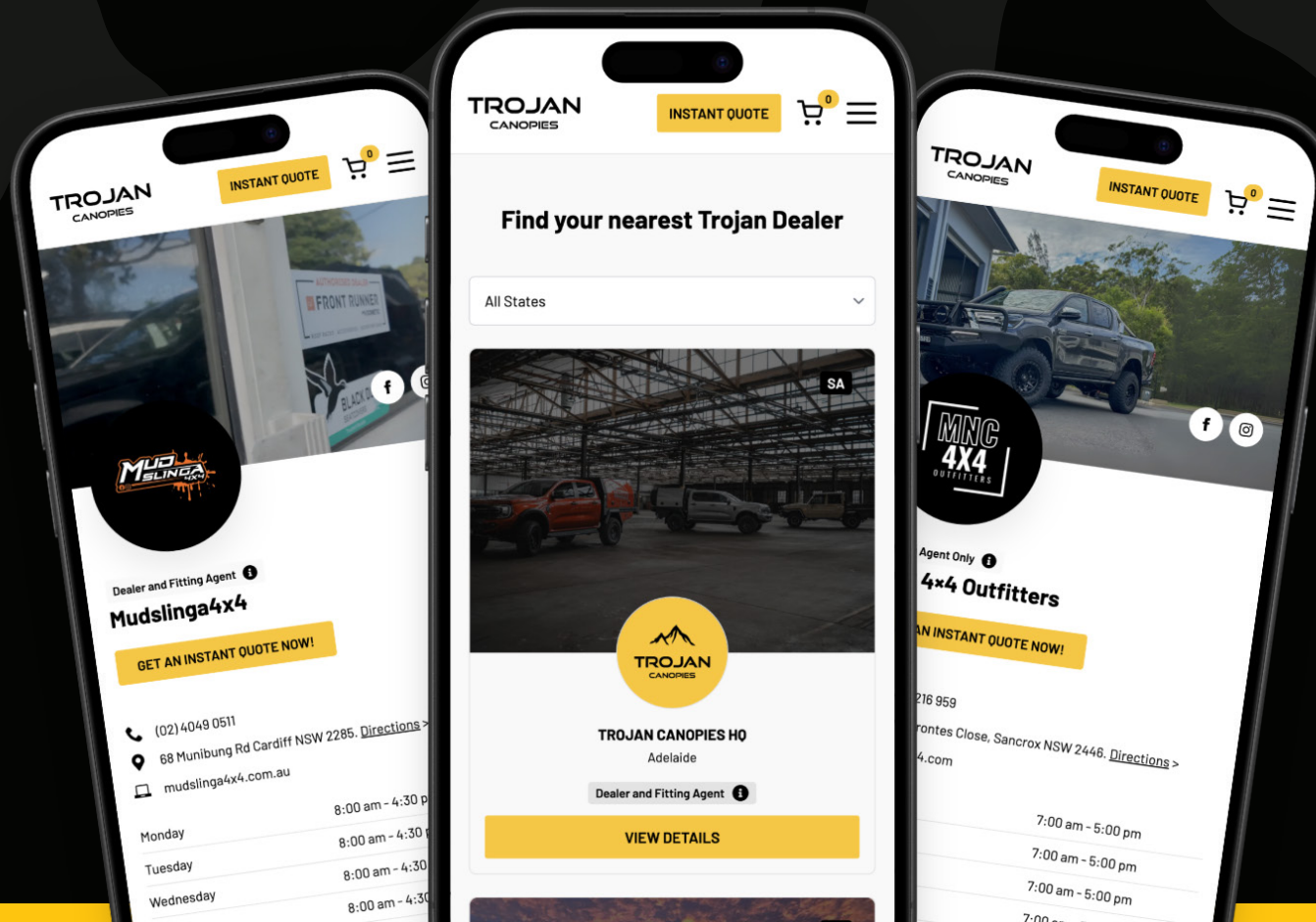




TROJAN CANOPIES DEALER NETWORK: PARTNERSHIP STRUCTURE



DEALER AGREEMENT 2025

At Trojan Canopies, we don't just build premium ute trays and canopies, we build partnerships that last. Our Dealer network is designed to reward quality workmanship, trusted service, and strong performance with clear commercial advantages.

