

ARE **YOU**

 **Preferred**  
BY **WIDIA**

**WIDIA**  <sup>TM</sup>

# What is Preferred?

**WIDIA Preferred Rewards** is a first of its kind rewards program for metalworking customers. Designed to reward customers for their everyday orders, WIDIA Preferred goes beyond traditional consumer rewards programs and provides additional rewards when you order across various product lines. Customers are rewarded points for their WIDIA purchases that can be used to redeem a variety of merchandise items, including WIDIA tooling.

## Preferred Levels

Aluminum	Steel	Stainless	Titanium
(Level 1)	(Level 2)	(Level 3)	(Level 4)

WIDIA Preferred has developed a 4-level program, with great perks for each level. Just like many other rewards programs, we are introducing a level rewards structure that offers enhanced benefits the higher the level you achieve. Your progress toward various levels will now be measured during each calendar year (January 1 through December 31) and will be determined by previous year achievement.

Ways To Earn		Aluminum (Level 1)	Steel (Level 2)	Stainless (Level 3)	Titanium (Level 4)
Option 1:	Avg # Categories	< 1	Average 2 Categories Over 15% (YTD)	Average 3 Categories Over 15% (YTD)	Average +4 Categories Over 15% (YTD)
	PLUS +		PLUS +	PLUS +	PLUS +
Option 2:	Min WQC (WIDIA Qualifying Credits)	0 WQC Min	2.5 Million WQC	5 Million WQC	10 Million WQC
	WQC (WIDIA Qualifying Credits)	< 20 Million WQC Min	20 Million WQC Min	30 Million WQC Min	+ 60 Million WQC Min

	Aluminum (Level 1)	Steel (Level 2)	Stainless (Level 3)	Titanium (Level 4)
Redeemable Base Points	50	50	50	50
Point Multiplier	1X	3X	5X	7X
Anniversary Gift (pts)	500	1,500	3,000	4,000
VARIABLE Program				
On-Site Training				
Special Promotions				
Points Expiration	2 Years	2 Years	2 Years	2 Years
Test Tools - Advances & All-Star	—	Free Test Products Per Year Up to 25,000 WQC	Free Test Products Per Year Up to 50,000 WQC	Free Test Products Per Year Up to 100,000 WQC
WIDIA Merchandise Credit (pts)	—	10,000	15,000	20,000

**Point Values:** The base point value for all products is now 50 points per item. For all WIDIA product you purchase, the minimum will be 50 points. Depending on what level you are, that will determine how it's multiplied. For example: If you're level Steel and you buy 1 WIDIA Endmill, you're now earning 150 points. If you are Stainless, you're now earning 250 points, and if you're Titanium, you're earning 350 points.

**Each WIDIA Preferred Level comes with its own perks! The higher the level you earn your way to, the more rewarded you are for your loyalty.**

**Earning Points - Option One Example:** To earn Stainless (level 3), over the course of a year - you must average at least 3 categories per month AND you'll need to have 5 million WIDIA Qualifying Credits accumulated.

**Earning Points - Option Two Example:** You currently purchase a considerable amount of WIDIA endmills and have accumulated 47 million WQC's – you are now level Stainless.

**What Can I Use Points For?** You can use your WIDIA Preferred points to redeem WIDIA products or you can purchase other merchandise from our WIDIA Preferred Site!

### Earning Points: Option 1

Combine your average product categories purchased per month **PLUS** your WIDIA Qualifying Credits (WQC) total. You must average 15% in 2 - 4 product categories (depending on the level you are trying to achieve) over the course of a calendar year.

### Earning Points: Option 2

You can level up based on total WQC's earned regardless of the number of categories you currently purchase today.

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