



# Gamification Regulation Cyber Week 2024

 **BASF**  
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# Cyber Week 2024 is just around the corner!

We will have a novelty in gamification: championships by modality and a **general medal table** !







## But in practice, how will this work?

We take the biggest sporting events of the year as an example (our beloved Olympics and Paralympics): it is as if **each criterion were a sport modality and each BU was a delegation.**

That is, if we have 4 criteria, we have 4 podiums with a gold, silver and bronze medal on each podium. If a BU wins a medal, in addition to standing on a podium, it earns an amount of **points that count towards the medal table** of the overall championship. **Who gets the most points in the medal table, win the overall championship and take the Cyber 2024 trophy!** It is important to note that for each of the criteria, the results of the pre-campaign and regular campaign will be counted together.

Given the diversity between the markets and businesses of each BU, this year the **growth compared to last year is being highly valued**, that is, **each BU competes against itself** in addition to competing in Net Sales. According to the kick off 2024 briefing, it is a year of incentive to absolute growth in sales and share of wallet, with a focus on ensuring future sales, in addition to the immediate one.

# Gamification - BU

| Criteria   | Description   | Example of Calculation   | Rating <sup>1</sup>   |
|--|---|--|---|
| <b>% Net Sales Growth vs 2023</b>                | This criterion rewards the three BUs that increase Net Sales the most compared to Cyber Week 2023 <sup>2</sup>  | If the BU achieved Net Sales of 1mEUR during Cyber Week 2023 and a Net Sales of 1.5mEUR during Cyber Week 2024, the calculation will be<br><b>Difference</b> = 1,500,000 - 1,000,000 = 500,000<br><b>Growth Percentage</b> = (500,000 / 1,000,000) * 100 = 50%   | <br><b>10 pts 6 pts 3 pts</b>    |
| <b>% Net Sales Increase Per Customer vs 2023</b> | 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 <sup>2</sup> | If the BU had average Net Sales per customer of 500kEUR during Cyber Week 2023 and had average Net Sales per customer of 750kEUR during Cyber Week 2024, the calculation would be:<br><b>Difference</b> = 750,000 - 500,000 = 250,000<br><b>Percentage Increase</b> = (250k / 500k) * 100 = 50%<br><b>Sale per customer</b> = sum of total sales / sum of total buying customers | <br><b>10 pts 6 pts 3 pts</b>    |
| <b>% Number of Customers vs 2023</b>             | This criterion rewards the three BUs that increase the number of buying customers the most compared to Cyber Week 2023 <sup>2</sup>                                       | If the BU had a total of 10k buying customers during Cyber Week 2023 and a total of 15k buying customers during Cyber Week 2024, the calculation would be:<br><b>Difference</b> = 15,000 - 10,000 = 5,000<br><b>Percentage of increase</b> = (5,000 / 10,000) * 100 = 50%  | <br><b>10 pts 6 pts 3 pts</b>   |
| <b>Net Sales Representativeness</b>              | This criterion rewards the three BUs that achieve the highest number of absolute Net Sales, <b>adding campaign and pre-campaign</b>                                       | If a BU sells 1kEUR in the pre-campaign and 5kEUR in the campaign, it reaches 6kEUR Net Sales Representativeness and competes with other BUs for the podium in the category.   | <br><b>30 pts 18 pts 9 pts</b> |

1 - It is important to remember that all BUs will still have the opportunity to have a

Gold Medal in the Engagement Bonus category

2 - Versus one's own performance in the BU in 2023

**Disclaimer: For BUs who are participating for the first time Cyber Week, we will have a ceiling of 100% growth in Net Sales and in Customers for scoring purposes and ranking. In addition, the BU must have Net Sales minimum of 200k USD during the campaign.**

# To make it tangible, see the following scenario

## Gamification - BU

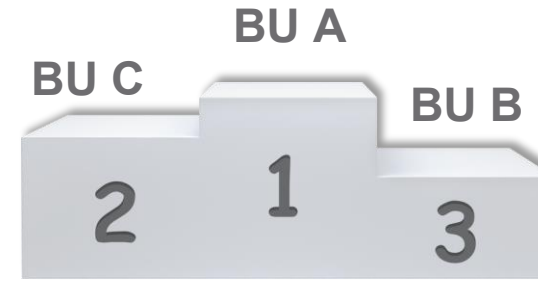
% Net Sales Growth vs 2023



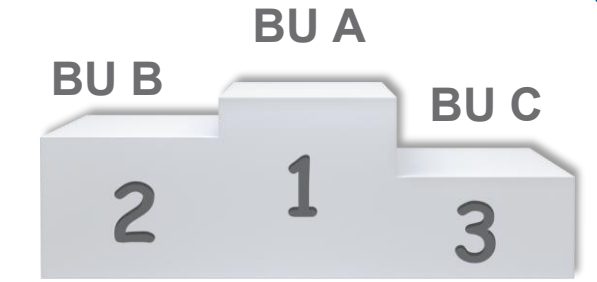
% Net Sales Increase Per Customer vs 2023