Whether you're a workshop stepping into fitting or an established operation ready to represent the Trojan brand at the highest level, we've created a structure that's transparent, scalable, and built for mutual success.

Every partner plays a role in delivering the Trojan experience. We strive for uncompromising quality, practical designs, and the highest quality real-world service.

With two distinct pathways to engage with Trojan: Sales & Fitting Partner or Fitting Partner only, we offer tailored opportunities to grow alongside us, with generous margins, support, and recognition built in.

We look forward to working with you.

Ian Woods + Jake Attard

Co-Founders, Trojan Canopies



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SALES AND FITTING PARTNER

At Trojan Canopies, we're all about rewarding commitment, quality workmanship, and proven performance. As a Dealer, you can choose to handle sales or have us handle them or ideally, a mix of both. Let's break it down.



Trojan HQ Sale

If Trojan initiates and closes a sale, the Dealer then performs the fitting only. All customer communication will be managed by Trojan directly with the customer.

FITTING ONLY FEES inc. GST:

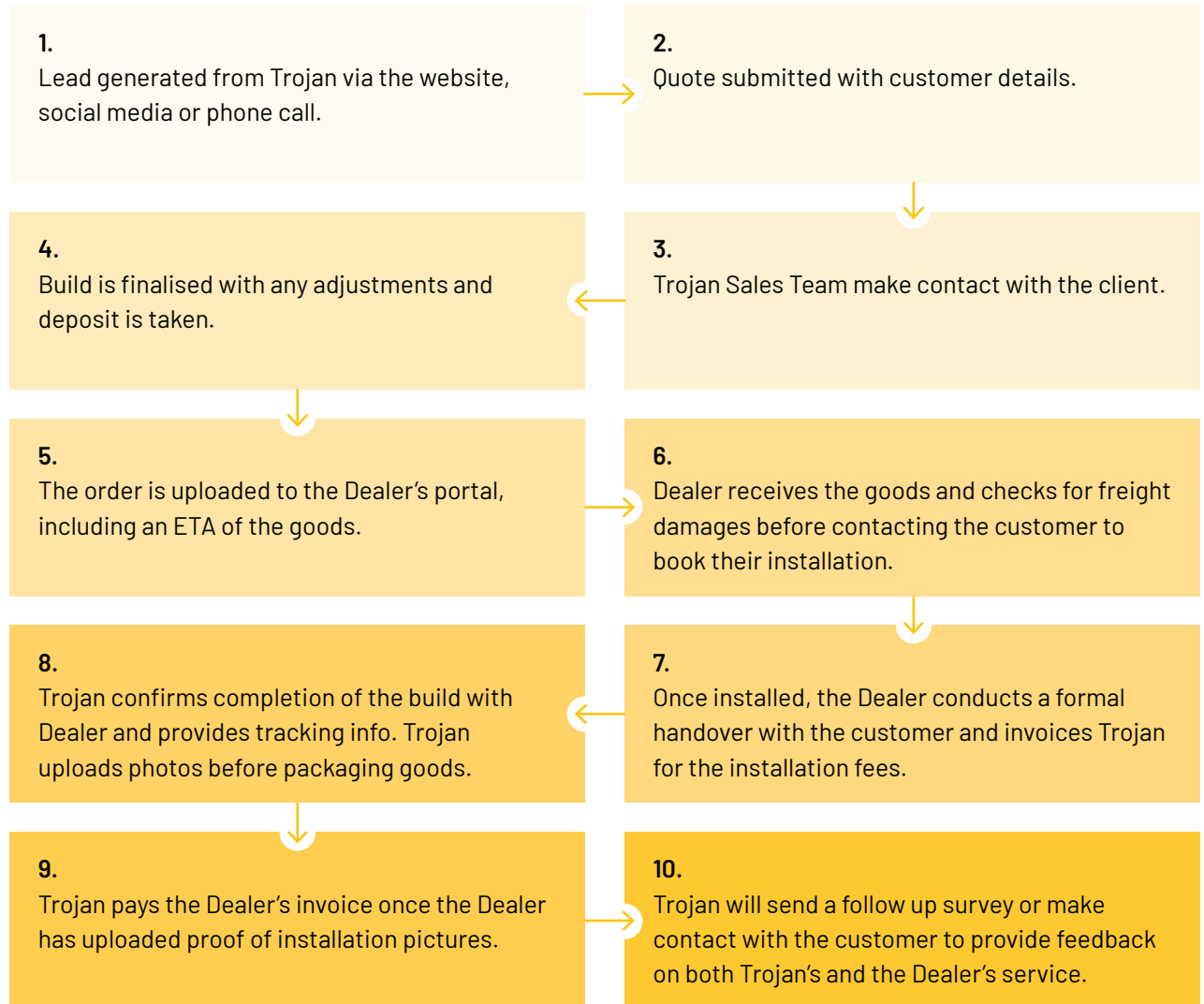
Tray/Canopy install flat fee (includes tub removal)	\$1,950.00
Tub/tray disposal	\$150.00
Sensor relocation	\$150.00
Camera relocation	\$100.00
Blind spot relocation	\$150.00
Central locking connection	\$185.00 (Ranger) / \$320.00 (All others)
12V feed to vehicle	\$270.00
12V feed to vehicle with ignition wire	\$370.00

