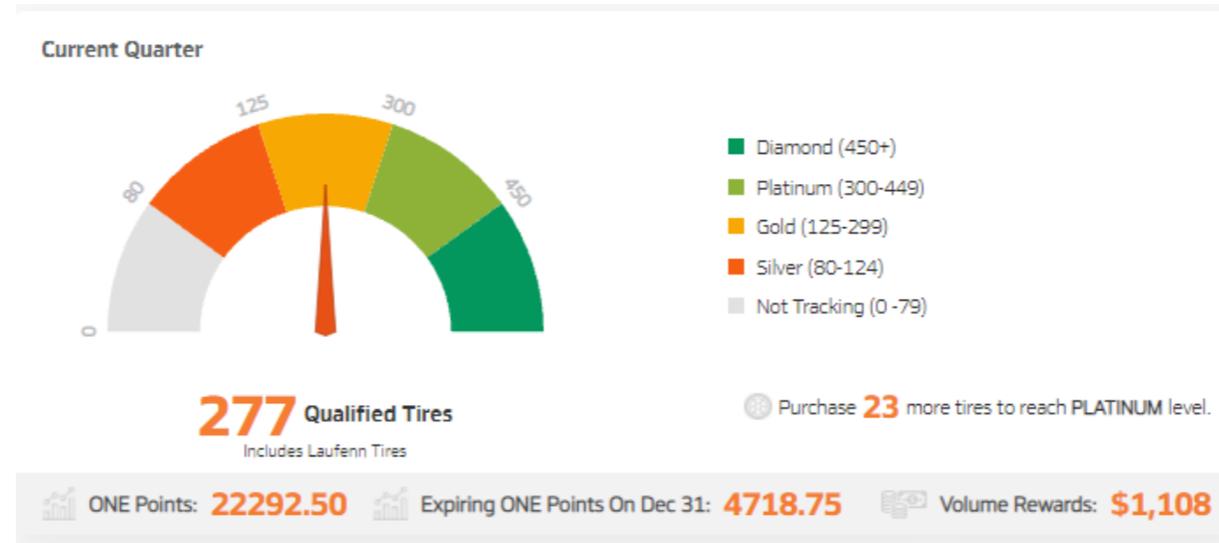
ONE Rewards: Reading the Rewards Page

The units uploaded by both the primary and secondary distributors is shown here. The **Secondary Distributor Rule** limits the number of **Qualified Tires** purchased thru a secondary distributor to 20% of the **Total Tires** uploaded for a ONE Dealer.



ONE Rewards: Reading the Rewards Page

The most visual part of the **REWARDS** page is the colorful meter to the left. This shows, based on how many sales you have uploaded to the selected year/quarter, your **ONE Level**, **Volume Rewards**, and **ONE Points** balance.



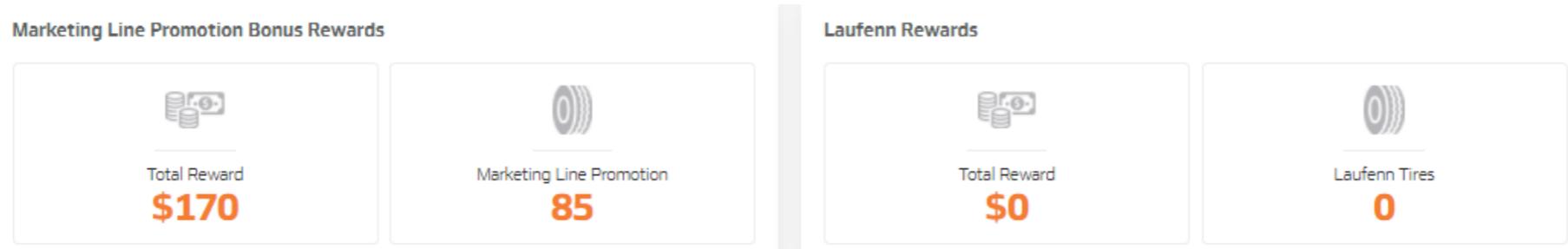
Volume Rewards are how much you're earning solely based on the number of tires you have loaded (Laufenn excluded). This number is calculated by the number of qualified tires multiplied by your **Volume Bonus**. Each level has a different **Volume Bonus**.

