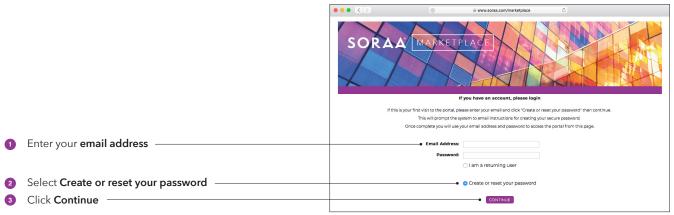


What is Soraa Marketplace?

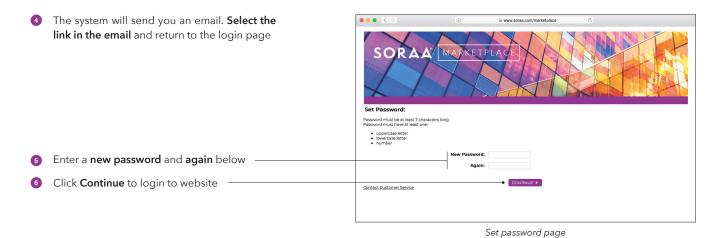
Soraa Marketplace is an online platform that allows partners access to commonly used sales tools, collateral and promotional materials. Items can be purchased using marketing funds accrued through one of Soraa's incentive programs, or via credit card.

Getting Started

Soraa Marketplace can be accessed at any time using the following url: www.soraa.com/marketplace. First time users will need to create a password before entering the site, instructions below.



Soraa Marketplace login page



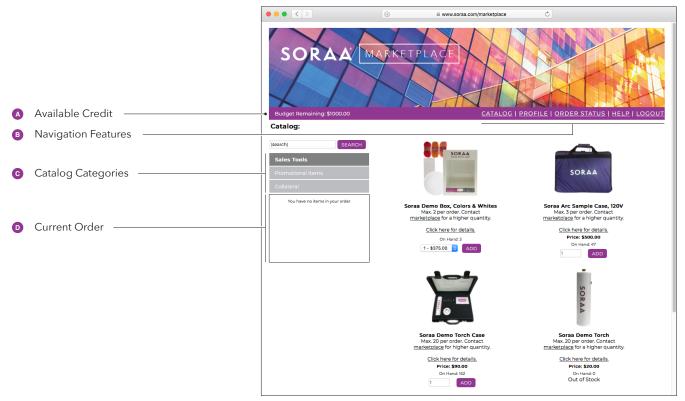
Once a password has been set up, Soraa Marketplace can be accessed in future by selecting **I am a returning user** from the login page.

Note that each account is currently limited to a single login User ID. To reset or transfer this ID to a new email address or for any other questions relating to Soraa Marketplace, please contact <u>marketplace@soraa.com</u>.



Marketplace Catalog Overview

Once logged in, users can view sales tools, collateral and promotional items available via the Marketplace Catalog view. Items can be found by navigating through the different Catalog categories (C), located on the left-hand side.



Marketplace Catalog view

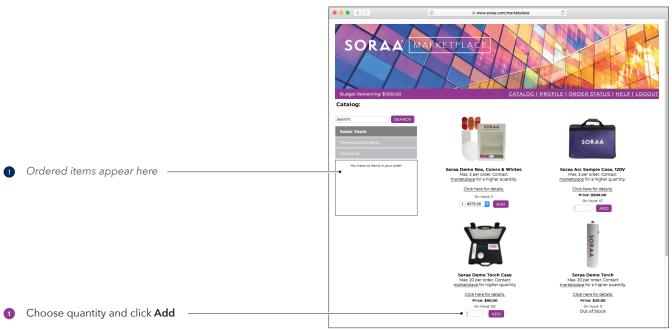


Marketplace items

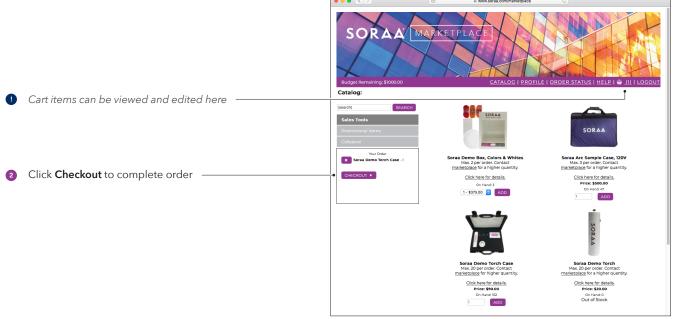


Creating An Order

Purchases can be made by navigating to the appropriate Catalog category and selecting an order quantity for the chosen item. Multiple items can be added to the shopping cart, instructions below.