Dealer Sale

If a Dealer initiates and closes a sale, the Dealer then performs the fitting and manages all customer communication. Dealer is entitled to:

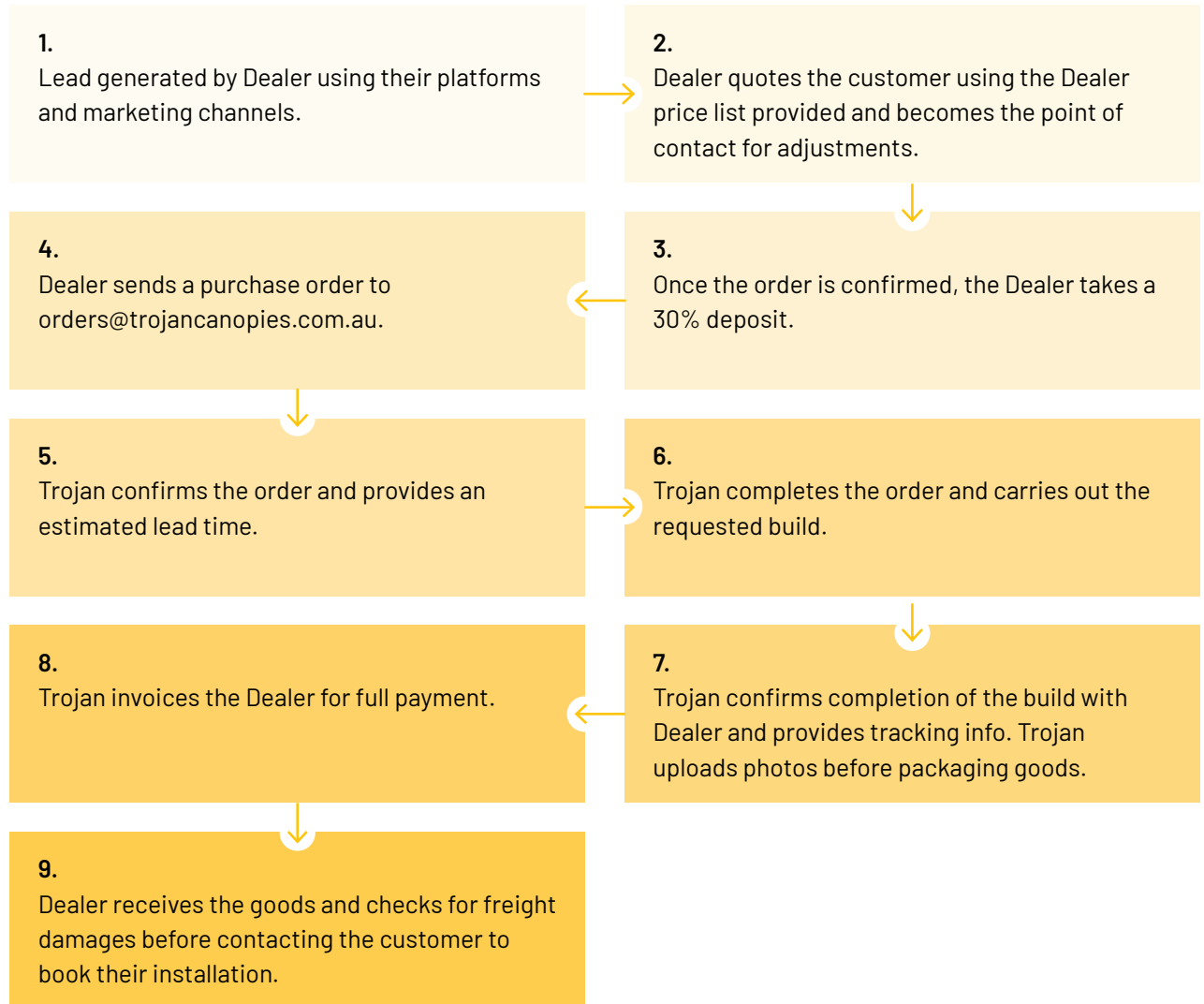
- 20% margin on all Trojan Canopies manufactured products.
- 10% margin on all third party manufactured products, e.g. batteries, inverters and fridges.
- Plus Trojan's standard installation fees – Dealers charge the RRP for all installation-related items, but only pay Trojan for the cost of the materials. For example: if a job includes a reverse camera, the RRP is \$155.00 and the cost for the camera bracket is \$40.00, the Dealer keeps the \$105.00 margin. See Dealer Pricing Sheet for details.