- Silver: \$3/tire
- Gold: \$4/tire
- Platinum: \$5/tire
- Diamond: \$6/tire

This dealer is at the **gold level** with 277 qualified tires. That means they are earning \$4 x 277 tires for a **Volume Rewards** amount of \$1,108.

ONE Rewards: Reading the Rewards Page

Premium Bonus Rewards and Laufenn Rewards are added together on top of your Volume Rewards. This is how the final Total Rewards described earlier is determined.

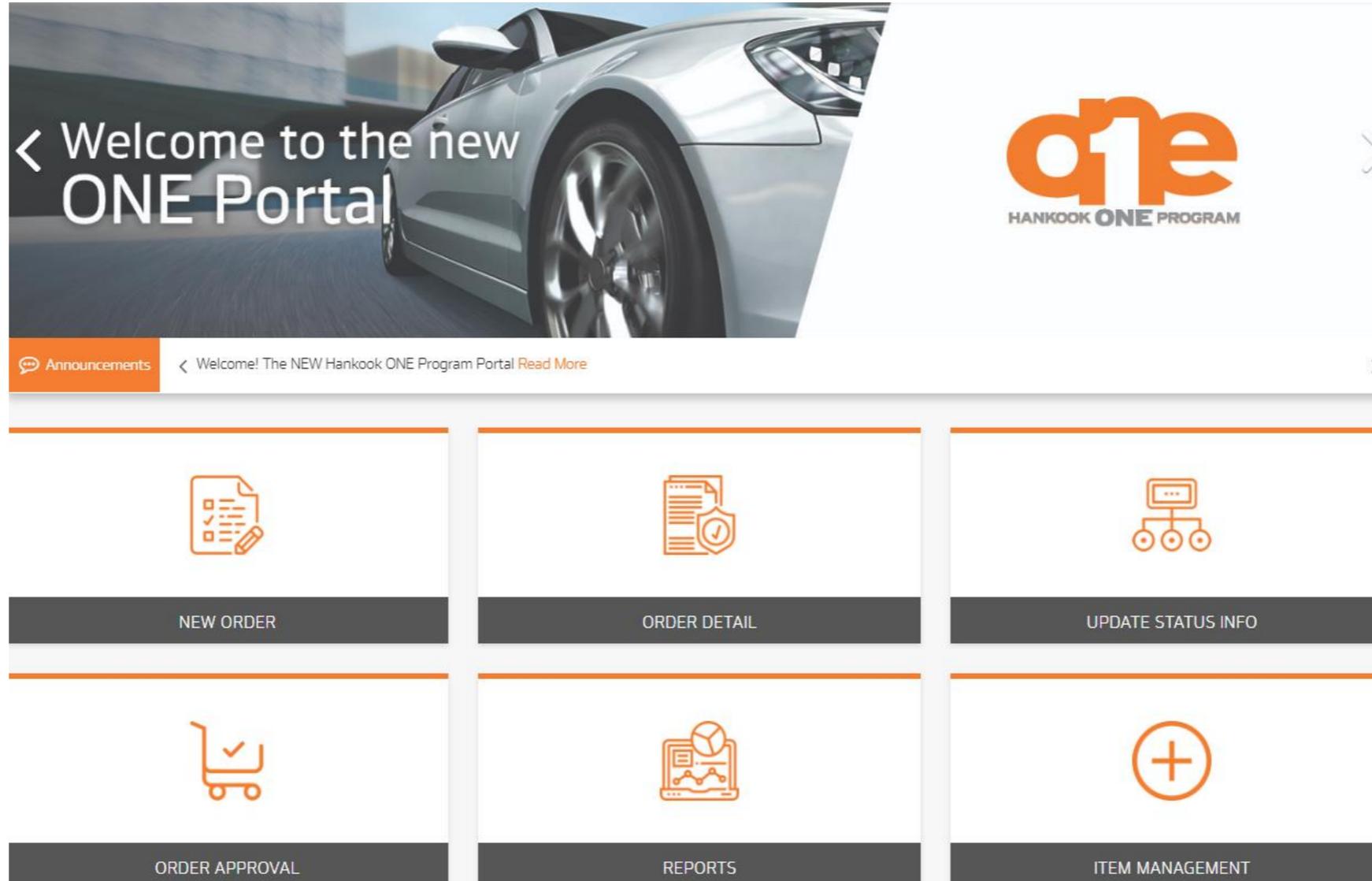


- **Premium Bonus Rewards** are earned by purchasing a tire that is a part of the Hankook's Premium Pattern Line Up. For every premium tire purchase, dealers earn an additional \$2 per unit.
