FY27 Third Party Approved Providers & Activities

Sales and Brand Advocacy	Sales	Brand Advocacy
Acosta (see subsidiary approval below)		
Premium (PRS)	✓	✓
ActionLink	✓	✓
Mosaic	✓	✓
2020 Companies	✓	✓
Channel Partners	✓	✓

✓= Approved Provider ◆ = Exception ✗= Not Approved

FY27 Third Party Approved Providers & Activities

Merchandising	Merchandising		Continuity		Audits	Light Merchandising	Light Construction
	Level 1	Level2	Level 1	Level 2			
Acosta (see subsidiary approval below)							
ActionLink	✓	✓	✓	✓	✓	✓	✓
Premium (PRS)	✓	✓	✓	✓	✓	✓	✗
Crossmark	✓	✓	✓	✓	✓	✓	✗
Channel Partners	✓	✓	✓	✓	✓	✓	✓
2020 Companies	✓	✓	✓	✓	✓	✓	✓
T-ROC	✓	✓	✓	✓	✓	✓	✗

✓= Approved Provider ◆ = Exception ✗= Not Approved

Approved Activity Definitions

Tier	Definition
Approved Provider ✓	Approved Service Providers may partner with OEM Vendors (“Vendor(s)”) to support Best Buy’s omnichannel strategy across both physical and digital environments. Service Providers must ensure Vendors engage directly with Best Buy Category Sales Enablement team and can clearly quantify the value to all parties before any formal agreements are reached. Additionally, Service Providers are required to have the ability to support all Best Buy locations and deliver a consistent, high-level execution with full transparency and reliability across the complete scope of activities.
Exception Provider ◆	Exception Providers are authorized to work with defined Vendors for specific activities within identified Omnichannel departments or experiences. Their engagement is limited strictly to those Vendors and activities. Exception Providers may not expand their scope of work or solicit additional business within Best Buy without prior written consent from Best Buy Category Sales Enablement Leadership. This approval must be obtained before any engagement or solicitation takes place.

Approved Activity Definitions

Activity	Definition
Sales	• Representatives focused on sales of a particular brand or on sales of a category, technology, or solution. • Primarily focus on customer facing sales activity with secondary focuses on training Best Buy employees and ensuring their vendor product space is merchandised properly. • Sales programs will drive goals of increasing sell through, customer satisfaction, Best Buy differentiators, maximizing revenues, solutions, and overall category growth. • With Best Buy alignment, Sales activities include a full end-to-end customer experience including POS access and Managed Access support where applicable.
Brand Advocacy	• Brand Advocacy is encompassing of Assisted Sales, Training and Demonstration visits. • 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. • 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. • 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. • Training can also be instructor led off the sales floor, offsite, or virtually if coordinated with local leadership ahead of time. • A secondary focus of Brand Advocacy many times is to ensure their vendor product space is merchandised properly. • No POS access or Managed Access support is allowed for this activity.

Approved Activity Definitions

Activity	Definition
Audits	All audits need to be approved by Best Buy and reporting of audits provided to Best Buy immediately upon completion. Audits are inclusive of: • Product placement • Functionality • Pricing • Signage placement
Light Merchandising	In most cases light merchandising is done during sales and training visits. Light Merchandising includes: • Placing stickers on packaging • Clean & Bright • Downstocking • Validate signage and pricing

Approved Activity Definitions

Activity	Definition
Merchandising Level 1	Projects: • Displaying (not mounting) a TV/Monitor requiring only 1 rep (less than 39”) • Planogram reflow • Display product with basic power requirements (plug in) • New item cut-in for box product and pegged product • Displaying/updating signage • Corrugate builds and sets • Basic troubleshooting (soft reboot, power cycle, etc.) • Connecting to Best Buy Wi-Fi • Connecting product to existing security (InVue, MTI, etc.) • Updating/Installing of demo content • Furniture assembly • Setting of plug and play interactive displays
Continuity Level 1	• Ongoing support of previously set product, displays, fixtures, signage, etc. • Visits must only consist of work within level 1 merchandising projects • Does not consist of any new changes to the display

Approved Activity Definitions

Activity	Definition
Merchandising Level 2	Projects: • Mounting a TV requiring 2 or more installers • Mounting a TV on second or third level • Any use of ladder(s) • Installation of new or modification to existing security systems (InVue, MTI, etc.) • Installation of interactive displays that includes set up or modification of display components (monitor, media player, audio, software setup, switching system, etc.) • Must carry a set of tools for all jobs
Continuity Level 2	• Ongoing support of previously set product, displays, fixtures, signage, etc. • Visits must only consist of work within level 1 or 2 merchandising projects • Does not consist of any new changes to the display
Light Construction	Light Construction is inclusive of but not limited to: • Providing proper equipment and power tools, such as drills and saws, and cleanup equipment for any approved projects • Expertise with fixtures and building materials for approved vendor spaces