Trojan Generated Sale Process



Dealer Generated Sale Process

Important: When using the quote builder for a Dealer-generated lead, Dealers must enter their own store details on the final page instead of the customer's. Additionally, the quote should be sent from the Dealer's email account. Failing to do so will result in the lead being routed to the Trojan Canopies HQ Sales Team.



SHOWROOM DISPLAYS

To keep our brand consistent and deliver the best customer experience, all authorised Trojan Canopies Dealers selling our products must maintain a dedicated showroom display of our key range. For Fitters-only Dealers, this is optional.



Minimum display requirements

Authorised Dealers must showcase a representative setup that typically includes:

- Tray and $\frac{3}{4}$ canopy or service body
- 12V electrical system
- Internal drawer fit-out

These displays are provided at our cost, and based on Dealer sales performance. They remain the property of Trojan Canopies and are only placed on a Dealers premise whilst they are actively selling and promoting Trojan Canopies.

Display assets and use guidelines

- Trojan Canopies will supply a display stand to accompany the setup.
- Display units must not be sold to customers or swapped out to accelerate customer orders or manage stock shortages.
- These displays are intended to remain in place to represent the Trojan product experience consistently.

Trojan Canopies will actively direct potential customers to Dealer locations via digital marketing and lead generation campaigns, making the showroom display a key component in converting foot traffic into sales.

Brand integrity

To preserve product integrity and avoid customer confusion:

- The display must not feature products from other canopy or tray manufacturers.
- Only accessories and components available through the Trojan Canopies online quote builder may be displayed within the display canopy.

This ensures that what customers see in the showroom reflects what they can order, leading to a transparent and consistent buying experience.



SALES TRAINING AND DEALER DEVELOPMENT

As part of Trojan Canopies' commitment to continuous improvement and Dealer success, we provide dedicated support and training resources to strengthen product knowledge, sales capability, and marketing effectiveness across our Dealer network.



Training Objectives

Trojan's training program is designed to:

- Improve Dealer understanding of Trojan's product range and features
- Equip teams with sales tools and techniques to increase conversion rates
- Provide guidance on marketing campaigns, local promotions, and customer engagement
- Align Dealer staff with brand values and service standards

Training Formats

Training is available through flexible delivery methods to suit Dealer needs:

- Regular Zoom sessions – held fortnightly or monthly, depending on demand and availability.
- On-site intensive workshops – offered in 2-day blocks at Trojan Canopies HQ in Adelaide.
- Dealer visits – Trojan representatives will visit Dealers periodically for onsite training and general know-how sessions.
- Dealers are encouraged to participate regularly to stay informed about new product developments, systems updates, and brand campaigns.

FITTER AND INSTALLATION TRAINING

To maintain the high quality standards associated with the Trojan Canopies brand, all installations must be carried out by trained and qualified fitters.