 - 85 premium tires x \$2 = **\$170 Premium Bonus Rewards**
- **Laufenn Rewards** are rewards earned from the Laufenn line. These tires are available for enhancing volume for dealer's payouts. They are earned at \$1/tire.



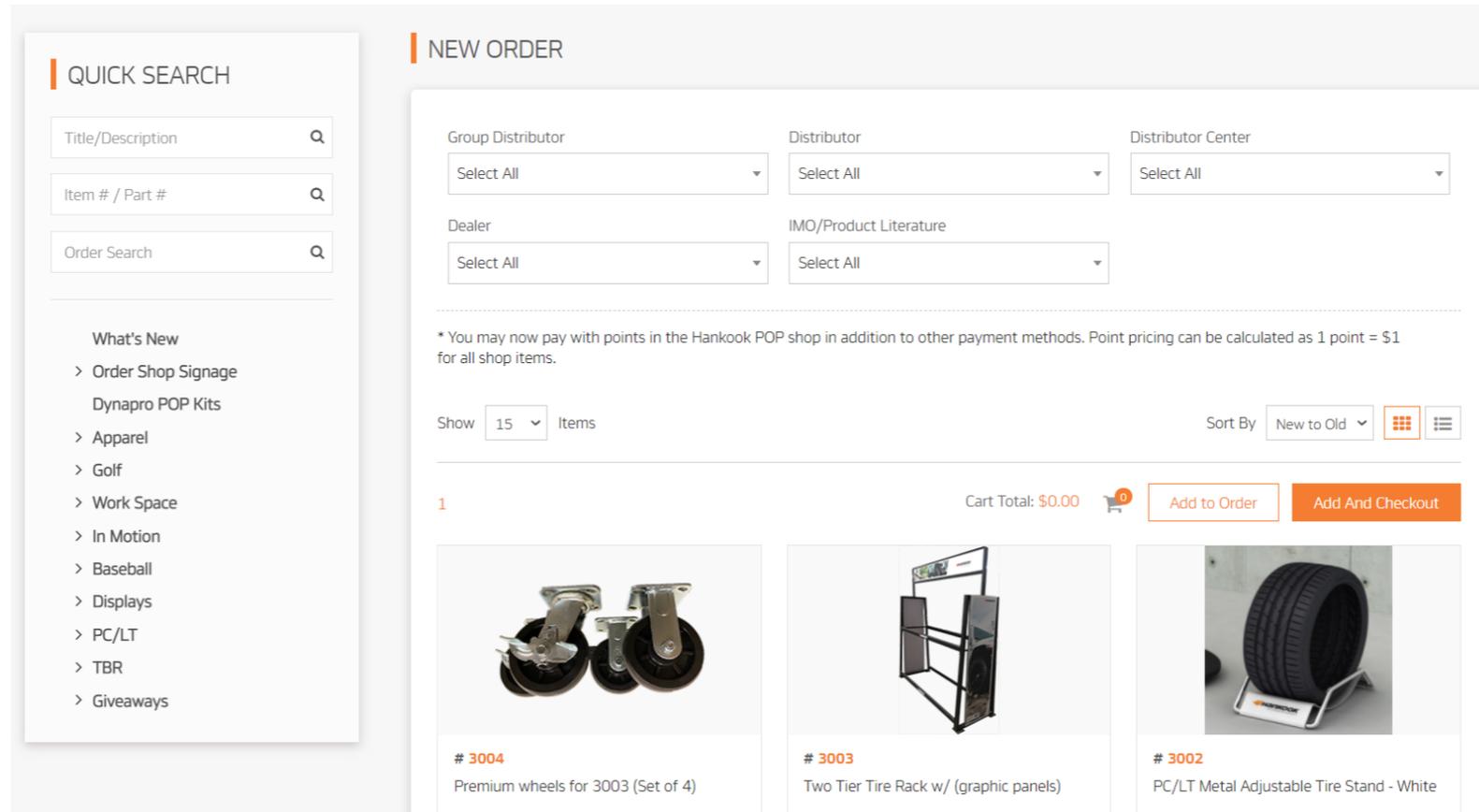
- The **ONE Points** indicated here is your current balance. No matter what date/quarter you are looking at, this will show your remaining balance. This balance is updated immediately upon a successful sales upload from your distributor. If you believe you are missing points, please contact support.

