PM USA
RETAIL LEADERS

Retail Reporting Requirements

Amended April 2016

Altria
Altria Group
Distribution Company

Servicing:
Philip Morris USA
U.S. Smokeless Tobacco Company
John Middleton
Nu Mark

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Overview

PM USA Cigarette Scan Data Reporting Requirements Overview

Altria Group Distribution Company ("AGDC"), on behalf of PM USA, will collect PM USA Cigarette Scan Data from Retailers participating in the PM USA Cigarette Scan Data Incentive. Participation in the PM USA Cigarette Scan Data Incentive is optional.

See the overview of the reporting requirements below:

- Retailers must submit transaction-level electronic scan data for all PM USA Cigarette sales

- Submissions must be made weekly and continue throughout the participation period, in accordance with the 2015 PM USA Retail Leaders Program Agreement ("Agreement")

- PM USA Cigarette Scan Data will be used to validate PM USA Price Promotion participation

- PM USA Cigarette Scan Data will be used to quantify payment for Loyalty Fund Program options and select Business Enhancement Fund options

- Pricing Opportunity reports may be available to participating Retailers in an effort to identify potential pricing opportunities

The Retail Reporting Requirements explain how to provide data to be in compliance with the Agreement, including technical specifications.

All Other Manufacturers Cigarette Scan Data Reporting Requirements Overview

NEW

Altria Group Distribution Company ("AGDC"), on behalf of PM USA, will collect All Other Manufacturers Cigarette Scan Data from Retailers participating in the All Other Manufacturers Cigarette Scan Data Incentive. Participation in the All Other Manufacturers Cigarette Scan Data Incentive is optional. Only a Store participating in the PM USA Cigarette Scan Data Incentive is eligible to participate in the All Other Manufacturers Cigarette Scan Data Incentive.

See the overview of the reporting requirements below:

- Retailers must submit transaction-level electronic scan data for all cigarette sales, other than PM USA Cigarette Sales

- Submissions must be made weekly and continue throughout the participation period, in accordance with the 2015 PM USA Retail Leaders Program Agreement ("Agreement")

- All Other Manufacturers Cigarette Scan Data may be used to validate PM USA Price Promotion participation

The Retail Reporting Requirements explains how to provide data to be in compliance with the Agreement, including technical specifications.

Data Request Overview

All required data fields can be found in the technical resources section of the Retail Reporting Requirements. Below is a summary of the required data fields.   To participate in the PM USA Cigarette Scan Data Incentive or the All Other Manufacturers Cigarette Scan Data Incentive, Retailer must provide the following data:

- Store profile information (Name, address, etc.)
- Transaction time and date
- A unique transaction ID for each sale
- UPC Code and description
- Product quantities & selling prices
- Multi-pack discounts (if applicable)
- Retailer-funded discounts (if applicable)
- Manufacturer-funded discounts (if applicable)
- Loyalty Fund discounts and Loyalty IDs (if applicable)

Submission Process & Confidentiality

All Scan Data will become the property of PM USA upon Retailer's transmission of the Scan Data to PM USA or any agent, affiliate or independent contractor of PM USA.

PM USA and any agent, affiliate or independent contractor of PM USA will hold confidential all Scan Data submitted by Retailer and not disclose to any third party (excluding any agent, affiliate or independent contractor or PM USA) any such Scan Data without the prior written consent of Retailer, except for in the circumstances set forth below:

a) PM USA may include account-specific Scan Data in presentations to that particular account;

b) PM USA may disclose for any purpose any Scan Data that has been stripped of all information that would specifically identify Retailer as the source of the Scan Data; and

c) PM USA or any agent, affiliate or independent contractor of PM USA may disclose any Scan Data or information or materials provided by Retailer as may be required by law, regulation, rule, order, or legal, judicial, or administrative process, or in an effort to cooperate with governmental authorities.

