

Dolfy Baby Diapers

Distributorship
Offer Structure

Partnership Model

Duration

Annual target-based renewal.

Agreement

Exclusive Regional Distributorship Agreement

Distributors are directly affiliated with the parent company and are granted exclusive rights under the contract.



Phased Development:

Year	Credit Limit	Payment Terms	Year-End Bonus
Year 1	%10	6-month periodic equalization	%1-3
Year 2	%12	6-month periodic equalization	%1-3
Year 3	%15	6-month periodic equalization	%1-3

Annually increasing discounts and credit limits directly support the distributor's growth. As performance targets are met, the terms become even more favorable.



Credit Limit Dynamics

Limit = Total purchases over the last 6 months × Percentage for the relevant year (%10 – %12 – %15)

The credit limit is updated every 6 months. This structure allows the distributor's growing turnover to directly translate into a higher credit limit, facilitating cash flow and inventory management.

Year 1

10% of its turnover for the last 6 months

Year 2

12% of its turnover for the last 6 months

Year 3+

15% of its turnover for the last 6 months



Year-End Bonus

Bonuses are paid based on the annual target achievement rate. The bonus amount is added to the first order of the following year.

%1 Had Bonus

If 80% of the annual target is reached

%2 Had Bonus

If 100% of the annual target is reached

%3 Had Bonus

If 120% of the annual target is reached

Letter of Credit & Extended Payment Options

An alternative payment structure for qualified distributors through an acceptable bank **Letter of Credit (L/C)**.

1 MONTH	2 MONTHS	3 MONTHS
+1.25%	+2.50%	+3.75%

Subject to prior approval and acceptance of the issuing/confirming bank and L/C terms.

The stated rates reflect a balanced consideration of prevailing USD and TRY financing costs as of August 2026 and will be updated in line with subsequent conditions.

Promotion Support

1ST SHIPMENT

MARKET ENTRY

- Website language adaptation
- Digital catalog language adaptation
- Country-specific Instagram account setup & content production
- Courtesy card language adaptation & production
- Promotional gift packages — **1,000 units**

2ND SHIPMENT

BRAND COMMUNICATION

Commercial video language adaptation & dubbing

3RD SHIPMENT

LOCALISATION

- Country-specific packaging design
- Country-specific packaging production

ONGOING

PROMOTION BUDGET

Influencer collaborations & digital advertising support

Dolfy supports your market success with tailored communication and promotion at every step.

DOLFY



Exclusivity and Annual Targets

Exclusivity

The territory belongs solely to the representative. The parent company cannot appoint another representative in the same territory.

Setting Annual Targets

Annual targets will be fairly set through mutual agreement, taking market realities into consideration.

They will be determined by considering key factors such as population, birth rate and overall market potential.

Goal Setting Principle

Objectives are determined on a country-by-country basis and defined annually in the annex to the agreement. This structure reflects the unique dynamics of each region and offers realistic, achievable goals.

The core principle is to assume a market share of 0.1% of the market potential in the first year, 0.2% in the second, and 0.3% for the third year.

Subsequent goals will be set upon mutual consultation and consistent with previous years' actualisations.

