

Thank you for your interest in our Vicinity modular vertical garden system. We have a preferred install partner program, and in this email we will explain the process we follow to onboard new installers. There are 4 stages in our process:

EVALUATION STAGE

The first step is for you to purchase an 80 pot GreenWall system with integrated irrigation and water tanks (An image of the proposed system is below). This system can be installed in your home or office, and it is the ideal system for you to evaluate the product and understand what is involved in delivering a commercial GreenWall project. We will provide you with support and advice during the installation process to ensure you are successful with this evaluation project. At the end of this project you will own a GreenWall feature in your home or office, and it will become the first installed reference site for the product in your area.

The 80 pot preferred installer kit includes:

- 4 x 20 pot kits
- 1 x small irrigation (includes pipe and irrigation components)
- 1 x master tank
- 3 x secondary tanks
- 1 x dc40 pump and transformer

This is everything required to create the 80 pot kit water wise system.

At the end of this evaluation you will have a better idea of the product, and we will have worked with you enough to understand if we can have a successful partnership together. If we both feel comfortable then we proceed to the next stage, which is to set you up as a referral partner.

REFERAL PARTNER STAGE

Our goal in this phase is to help you set up your business so that you can easily and correctly quote GreenWall deals, and we will teach you how to sell the product, and who to sell it to. We will work with you to help you close your first few deals. We will provide handholding and technical support during the implementation of your first projects to ensure you are successful, and that you don't make rookie mistakes. We have experience from hundreds of projects and we aim to share as much of that experience as possible to help you be successful, and to help you build your confidence in the vertical garden business.

Once you have successfully installed at least 3 projects we move to the next phase.

SCALING UP / AREA DOMINANCE

Our goal in this phase is to help you position your business as a specialist GreenWall company in your area. This involves increasing marketing and sales activity in your area to help feed your deal pipeline. By this stage you will have a few projects as successful

references, and you will have the support of Vicinity India to give your business credibility in the market. In this stage we will come to a commercial arrangement with you whereby we can embark on lead generation in your area.

We will invest in digital marketing campaigns to generate leads, and to help you grow your market share in the GreenWall category.

At the end of this stage you should have a thriving GreenWall business that is an example to other people in your area of what can be achieved with focused effort in this category. You will then have an option to proceed to phase 4 if you wish.

REPLICATE THE SUCCESS

As a recognized GreenWall expert in your area you will have a unique opportunity to teach other businesses our success formula. In this stage we will evaluate if you have the necessary skills, resources and interest to become our area agent. This would involve purchasing stock in bulk, developing other preferred partners in the area, and providing them with training, support and guidance. In this stage you will become an area hardware distributor if you which to take this path (assuming we don't already have a distributor in place).

If you would like to proceed with the evaluation phase special offer, then please contact us.