Getting Started

The Scan Data Help Desk ("Help Desk"), on behalf of AGDC, will provide data management services. The Help Desk will manage the set up, data collection and transmission processes. Retailer's steps for the set-up process are as follows:

1. Review participation requirements as set forth in the Agreement

2. Review file format specifications

3. Communicate an election to participate in the PM USA Cigarette Scan Data Incentive or the All Other Manufacturers Cigarette Scan Data Incentive to your AGDC representative prior to the applicable election deadline

4. Contact the Help Desk to begin the set up process and discuss any technical questions (contact information is listed on the last page of this Exhibit)

5. Produce and send a test file to the Help Desk (The Help Desk will explain the requirements to create and send a test file during the initial conversation)

6. Ensure appropriate resources are available to produce and transmit PM USA Cigarette Scan Data or the All Other Manufacturers Cigarette Scan Data files weekly in compliance with submission deadline requirements

Retailer must receive approval from both the Help Desk and AGDC that Retailer's transmission meet the requirements of the applicable Incentive. Retailer must receive separate approval for the PM USA Cigarette Scan Data Incentive and the All Other Manufacturers Cigarette Scan Data Incentive. Approval does not guarantee Incentive payment.

Technical Resources

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General Requirements

Retailers that choose to provide PM USA Cigarette Scan Data or All Other Manufacturers Cigarette Scan Data ("Scan Data") are required to provide such data in a specified standard file format which is described in detail in this section of the Retail Reporting Requirements. The general requirements are as follows:

- All submitted data must be transaction-level without any aggregation

- Retailers that choose to participate in the PM USA Cigarette Scan Data Incentive must submit data for all transactions containing PM USA Cigarette sales

- Retailers that choose to participate in the All Other Manufacturers Cigarette Scan Data Incentive must submit data for all transactions containing cigarette sales, other than PM USA Cigarette Sales

- Reporting field and format requirements are the same for PM USA Cigarette Scan Data and All Other Manufacturers Cigarette Scan Data

- It is preferred that only one data file containing transactions for all cigarette sales is submitted by Retailers participating in the PM USA Cigarette Scan Data Incentive and All Other Manufacturers Cigarette Scan Data Incentive

- SKU/UPC descriptions as well as store profile information must be accurate and identifiable

- Data must be submitted weekly and include seven consecutive and complete days of data ending on a Saturday

- It is preferred that Chains provide only one data file containing transactions for all participating retail stores within the chain

Data Format

File Type

- Data must be submitted as a delimited text file using the PIPE ("|") as the delimiter
- Negative values must have a leading minus sign ("-") (e.g. -4.95)
- Dollar value fields must contain a decimal point and two decimal digits to the right of the decimal point (e.g. 45.99)
- Each item in a transaction should be reported as a separate record except in the event that the purchase is for the exact same SKU, for the exact same price, with the exact same discount(s) per unit (e.g. two packs of Marlboro Gold Box, each for 5.99, each with no discounts applied)

File Name

- Each submitted data file must be named per the following structure: [Account/Chain Name week ending date]
  - Example: a chain account named Quick Gas submitting data for the week ending 6/11/2016 would name the file: QuickGas20160611
  - Example: an independent account named Stop n' Shop #5 submitting data for the week ending 6/11/2016 would name the file: StopnShop20160611

Required Fields Overview

Below is a list of the fields included in the standard file format. There are no changes to the required fields for PM USA Cigarette Scan Data and All Other Manufacturers Cigarette Scan Data. A detailed explanation of each field can be found in the following pages.

Field	Field	Field
Required Fields:	13. Manufacturer Name	26. MFG Deal Discount Amount ONE
1. Management Account Number (Chain), Retail Control Number (Independents)	14. SKU Code	27. MFG Deal Name TWO
2. Week Ending Date	15. UPC Code	28. MFG Deal Discount Amount TWO
3. Transaction Date	16. SKU/UPC Description	29. MFG Deal Name THREE
4. Transaction Time	17. Unit of Measure	30. MFG Deal Discount Amount THREE
5. Transaction ID Code	18. Quantity Sold	31. Final Sales Price
6. Store Number	19. Consumer Units	*Optional Fields:*
7. Store Name	20. Multi-Pack Indicator	32. Store Telephone
8. Store Address	21. Multi-Pack Required Quantity	33. Store Contact Name
9. Store City	22. Multi-Pack Discount Amount	34. Store Contact Email
10. Store State	23. Retailer-Funded Discount Name	35. Product Grouping Code
11. Store Zip + 4 Code	24. Retailer-Funded Discount Amount	36. Product Grouping Name
12. Category	25. MFG Deal Name ONE	37. Loyalty ID/Rewards Number *

*Field 37, Loyalty ID/Rewards Number, is required to participate in the Loyalty Fund Program.

