

FAQ

***Question 1:* What is the Gamification of Business Units in Cyber Week 2024?**





Answer 1: The Gamification of Business Units in Cyber Week 2024 is a competition between different business units of the company with the objective of encouraging sales performance, customer engagement, BU engagement, and the achievement of specific missions during the week.


***Question 2:* Will the Business Units be divided into groups?**

Answer 2: No. Unlike previous years, in 2024 the business units were not divided into groups. This year, they will all compete against each other.

***Question 3:* How is the final score calculated in Gamification?**

Answer 3: The final score is calculated based on the points awarded to each medal in the four categories plus the engagement bonus score, in case of fulfillment of the proposed activities, as follows:

Criteria	Description	Punctuation
% Net Sales Growth vs 2023	This criterion rewards the three BUs that increase Net Sales the most compared to Cyber Week 2023	 10 pts 6 pts 3 pts
% Net Sales Increase Per Customer vs 2023	This criterion rewards the three BUs that most increase the percentage of average Net Sales per buying customer in the campaign, compared to Cyber Week 2023	 10 pts 6 pts 3 pts
% Number of Customers vs 2023	This criterion rewards the three BUs that increase the number of purchasing customers the most compared to Cyber Week 2023	 10 pts 6 pts 3 pts
Net Sales Representativeness	This criterion rewards the three BUs that achieve the highest number of absolute Net Sales, adding campaign and pre-campaign	 30 pts 18 pts 9 pts

<p style="text-align: center;">Engagement (Bonus)</p>	<p>Team photo during Cyber Week 2024 Creative team video Collect at least 50 units of products for the AACD bazaar Get at least 3 customer feedbacks from any location Sale in all proposed countries Move Yourself Championship: championship during the week of Cyber Week to value the practice of physical activity</p>	<div style="text-align: center;">  10 pts </div>
--	--	---

***Question 4:* What happens if there is a tie in the sum of points?**

Answer 4: In the event of a tie in the overall scoreboard, the criterion will be the highest absolute number of Net Sales

***Question 5:* What do the winning business units receive as a prize?**

Answer 5: The business units that occupy the podium receive a trophy. The unit that takes 1st place also receives a star on its coat of arms and R\$100,000 to revert to a social or environmental initiative of its choice.

***Question 6:* What are the missions that the business units must fulfill?**

Answer 6: Missions include tasks such as taking a team photo during Cyber Week 2024, creating a creative video with leadership participation, collecting hygiene/cosmetic items to be donated to AACD, obtaining at least 3 customer feedbacks and selling in all the countries proposed at Cyber Week and participating in the Move Yourself Championship.

***Question 7:* How will the Move Yourself championship work?**

Answer 7: The championship aims to encourage employees to exercise, and participation is essential for the BU to complete this mission and get the medal and engagement points. To score, the BU needs to add 2500 calories in the week, which will be counted from the answers in the following forms: <https://forms.office.com/e/CxyD5b4hyf>.

***Question 8:* How to send evidence of the fulfillment of the other missions?**

Answer 8: Evidence of the fulfillment of the missions must be sent to the email blackfriday@basf.com.

***Question 9:* What is the "Engagement" category and how is it measured?**

Answer 9: The "Engagement" category measures the percentage of completion of the 6 missions proposed during the week.

***Question 10:* What happens if a business unit does not fulfill all missions?**

Answer 10: The business unit's score in the Engagement category will be negatively affected if it does not complete all missions. Thus, the business unit does not win the gold medal and, consequently, the 10 points equivalent to this category.

***Question 11:* How is the Gamification of salespeople at Cyber Week 2024?**

Answer 11: The Gamification of sellers is a competition that includes all sellers in Brazil and offers prizes in the following categories: highest total sales amount in euros, highest total

sales amount in kilos, highest number of buying customers and highest sales amount in euros on 11/04/2024.

***Question 12:* How will the prizes for sellers be awarded?**

Answer 12: The prizes for the sellers will be paid by gift card in the amount corresponding to the awarded category.

***Question 13:* What happens if a salesperson stands out in more than one category?**

Answer 13: The 4 categories must necessarily reward salespeople from different business units. That is, each BU can have only one salesperson contemplated in the campaign. In the event of a tie or the same seller stands out in more than one category, the highest value award will be considered.

***Question 14:* Where can participants access the results and ranking on a daily basis?**

Answer 14: The results and ranking will be available and updated daily on the Hotsite.

***Question 15:* Does the ranking available on the Hotsite represent the podium with all the criteria of Gamification?**

Answer 15: For the Gamification of Business Units: Yes, the ranking available on the Hotsite represents the podium with all the criteria of Gamification.

***Question 16:* Where and when will the winners and prizes be announced?**

Answer 16: The announcement of the winners and awards will take place in the week of 11/18/2024, during the closing event, which will be held at B-place and broadcast online.

***Question 17:* How will pre-campaign sales be reflected?**

Answer 17: The results of the pre-campaign will be reflected on the first day of the regular campaign. From day one, sales will be updated daily.