Training Requirements

Ongoing training is essential for ensuring that fitters are up to date with correct installation procedures, technical updates, and model-specific requirements.

For new Dealers, we highly encourage sending at least one fitter to Trojan Canopies HQ in Adelaide for a 2-day, hands-on training program.

This initial training covers:

- Tub removal across various vehicle makes and models
- Tray and service body installation techniques
- Wiring of central locking systems
- Running power feeds for 12V systems
- Model-specific installation nuances

This investment in training reduces the risk of costly rework due to incorrect fitting, which will be the Dealer's responsibility to rectify.

Ongoing Quality Monitoring

Installation quality will be monitored as part of Trojan Canopies' customer feedback process, which includes:

- Post-installation surveys
- Follow-up phone calls

Findings from this feedback will be factored into the Quarterly Performance Review and may influence lead allocation, support priorities, and future training recommendations.

PROCESSING ORDERS

The Dealer pricing structure is designed to give Dealers higher margins on Dealer Direct sales, while still enabling them to receive sales leads and orders from Trojan HQ. Dealers will have access to an online portal to view upcoming jobs, invoices, and key resources.

We offer two clear ordering processes—one for Dealer Direct sales and one for Trojan Direct sales.



1. Primary point of contact

The party that receives the customer's deposit, whether Trojan Canopies or the Dealer, will become the customer's primary point of contact throughout the remainder of the sales and fulfillment process. This includes managing all communication, providing order updates, and ensuring after-sales support.

In cases where the Dealer receives the deposit, the Dealer is responsible for contacting the customer to arrange the installation booking. It is essential that this outreach is timely and professional to maintain a seamless customer experience.

All parties are expected to uphold Trojan Canopies' service standards to ensure consistency, satisfaction, and brand integrity across every customer interaction.

2. Dealer margin structure

If the Dealer takes the deposit and manages the full sales process, they are entitled to margin share on products. Trojan manufactured products attract an approximate 20% margin and third party products attract a 10% margin.

If Trojan Canopies captures the payment directly from the customer, the Dealer is not entitled any margin, but receives the fitting fees.

This structure ensures flexibility in how sales are handled while rewarding Dealers appropriately based on their level of involvement in the transaction.

3. Receiving goods

Upon delivery of an order, Dealers are required to open and inspect all packages within 1 business day to check for any damages or missing components. This prompt inspection allows Trojan Canopies to arrange replacements in a timely manner, if necessary.

Important:

If issues are not reported before the scheduled installation date, the Dealer will be responsible for covering the cost of express shipping for any replacement parts required.

To support transparency and quality assurance, Trojan Canopies will upload photos of the completed build to the Dealer Portal before packaging and dispatch. Dealers are encouraged to review these images upon receipt for verification and reference.

4. Customer handover

Dealers are required to conduct a formal handover with the customer upon completion of the installation. This handover should include a walk-through of the key features and functions of the customer's canopy setup.

This final step ensures the customer fully understands their new setup, enhances their ownership experience, and reinforces the professionalism of both the Dealer and the Trojan Canopies brand.

4X4 SHOWS AND EXHIBITIONS

Trojan Canopies actively supports Dealers by managing and funding branded stands at major expos and regional 4x4 shows.



Show attendance

Trojan Canopies regularly participates in major capital city expos and selected regional 4x4 shows throughout the year. These events are an excellent opportunity to:

- Engage directly with local customers
- Gain deeper insights into customers thoughts on Trojan's product range
- Lock in future builds and generate local interest

Show participation process

Trojan Canopies cover the cost of these shows and register the stand under the Trojan Canopies brand.

SALES & PRICING

- Any customer orders placed at the show will be deemed as Trojan HQ sales, meaning Trojan will own and manage the sale internally.
- Trojan Canopies will take deposits at the show to secure orders.
- Trojan will also absorb the cost of show specials, including the provision of free Trojan-branded products as part of promotional bundles.

Hosting a local show

If a Dealer plans to attend or host a local 4x4 or trade event and want Trojan Canopies involved, we're all ears. We're keen to collaborate and will work with you one-on-one to make it happen.

On a case-by-case basis, we can assist with:

- Show specials
- Order processes
- Brand representation strategy

Trojan Canopies is committed to supporting Dealers at local events that align with the product and customer base.