Required Fields Detail

As a control mechanism, the very first line in the data file MUST contain the following values separated by the pipe delimiter: **1)** The total number of records, **2)** The total quantity sold, and **3)** The sum of the Final Sales Price field

Field	Type	Max Field Length	Description	Example
1. Management Account Number (Chain), Retail Control Number (Independent)	Integer	10	A five digit Management Account Number(Chains), or a six digit Retail Control Number (Independents). This number is unique to AGDC systems and will be provided to you by your AGDC representative.	12345
2. Week Ending Date	Date	8	The last calendar day of the time period associated with data submitted in each file. This is Saturday of the submission week. (YYYYMMDD)	20160611
3. Transaction Date	Date	8	The actual date for a transaction record. (YYYYMMDD)	20160605
4. Transaction Time	Alpha	8	The actual time of a transaction. Time must be reported in 24-hour format.	18:25:46
5. Transaction ID Code	Alpha	50	A unique identifier that allows separate identification of each individual purchase transaction. Note that a transaction ID code containing sales of multiple distinct items would be repeated within the file with all items as separate records.	1234567809

Required Fields Detail

Field	Type	Max Field Length	Description	Example
6. Store Number	Alpha	10	This identifier is a code or number that uniquely identifies a single retail store within a chain. The Store Identifier must be unique for a given retail store and should remain assigned to that store. Independent accounts may not have a store number; in this case, this field may remain blank.	101
7. Store Name	Alpha	50	The name of the retail store. The name may or may not include the store number.	Quick Gas #101
8. Store Address	Alpha	60	The physical street address of the retail store. Multiple short address lines can be concatenated with a space between them.	123 Main St PO Box 37
9. Store City	Alpha	50	The name of the city in which the retail store is located.	Richmond
10. Store State	Alpha	2	The state in which the retail store is located. This state code should be two characters.	VA
11. Store Zip + 4 Code	Integer	10	The valid nine digit ZIP+4 code in which the retail store is located (with hyphen)	12345-0000
12. Category	Alpha	20	An identifier, unique to your systems, used to define the type of product sold. For example: CIG, cigarette, cigs.	CIG
13. Manufacturer Name	Alpha	20	The name of the manufacturer of the SKU/UPC sold, as reported by your systems. For example: PM USA, Philip Morris.	PM USA

Required Fields Detail

PM USA RETAIL LEADERS

Field	Type	Max Field Length	Description	Example
14. SKU Code	Alpha	50	This identifier is a code or number that uniquely identifies a SKU in your chain or retail store. **It may or may not be same value as the UPC Code.**	SKU1123
15. UPC Code	Alpha	14	The UPC (GTIN, EAN, PLU) assigned to the SKU by the manufacturer. This code must be reported in either a 8, 10, 12 or 14 digit format.	00701375101920
16. SKU/UPC Description	Alpha	50	The description of the SKU/UPC as reported by your system.	Marlboro Gold KS Box 20
17. Unit of Measure	Alpha	20	The description of the form in which the product was sold as reported by your system. For example: Carton, Each, Pack, Box, Sleeve, Can, Case.	Carton
18. Quantity Sold	Numeric	10	The number of units sold of the stated Unit of Measure. For example, if the Unit of Measure is carton, the Quantity Sold would show the number of cartons sold. This value can be negative if a product is returned. A negative value should be reported with a leading minus-sign.	1
19. Consumer Units	Integer	10	The number of individual consumer units for the UNIT OF MEASURE. Consumer units equal '1' for each pack of cigarettes. For example, if the unit of measure is a carton the value reported would be 10.	10

PM USA Cigarette Scan Data Discount Reporting

The following pages describe in detail when and how to report different types of discounts for PM USA Cigarette Scan Data. Pricing reflected in PM USA Cigarette Scan Data will be used to validate pass-through of PM USA Promotional Allowances. Failure to accurately report discounts may result in the failure of pass-through requirements for PM USA Promotional Allowances and may also result in the inability to accurately pay select Business Enhancement Fund options and Loyalty Funds.