The POP Shop is where you can purchase or use your available **ONE Points** on Hankook and Laufenn marketing materials for your business through the **Hankook Tire Kontrol Center**.



POP Shop: Placing an Order

To place a new order, click on the **NEW ORDER** icon on the POP Shop dashboard or select New Order from the dropdown menu on the navigation bar under POP SHOP.



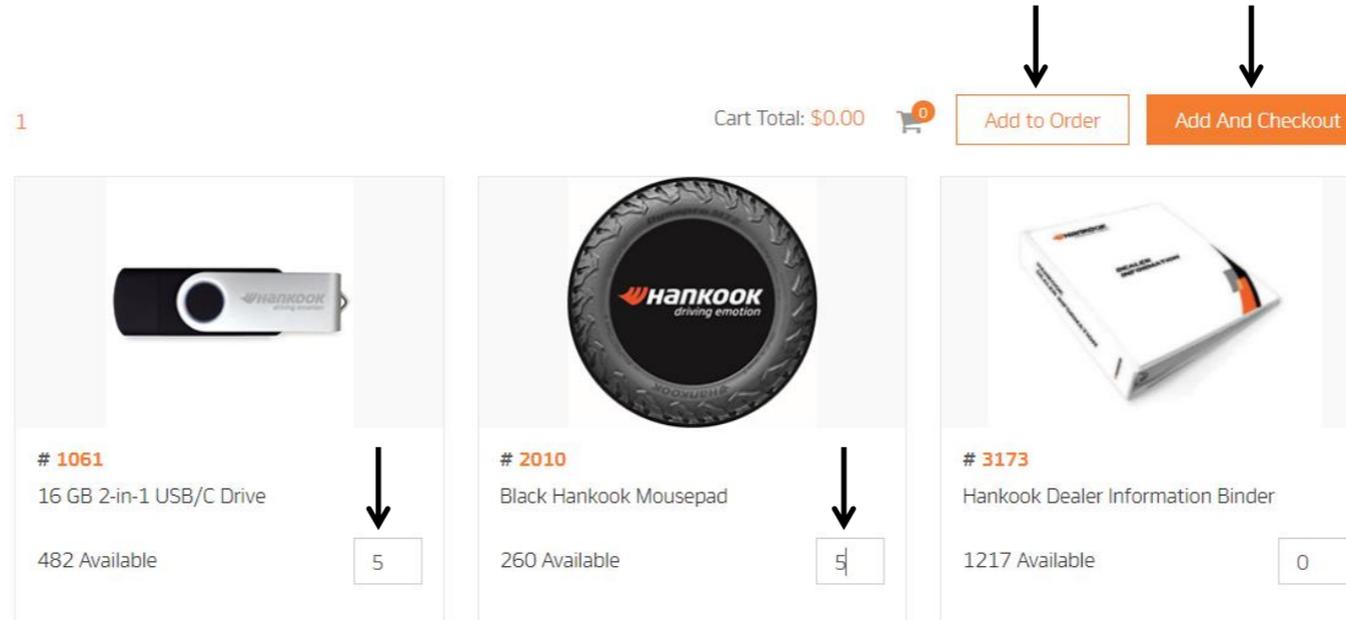
The screenshot displays the 'NEW ORDER' interface. On the left is a 'QUICK SEARCH' sidebar with three search bars: 'Title/Description', 'Item # / Part #', and 'Order Search'. Below these is a 'What's New' section with a list of categories: Order Shop Signage, Dynapro POP Kits, Apparel, Golf, Work Space, In Motion, Baseball, Displays, PC/LT, TBR, and Giveaways. The main 'NEW ORDER' area features filter dropdowns for Group Distributor, Distributor, Distributor Center, Dealer, and IMO/Product Literature, all set to 'Select All'. A note states: '* You may now pay with points in the Hankook POP shop in addition to other payment methods. Point pricing can be calculated as 1 point = \$1 for all shop items.' Below the filters, it shows 'Show 15 Items' and 'Sort By New to Old'. At the top right of the product list, it says 'Cart Total: \$0.00' with a shopping cart icon and '0' items, and two buttons: 'Add to Order' and 'Add And Checkout'. The product list shows three items: # 3004 Premium wheels for 3003 (Set of 4), # 3003 Two Tier Tire Rack w/ (graphic panels), and # 3002 PC/LT Metal Adjustable Tire Stand - White.