% Number of Customers vs 2023



Net Sales Representativeness\*



\*Weight 3

### Medal table

| BOO | Gold | Silver | Bronze | Final Score | Ranking |
|-----|------|--------|--------|-------------|---------|
| The | 2    |        | 1      | 43          | 1       |
| B   | 1    | 1      | 2      | 34          | 2       |
| C   |      | 2      | 1      | 21          | 3       |
| D   | 1    | 1      |        | 16          |         |

### Attention!

- There is also the bonus engagement medal that adds to the big picture and will be explained in the next slide *proximo slide*
- This year the BUs are not divided by group! All compete with each other within the criteria and in the overall medal table. *de medalhas geral.*

# Bonus - Engagement



10 pts

**E this year's Bonus will go to the BUs that are engaged!**

This category is worth only gold and everyone who meets the requirements can earn it.

To secure the extra medal, the BU must complete **all** of the following challenges:

## Challenges

1. Team photo during Cyber Week 2024<sup>1</sup>
2. Creative team video
3. Collect at least 50 units of hygiene/cosmetics/other products<sup>2</sup> for the AACD bazaar
4. Get at least 3 customer feedbacks from any location
5. Sell in all countries proposed at Cyber Week
6. Move Yourself Championship: championship during the week of Cyber Week to value the practice of physical activity<sup>3</sup>

## General Rules

- The challenges must be completed between 11/04/2024 and 11/08/2024, and the receipt of evidence is valid until 11/08/2024
- Evidence of the fulfillment of the missions must be sent to the e-mail [blackfriday@basf.com](mailto:blackfriday@basf.com)
- Customer feedback can be collected via forms made available by the Cyber Week organizing team, Whatsapp messages (text or audio) or emails
- The results and ranking will be available and updated daily on the Hotsite

1 - A team photo from any location. Only one photo is required for the challenge to be considered fulfilled

2 - Clothes, accessories, household products, bed, table and bath, cosmetics, etc.

3 - The details of the Move Yourself Championship will be released in October, and rest assured: to score, just participate!

## Move Yourself – Regulation

The Move Yourself Championship is a parallel Championship to the general one and will be essential for the BU to get the engagement medal , as it is one of the missions.

To accomplish the mission, the BU must add up to at least 3000 kcal (which is equivalent to 3 people walking 30 minutes on the treadmill in the 5 days).

**In addition, we will disclose which BUs added the most calories (which will be for entertainment purposes only and engagement, since to fulfill the bonus mission it is enough to add 3000 kcal).**

### How will we account for calories?

1. Download an app to count calories of your choice. (e.g. Google fit, RunKeeper, Strava, etc.)
2. Perform the physical exercise, take a print and send it through forms: <https://forms.office.com/e/CxyD5b4hyf>.

#### Important!

Do not send the sum of several physical exercises in the week. The calories placed in the forms will be checked from the print from the physical exercise. That is, every time you perform an exercise, put o print of calories burned and the amount in forms.

## What if they draw?

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

## Awards

- The announcement of the winners and awards will take place in the week of 11/18 during the closing event (at B-Place and online).
- We will have the podium and awards by category and after all categories are awarded we will have the podium of the overall medal table.
- The business units that occupy the podium by category will receive their medals in frames, and those that occupy by general table will receive a trophy.
- The business unit that occupies the first place (1st place) on the overall podium, in addition to the trophy, will receive a star on its coat of arms and R\$100,000 to revert to a social or environmental initiative of its choice, provided that it has not received previous donations or is involved in any internal financing program of BASF.

## Participants

All sellers in Brazil, as long as the participation of the BU and the is notified in advance

A campaign will be valid for sales made during Cyber Week<sup>1</sup> (counting campaign and pre-campaign)

## Calculation period

## Evaluation and award metrics by category

**Sellers** will compete in the following categories with the respective awards:

1. Highest total sales amount (Net Sales in € ) - **\$200**
2. Highest overall sales volume (kg)- **\$200**
3. Highest Net Sales on the first day overall (04/11/2024) - **\$100**
4. Highest number of overall buying customers- **\$100**

## Prize Pool<sup>3</sup>

The award will be redeemed on a gift card in the amount corresponding to the winning category. The dissemination of Winners e awards will take place the week of 11/18 during the hybrid closing event at Bplace

1 - It will be counted in the same way as for the Gamification of the BU – including all campaigns negotiated with the motto Cyber Week.

2 – Without CE and PA

3 - Each BU can have only one salesperson contemplated in the campaign. In the event of a tie, the highest value prize per BU will be considered



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