PM USA Promotional Allowances, including but not limited to PM USA SPP Allowances, MLP Funds, MLP II Funds, Margin Funds, MLSPP Funds, and Marlboro Mainline Menthol SPP Allowances, should not be reported in any of the discount fields. It is assumed that these discounts are already reflected in the base price of an item.

Product Promotion discounts (i.e., per unit discounts communicated on the product packaging purchased at wholesale with the discount already included in the purchase price) should also not be reported in any discount field because such discount is reflected in the price.

Only multi-pack discounts (excluding Product Promotions), Retailer-funded discounts, manufacturer coupons, and other discounts communicated by AGDC required to be reported in PM USA Cigarette Scan Data should be reported as a discount using fields 20 through 30 as appropriate (e.g., $1.00 off per pack to move inventory or $0.75 off per pack coupon, etc.).

All Other Manufacturers Cigarette Scan Data Discount Reporting

The following pages describe in detail when and how to report different types of discounts for All Other Manufacturers Cigarette Scan Data. Pricing reflected in All Other Manufacturers Cigarette Scan Data may be used to validate pass-through of PM USA Promotional Allowances. Failure to accurately report discounts may result in the failure of pass-through requirements for PM USA Promotional Allowances.

Any special price promotional allowances for cigarettes other than PM USA Cigarettes should not be reported in any of the discount fields. It is assumed that these discounts are already reflected in the base price of an item.

Product Promotion discounts (i.e., per unit discounts communicated on the product packaging purchased at wholesale with the discount already included in the purchase price) should also not be reported in any discount field because such discount is reflected in the price.

Only multi-pack discounts (excluding Product Promotions), Retailer-funded discounts, manufacturer coupons, and other discounts communicated by AGDC required to be reported in All Other Manufacturers Cigarette Scan Data should be reported as a discount using fields 20 through 30 as appropriate (e.g., $1.00 off per pack to move inventory or $0.75 off per pack coupon, etc.).

Required Fields Detail – Multi-Pack Discounts

Field	Type	Max Field Length	Description	Example
20. Multi-Pack Indicator	Alpha	1	"Y" or "N" indicating a transaction with an account funded discount offered for purchasing multiple units.	Y
21. Multi-Pack Required Quantity	Integer	1	The number of Consumer Units (packs) required to be purchased to qualify the transaction as a multi-pack transaction. This field should never equal -1, 0 or 1. *Please see the Multi-Pack Discounts section for direction regarding different types of multi-pack transactions.*	2
22. Multi-Pack Discount Amount	Numeric	10	The total discount provided given the quantity reflected in the Multi-Pack Quantity field (field 21). *Please see the Multi-Pack Discounts section for direction regarding different types of multi-pack transactions.*	0.50

Note: The Multi-Pack Discount Amount (field 22) divided by the Multi-Pack Required Quantity (field 21) should always equal the per pack discount applied to the individual record/line item, the per pack discount is not reported in the Scan Data

Multi-Pack Discounts

All discounts, excluding Loyalty Funds and Product Promotions, that offer savings when two or more units are purchased qualify as multi-pack discounts and should be reported using the Multi-Pack Discount fields (fields 20 – 22). This includes multi-pack discounts that are entirely Retailer-funded, as well as multi-pack discounts that are partially or entirely Manufacturer-funded.

The following examples explain how to report the most common types of multi-pack discounts. If a discount is offered that is not clearly explained in the Retail Reporting Requirements, please contact the Help Desk. Below are the multi-pack discount reporting configurations explained in the following pages:

- A discount is provided when a set number of units are purchased (e.g., "Save $0.50 When You Buy 2 Packs")
- A discount is provided when a set number of units or more are purchased (e.g., "Save $0.25 Per Pack When You Buy 2 Or More")

Multi-Pack Discounts

Reporting Option 1 – Reporting the minimum number of packs required to qualify for a Multi-Pack Discount (Preferred)

Example: A set number of units required to qualify for a discount. An adult smoker purchased varying quantities of identical packs of Marlboro and a **"Save $0.50 when you buy two"** discount was applied. This discount is only available in quantities or multiples of two packs.