Navigation through the store is straightforward and simple. You can use the search bars or look through the POP categories on the menu to the left. Click on any of the categories to expand them.

POP Shop: Placing an Order



When you've found an item you'd like to purchase, type in the quantity, and click **Add to Order**. If you're not looking to add anything else, click **Add and Checkout**. You can also add more than one selection at once by typing in multiple quantities before adding to the order.



If you click **Add to Order**, you'll see the number next to the little shopping cart icon change to the number of different items you have in your order. The current Cart Total is displayed to the left of the icon as well.



When you are ready to check out, either click the shopping cart icon or select **Add and Checkout** on your final selection.

POP Shop: Placing an Order

The **Order Checkout** screen looks like this.

ORDER CHECKOUT

Quantity	Item Number	Item Image	Item Description
<input type="text" value="5"/> 	1061		Hankook branded USB drives that offer the traditional USB port but also has USB/C capabilities for newer Apple prod.
<input type="text" value="5"/> 	2010		8" diameter black mouse pad with the Hankook logo in the middle with a Dynapro Tire surrounding the outside.

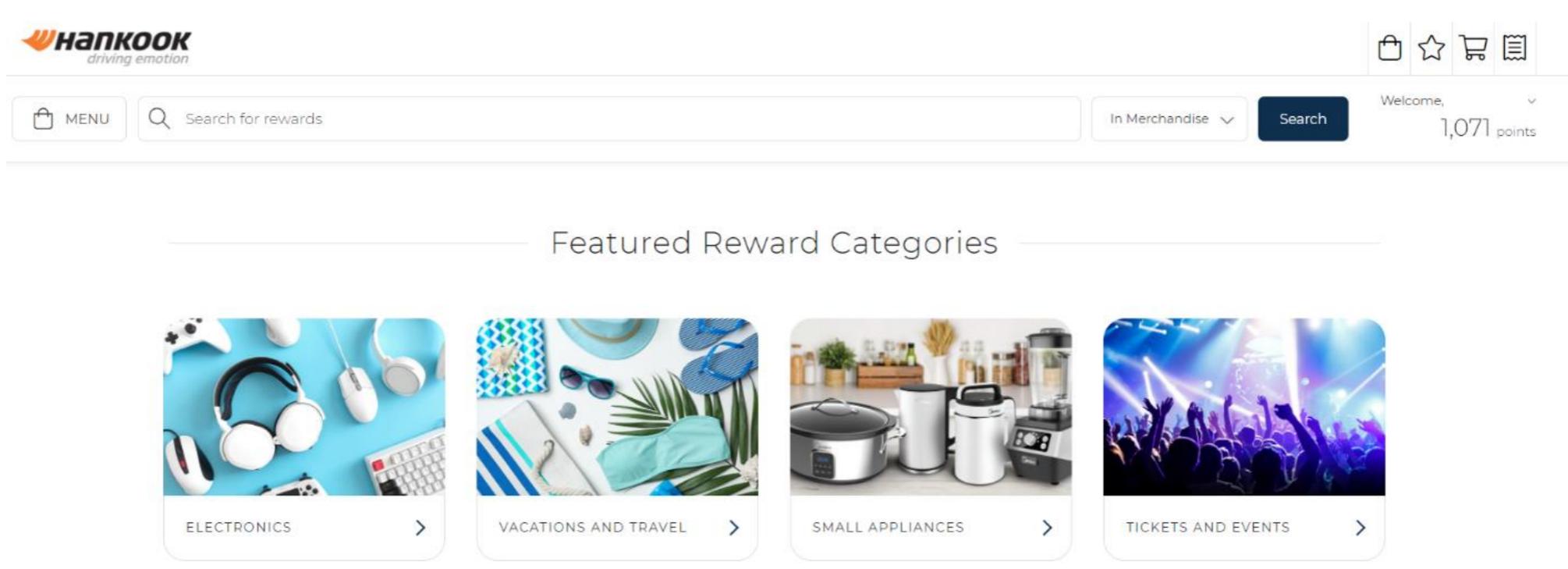
Cart Total: \$49.75

[Continue Shopping](#) [Proceed With Order](#)

Note: Available inventory may vary based on when your order is processed. Unprocessed inventory items in shopping cart that process before your order may reduce or increase the available inventory for your order.

Make any necessary edits to your order and then select **Proceed with Order** to move onto the **Shipping Screen** followed by the final payment screen.

The **Rewards Mall** is where you can place orders using your available **ONE Points**. Note that ONE Points are only accumulated for dealers who achieved either platinum or diamond level. The gallery has a large variety of different merchandise and is updated regularly.

