

## FY26 Third Party Approved Providers & Activities

<b>Sales and Brand Advocacy</b>	<b>Sales</b>	<b>Brand Advocacy</b>
<b>Premium (PRS)</b>	✓	✓
<b>ActionLink</b>	✓	✓
<b>2020 Companies</b>	✓	✓
<b>BDS Connected Solutions</b>	◆	✓
<b>MarketSource</b>	◆	✓
<b>Mosaic</b>	◆	◆
<b>T-ROC</b>	✗	✓
<b>AMS Retail Solutions</b>	✗	◆

✓ = Tier 1 Approval

◆ = Tier 2 Approval

✗ = Not Approved

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Merchandising	Merchandising		Continuity		Audits	Light Merchandising	Light Construction
	Level 1	Level2	Level 1	Level 2			
ActionLink	✓	✓	✓	✓	✓	✓	✓
BDS Connected Solutions	✓	✓	✓	✓	✓	✓	✓
2020 Companies	✓	✓	✓	✓	✓	✓	✗
Premium (PRS)	✓	✓	✓	✓	✓	✓	✗
Crossmark	✓	✓	✓	✓	✓	✓	✗
MarketSource	✓	✓	✓	✓	✓	✓	✗
Mosaic	✗	✗	✗	✗	◆	◆	✗
AMS	◆	✗	◆	✗	◆	◆	✗

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## Approved Activity Definitions

Tier	Definition
<b>Tier 1</b> ✓	Tier 1 providers are approved to work with any Vendor in connection with the scope of work inclusive of the activities they have been approved to support within Best Buy Omnichannel experiences. Omnichannel is defined as all stores, outlets, and the Best Buy Virtual Sales environment.
<b>Tier 2</b> ◆	Tier 2 providers are approved to work with select Vendors, for specific activities in defined Omnichannel departments or experiences. Tier 2 providers can only work with specific Vendors within Best Buy and cannot expand their book of business within Best Buy without written consent from Best Buy Category Sales Enablement Leadership.

## Approved Activity Definitions

Activity	Definition
<b>Sales</b>	<ul style="list-style-type: none"><li>• Representatives focused on sales of a particular brand or on sales of a category, technology, or solution.</li><li>• Primarily focus on customer facing sales activity with secondary focuses on training Best Buy employees and ensuring their vendor product space is merchandised properly.</li><li>• Sales programs will drive goals of increasing sell through, customer satisfaction, Best Buy differentiators, maximizing revenues, solutions, and overall category growth.</li><li>• With Best Buy alignment, Sales activities include a full end-to-end customer experience including POS access and Managed Access support where applicable.</li></ul>
<b>Brand Advocacy</b>	<ul style="list-style-type: none"><li>• Brand Advocacy is encompassing of Assisted Sales, Training and Demonstration visits.</li><li>• Assisted Sales visits will drive goals of increasing sell through, customer satisfaction, Best Buy differentiators, maximizing revenues, solutions, and overall category growth through customer interactions and warm hand-offs to Best Buy employees to complete customer transactions.</li><li>• Demonstration visits focus on promotion of a specific product or technology by displaying its capabilities to Best Buy customers and employees and stay near the store display that has the product(s) on display.</li><li>• Training visits focus on training Best Buy employees on the sales floor during business hours. Primarily focus on training and raising awareness of a specific brand.</li><li>• Training can also be instructor led off the sales floor, offsite, or virtually if coordinated with local leadership ahead of time.</li><li>• A secondary focus of Brand Advocacy many times is to ensure their vendor product space is merchandised properly.</li><li>• No POS access or Managed Access support is allowed for this activity.</li></ul>

## Approved Activity Definitions

<b>Activity</b>	<b>Definition</b>
<b>Audits</b>	<p>All audits need to be approved by Best Buy and reporting of audits provided to Best Buy immediately upon completion. Audits are inclusive of:</p> <ul style="list-style-type: none"><li>• Product placement</li><li>• Functionality</li><li>• Pricing</li><li>• Signage placement</li></ul>
<b>Light Merchandising</b>	<p>In most cases light merchandising is done during sales and training visits. Light Merchandising includes:</p> <ul style="list-style-type: none"><li>• Placing stickers on packaging</li><li>• Clean &amp; Bright</li><li>• Downstocking</li><li>• Validate signage and pricing</li></ul>

## Approved Activity Definitions

Activity	Definition
<b>Merchandising Level 1</b>	<p>Projects:</p> <ul style="list-style-type: none"><li>• Displaying (not mounting) a TV/Monitor requiring only 1 rep (less than 39”)</li><li>• Planogram reflow</li><li>• Display product with basic power requirements (plug in)</li><li>• New item cut-in for box product and pegged product</li><li>• Displaying/updating signage</li><li>• Corrugate builds and sets</li><li>• Basic troubleshooting (soft reboot, power cycle, etc.)</li><li>• Connecting to Best Buy Wi-Fi</li><li>• Connecting product to existing security (InVue, MTI, etc.)</li><li>• Basic updating of demo content on a vendor provided display (plug and play)</li><li>• Furniture assembly</li><li>• Setting of plug and play interactive displays</li></ul>
<b>Continuity Level 1</b>	<ul style="list-style-type: none"><li>• Ongoing support of previously set product, displays, fixtures, signage, etc.</li><li>• Visits must only consist of work within level 1 merchandising projects</li><li>• Does not consist of any new changes to the display</li></ul>

## Approved Activity Definitions

Activity	Definition
<b>Merchandising Level 2</b>	<p>Projects:</p> <ul style="list-style-type: none"><li>• Mounting a TV requiring 2 or more installers</li><li>• Mounting a TV on second or third level</li><li>• Any use of ladder(s)</li><li>• Installation of new or modification to existing security systems (InVue, MTI, etc.)</li><li>• Installation of interactive displays that includes set up or modification of display components (monitor, media player, audio, software setup, switching system, etc.)</li><li>• Complex update to demo content (multiple steps to complete)</li><li>• Must carry a set of tools for all jobs</li></ul>
<b>Continuity Level 2</b>	<ul style="list-style-type: none"><li>• Ongoing support of previously set product, displays, fixtures, signage, etc.</li><li>• Visits must only consist of work within level 1 or 2 merchandising projects</li><li>• Does not consist of any new changes to the display</li></ul>
<b>Light Construction</b>	<p>Light Construction is inclusive of but not limited to:</p> <ul style="list-style-type: none"><li>• Providing proper equipment and power tools, such as drills and saws, and cleanup equipment for any approved projects</li><li>• Expertise with fixtures and building materials for approved vendor spaces</li></ul>