Number of packs purchased	20. Multi-Pack Indicator	21. Multi-Pack Quantity	22. Multi-Pack Discount Amount
2	Y	2	0.50
4	Y	2	0.50
6	Y	2	0.50

In Option 1, Multi-Pack Required Quantity and Multi-Pack Discount Amount (Fields 21 and 22) are the same for all multi-pack transactions, regardless of the number of packs sold within a transaction. Also, the Multi-Pack Discount Amount (Field 22) divided by the Multi-Pack Required Quantity (Field 21) should equal the per pack discount amount. This per pack discount amount should _**not**_ be reported in the Scan Data file.

In this situation, if three packs are purchased, it is assumed that the third pack does not qualify for a multi-pack discount. In this case, this third pack should be reported as a separate record with the same transaction ID, with no multi-pack discount reported.

Multi-Pack Discounts

Reporting Option 1 – Reporting the minimum number of packs required to qualify for a Multi-Pack Discount (Preferred)

Example: Multiple unit quantities qualify for a discount. An adult smoker purchased various quantities of identical packs of Marlboro and a **"Save $0.25 per pack when you buy two or more"** discount was applied.

Number of packs purchased	20. Multi-Pack Indicator	21. Multi-Pack Quantity	22. Multi-Pack Discount Amount
2	Y	2	0.50
3	Y	2	0.50
6	Y	2	0.50

In Option 1, Multi-Pack Required Quantity and Multi-Pack Discount Amount (Fields 21 and 22) are the same for all multi-pack transactions, regardless of the number of packs purchased within a transaction. Also, the Multi-Pack Discount Amount (Field 22) divided by the Multi-Pack Required Quantity (Field 21) should equal the per pack discount amount. This per pack discount amount should **_not_** be reported in the Scan Data file.

Multi-Pack Discounts

Reporting Option 2 – Reporting the total number of units sold in the Multi-Pack Transaction

Example: A set number of units to qualify for a discount. An adult smoker purchased varying quantities of identical packs of Marlboro and a **"Save $0.50 when you buy two"** discount was applied. This discount is only available in quantities or multiples of two packs.

Number of packs purchased	20. Multi-Pack Indicator	21. Multi-Pack Quantity	22. Multi-Pack Discount Amount
2	Y	2	0.50
4	Y	4	1.00
6	Y	6	1.50

In Option 2, Multi-Pack Required Quantity and Multi-Pack Discount Amount (Fields 21 and 22) are different depending on the number of packs purchased. As is the case with Option 1, the Multi-Pack Discount Amount (Field 22) divided by the Multi-Pack Required Quantity (Field 21) should equal the per pack discount amount. This per pack discount amount should ___not___ be reported in the Scan Data file.

In this situation, if three packs are purchased, it is assumed that the third pack does not qualify for a multi-pack discount. In this case, this third pack should be reported as a separate record with the same transaction ID, with no multi-pack discount reported.

Multi-Pack Discounts

Reporting Option 2 – Reporting the total number of units sold in the Multi-Pack Transaction

Example: Multiple unit quantities qualify for a discount. An adult smoker purchased various quantities of identical packs of Marlboro and a **"Save $0.25 per pack when you buy two or more"** discount was applied.

Number of packs purchased	20. Multi-Pack Indicator	21. Multi-Pack Quantity	22. Multi-Pack Discount Amount
2	Y	2	0.50
3	Y	3	0.75
6	Y	6	1.50

In Option 2, Multi-Pack Required Quantity and Multi-Pack Discount Amount (Fields 21 and 22) are different depending on the number of packs purchased. As is the case with Option 1, the Multi-Pack Discount Amount (Field 22) divided by the Multi-Pack Required Quantity (Field 21) should equal the per pack discount amount. This per pack discount amount should _**not**_ be reported in the Scan Data file.

Multi-Pack Discounts

Reporting Multi-Pack Transactions with Multiple SKUs

Except when a transaction includes identical items (e.g., same SKU, same price, same discount), items must be reported as separate records with the same transaction ID as reflected below:

5. Transaction ID Code	16. SKU/UPC Description	18. Quantity Sold	20. Multi-Pack Indicator	21. Multi-Pack Required Quantity	22. Multi-Pack Discount Amount	31. Final Price
3333333333	Marlboro Gold KS Box	2	Y	2	0.50	8.00
4444444444	Marlboro Silver KS Box	1	Y	2	0.50	4.00
4444444444	Marlboro Red KS Box	1	Y	2	0.50	4.00

The reporting logic outlined in Reporting Option 1 or Reporting Option 2 may be applied in Multi-Pack Required Quantity (Field 21) when reporting Multi-Pack transactions with multiple SKUs.