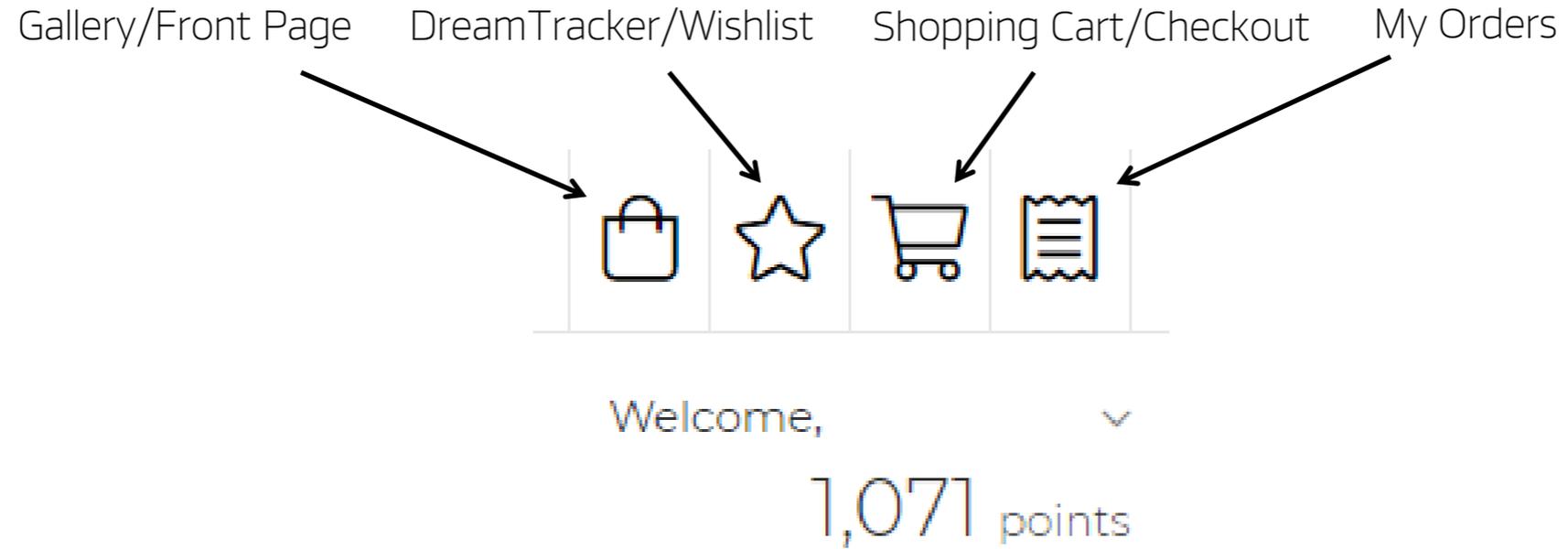


The screenshot shows the top navigation bar of the Hankook Rewards Mall. On the left is the Hankook logo with the tagline "driving emotion". To the right are icons for a shopping bag, a star, a shopping cart, and a list. Below the logo is a "MENU" button with a shopping bag icon. A search bar contains the text "Search for rewards". To the right of the search bar is a dropdown menu set to "In Merchandise" and a dark blue "Search" button. Further right, it says "Welcome," followed by a dropdown arrow and "1,071 points".

Below the navigation bar is a section titled "Featured Reward Categories" with four category cards:

- ELECTRONICS**: A card with a blue background showing headphones, a mouse, and a keyboard.
- VACATIONS AND TRAVEL**: A card with a blue and white patterned background showing sunglasses, a beach bag, and a hat.
- SMALL APPLIANCES**: A card with a white background showing a rice cooker, a blender, and other kitchen items.
- TICKETS AND EVENTS**: A card with a dark background showing a crowd of people at a concert with their hands raised.

On the top right of any page of the store, you will see these 4 icons. Your current points balance is also displayed underneath.



- The **Shopping Bag** will take you back to the front page of the gallery.
- The **Star** icon is your DreamTracker. This is a wish list where you can keep track of items you're interested in and see how many points you need to be able to purchase it. You can add items to here by viewing an item, clicking the downward arrow, and selecting "Add to DreamTracker."



- The Shopping Cart icon will let you see what items are in your cart. From here, you can finish your checkout.
- The Receipt icon will take you to a list of your orders. You can see the details of any orders, including links to digital gift cards, by clicking "Details" next to any order under the Action column. The status of your order will change as it is updated.