Adding items to the cart

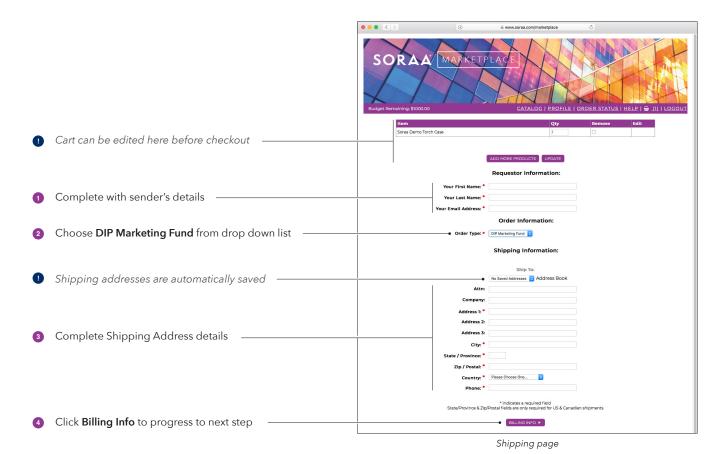


Completing an order



Completing An Order

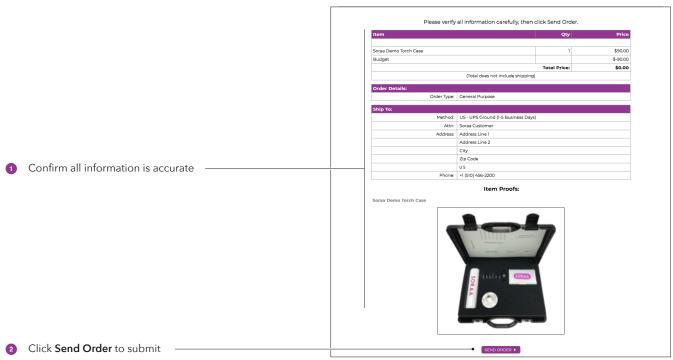
To complete an order, ensure all required fields are completed. Order value will automatically be deducted from available marketing fund budget. Orders can still be placed by credit card if funds are not available.





Submitting An Order

The Summary page lists all relevant details, including shipping and billing information as well as a list of items contained within the order. Verify all details are correct before submitting.



Summary page

Checking Order Status

The status of an order can be checked at any time on the Order Status page. This is where you can also find tracking information for each order placed.



Order Status page

Problems With An Order?

On the rare occasion that there is a problem with your order, for the quickest resolution, please direct all email communications to <u>customerservice@almadenglobal.com</u>.



Frequently Asked Questions

How do Marketing Funds work?

For all questions related to Marketing Funds, please refer to the Marketing Fund Guide document which details how Marketing Funds are allocated and can be used.

Where are my Marketing Funds?

Marketing Funds provided through the Distributor Incentive Program (DIP) must be spent within a fixed period, per the terms of the agreement. After this period has elapsed, any remaining fund will automatically be deducted from the account. Spending Windows are as follows:

- Prime 1 Calendar Quarter
- Master 2 Calendar Quarters
- Gold Master 2 Calendar Quarters

Note the Spending Window begins at the start of the Calendar Quarter, not the fund load-in date.

What items are available in the Soraa Marketplace and how are prices calculated?

Items available in the Soraa Marketplace are separated into the following categories:

- Sales Tools
- Promotional Items
- Collateral
- Co-Branded Merchandise (new for 2019)

Prices shown our cost prices, plus some minor administration fees for fulfilment. Soraa does not make a profit on selling these items. Collateral is offered free of charge, but quantities are limited.

A Marketplace item is out of stock on, what should I do?

Every effort is made to ensure adequate stock levels are maintained on the Soraa Marketplace, however if an items is shown as out of stock, please contact <u>marketplace@soraa.com</u>, and we can provide an estimated replenishment date.

How do I suggest new items for the Soraa Marketplace?

Please send all ideas to <u>marketplace@soraa.com</u>. We are continually looking to add to the Marketplace and welcome suggestions.