Required Fields Detail – Retailer-Funded Discounts

Field	Type	Max Field Length	Description	Example
23. Retailer-Funded Discount Name	Alpha	20	The name of an Retailer-funded discount.	Sale
24. Retailer-Funded Discount Amount	Numeric	10	The dollar amount of an Retailer-funded discount.	0.50

Any discount, other than a multi-pack discount, that is funded entirely by a retailer should be reported in these fields. Examples of this type of discount are as follows:

- $1.00 off per pack discount to move inventory or discontinue an item
- $0.25 off per pack everyday discount provided to customers that belong to a rewards program

Required Fields Detail – Manufacturer-Funded Discounts

Field	Type	Max Field Length	Description	Example
25. MFG Deal Name ONE	Alpha	20	This field is used to identify a discount provided in support of a **Manufacturer-funded** promotion. *Please see the Manufacturer -Funded Discounts section for direction regarding different types of Manufacturer-Funded Discounts.*	Coupon
26. MFG Deal Discount Amount ONE	Numeric	10	The dollar amount of the Manufacturer-funded discount applied to the Quantity Sold amount.	1.00
27. MFG Deal Name TWO	Alpha	20	The function of this field is identical to MFG Deal Name ONE.	Coupon
28. MFG Deal Discount Amount TWO	Numeric	10	The function of this field is identical to MFG Deal Discount Amount ONE.	0.50
29. MFG Deal Name THREE	Alpha	20	The function of this field is identical to MFG Deal Name ONE.	PM USA Loyalty Fund
30. MFG Deal Discount Amount THREE	Numeric	10	The function of this field is identical to MFG Deal Discount Amount ONE.	0.00

Manufacturer-Funded Discounts

Manufacturer-Funded price promotions, such as Special Price Promotions, should not be reported in the MFG Deal Name and MFG Deal Discount Amount Fields.

Other Manufacturer-funded discounts, such as coupons, mobile offers and Loyalty Fund discounts are required to be reported in these fields. Examples of this type of discount are as follows:

- $0.50 off/pack manufacturer coupon
- $5.00 off/carton manufacturer coupon
- $1.00 off/pack manufacturer mobile coupon
- $1.50 off/pack Loyalty Fund discount

Three MFG Deal fields are available to report multiple Manufacturer-funded discounts. Any of the MFG Deal fields may be used. When multiple Manufacturer-funded discounts are applied, multiple MFG Deal fields should be used.

In the below example, a retailer accepts a $1.00 off manufacturer coupon, and also offers a $0.50 PM USA Manufacturer-funded discount for the Loyalty Fund Program.

27. MFG Deal Name TWO	28. MFG Deal Discount Amount TWO	29. MFG Deal Name THREE	30. MFG Deal Discount Amount THREE
Coupon	$1.00	PM USA Loyalty	$0.50

Coupon Reporting

To accommodate different Point of Sale (POS) systems, the reporting of coupons can be accomplished in multiple ways. If the final sales price reflects a coupon discount, the coupon must be reported on the same record/line item.

Example: the coupon can be reported in any of the MFG Deal fields (unless otherwise directed by your AGDC representative). Below is an example of a $1.50 Marlboro mobile coupon used on a pack of Marlboro normally priced at $5.00:

27. MFG Deal Name TWO	28. MFG Deal Discount Amount TWO	31. Final Sales Price
Marlboro Mobile Coupon	$1.50	$3.50

Some POS systems record coupons as cash tender, not associated with any specific item. In this case, please contact the Help Desk.

Multiple Discount Reporting

In the event a Manufacturer-funded discount is provided as a supplement to an already existing Retailer-funded discount, the Retailer-funded portion of the discount will be reported in the Retailer-Funded Discount Field (field 23.) The Manufacturer-funded portion of the discount will be reported in one of the Manufacturer-Funded Discount fields.

As detailed in the multi-pack reporting requirements section of this Exhibit, multi-pack discounts should be reported in the appropriate multi-pack discount fields, even if a multi-pack discount is funded by both the manufacturer and the Retailer.