 - Order Created: This means the order has been submitted and is queued up to be shipped out.
 - Order Shipped: This means your item has shipped. For any specific details, you will need to reach out to a member of our support team to investigate it further.
 - Order Canceled: If you have requested to cancel an order, the status will change to Order Canceled once points have been returned to your account
 - Order Returned: If you have fully returned an order, the status will change to Order Returned once points have been returned to your account

Q. My order status still says Order Created. How long will it take to ship?

A. Shipment times for each item vary, depending on availability. You can request an ETA by reaching out to our support team. You can also ask for an order cancellation and refund of your points upon request if a particular item is taking too long.

Q. I saw an item in the catalogue the other day but am no longer able to find it. What happened?

A. Products on the **Rewards Mall** are updated daily. If you no longer see an item on the store, it's most likely no longer available for the time being. There is no guarantee if or when it will return.

Q. I ordered a gift card a while ago but haven't seen it yet. When will it arrive?

A. Gift cards through the **Rewards Mall** are digital only. There is no physical card being sent out. You should have received an email immediately upon your purchase with a link and instructions on how to redeem your card. You can also view this link and instructions by going to the My Orders page and clicking on Details next to your gift card entry.

Q. How do I view my available ONE Points?

A. You can see your current points balance by clicking on the *REWARDS* tab on www.hankookone.com. Your balance will appear under the rewards meter. You can also view your available points from the **REWARDS MALL**. The balance indicated is always up to date based on what sales have been uploaded by your distributor(s).

