

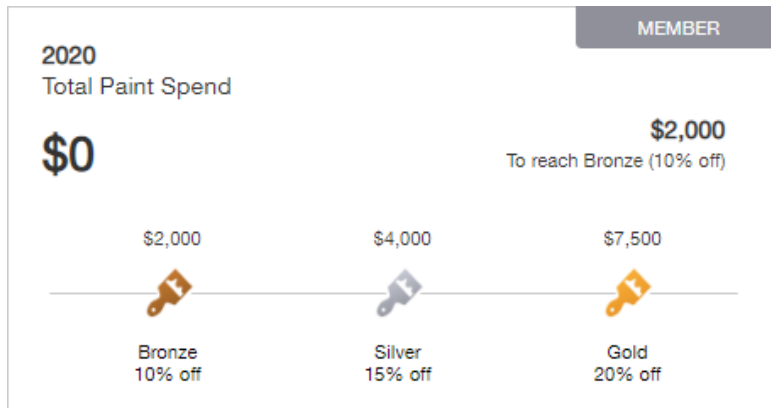


Pro Xtra | What is Pro Xtra Paint Rewards?

Pro Xtra Paint Rewards saves Pros money. It allows our members to receive a discount of up to 20% of paints, stains and primers. It also includes Free Factory Tinting, Direct-to-job-site Delivery, and Lifetime Color History.

What You Should Know...

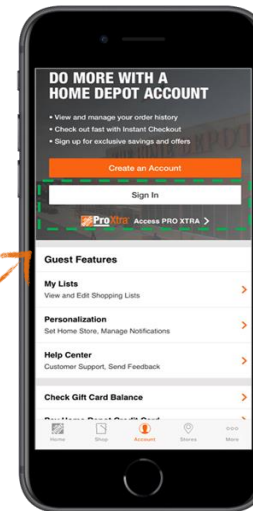
- Pro Xtra is a **FREE** loyalty program that saves Pros time, money and rewards them for their business
- All Pro Xtra Members are automatically enrolled into Pro Xtra Paint Rewards
- Member can escalate their tiers by providing their local Behr rep proof of high paint spend
- Discount is applied to the paint once the Pro Xtra member scans their Virtual ID at checkout



Action Required...

- Find quality Pros and sign them up for Pro Xtra
- Educate Pros on the benefits of Pro Xtra along with Pro Xtra Paint Rewards
- Show Pro Xtra members how to use THD app, use their Virtual ID to identify at checkout, and earn towards rewards

Members login as Pro Xtra on THD app



Members identify at checkout using the virtual ID