In the below example, a Retailer offers a Retailer-funded discount of $0.25 per pack for a Retailer's loyalty member, as well as a $1.00 discount per pack when the customer provided a manufacturer coupon.

23. Retailer-Funded Discount Name	24. Retailer-Funded Discount Amount	27. MFG Deal Name TWO	28. MFG Deal Discount Amount TWO
Frequent Customer Discount	$0.25	Coupon	$1.00

Alternative Discount Reporting

If a coupon or other discount is applied to a transaction total, and not to an individual item, this discount may be reported as a separate line item. To report a discount as a separate line item the following criteria must be met:

- The discount is not reflected in the final sales price of individual items within the transaction
- The discount is reported with a negative value
- The transaction ID is consistent with all other items in the transaction

To report a discount as a separate line item, please contact the Help Desk.

Required Fields Detail

Field	Type	Max Field Length	Description	Example
31. Final Sales Price	Numeric	10	The dollar amount paid by the end consumer.	45.99

The Final Sales Price field must reflect the dollar amount paid by the consumer **excluding** sales tax. Any and all discounts that are reported in appropriate fields should be reflected in this dollar amount. Compliance with state taxation regulations does not exempt a Store from meeting the Final Sales Price reporting requirements.

Optional Fields Detail*

Field	Type	Max Field Length	Description	Example
32. Store Telephone	Integer	10	The retail store telephone number if available. No hyphens, special characters or leading numbers.	1235551212
33. Store Contact Name	Alpha	20	Retail store contact (manager) name.	Mary Smith
34. Store Contact Email	Alpha	50	Retail store contact (manager) e-mail.	qg101@quickgas.com
35. Product Grouping Code	Alpha	10	A Retailer defined code or number assigned to a product.	CIG20
36. Product Grouping Name	Alpha	20	The description of the Product Grouping code or number.	Cigarette Discount 20s
37. Loyalty ID/Rewards Number*	Alpha	20	Unique loyalty or "rewards" number of the customer making a purchase.	123456AD

Fields 32 through 37 must be present in the data file, but may remain blank if you choose not to provide this information. These fields may be beneficial during the mapping process to identify a Store if data provided in the required fields is insufficient. Because of this, it is highly recommended the optional fields are provided.

*Field 37, Loyalty ID/Rewards Number, is required to participate in the Loyalty Fund Program.

Submission Details

Test File Submission

- During set-up, retailers are required to send a test data file reflecting up to two weeks of transactions for testing purposes; Retailers should work with the Help Desk to ensure the data format and fields are readable, provide the required information and satisfy all requirements

- The Help Desk and/or AGDC will communicate test file approval via email

Ongoing Submissions

- Scan Data must be submitted weekly

- File should be submitted by Tuesday for transactions from the previous week ending date (Saturday)

Resubmissions

- Scan Data must be resubmitted when errors are discovered or data is missing

- Retailers must notify the Help Desk in the event a file is resubmitted

- The name of a resubmitted Scan Data file should indicate a new version

- Resubmitted data will overwrite the previous data file; ensure **ALL** transactions are included in any file resubmission (not just corrected transactions)

- Data submitted more than 10 days after the end of the applicable weekly submission deadline will be considered late

Submission Infrastructure

To submit Scan Data files to the Help Desk, an FTP site has been created. All data files and supporting documentation should be zipped. Retailers should submit Scan Data to the following FTP site:

ftp://ftp.posscandata.com/

FTP Submissions

- The Help Desk will provide participating Retailer with an account name and password to access the FTP site
- Previously submitted files will be visible to the participating Retailer
- When uploading a file with an identical name, the older file will be replaced; ensure naming conventions are properly followed

Data Status Communications

- Error and status reports for each submitted file will be provided
- An email will be sent to the primary technical contact each week with a link to review any errors; contact information for a Retailer's technical contact should be provided at the time of set up
- For questions regarding the status of submissions, contact the Help Desk

Contact Information

For questions regarding file format requirements, submission parameters and other technical details, contact technical support. For all other questions contact your AGDC representative. Please include your Retail Account Number and/or Management Account Number and contact information with any correspondence.

- Technical Support   POS Scan Data Help Desk
  855-342-8426
  HelpDesk@POSScanData.com

- Business Support   Please contact your AGDC representative