



ADVANTAGE

INNOVATIVE SOLUTIONS DELIVERED TOGETHER

Take your business to the next level with a programme tailored around delivering true value to your customers.



CHILLERS

- Air Cooled
- Water Cooled
- Absorption & Centrif
- Heat Pumps

AHU AND RTU

- Modular
- Compact
- Packaged

IT'S TIME TO TAKE ADVANTAGE OF OUR RANGE OF HVAC SOLUTIONS

CONTROLS

- Remote
- Connected Services
- Central
- Plant

FAN COIL UNITS

- Cassette
- Floor Cabinet
- Ducted
- Wall Mounted



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THE CARRIER WAY



VISION

**Our aspiration;
why we come to work every day.**

**Creating solutions that matter for
people and our planet.**

VALUES

**Our absolutes;
always do the right thing.**

**Respect Integrity Inclusion
Innovation Excellence**

CULTURE

**Our behaviors;
how we work and win together,
while never compromising
our values.**

Passion for Customers

We win when our customers win.

Play to Win

We strive to be #1 in everything we do.

Choose Speed

We focus and move with a bias for
action.

Achieve Results

We perform, with integrity.

Dare to Disrupt

We innovate and pursue sustainable
solutions.

Build Best Teams

We develop diverse teams, and
empower to move faster.



WE MAKE THE WORLD A BETTER PLACE TO LIVE

2030 ESG GOALS

As the leading global provider of healthy, safe and sustainable building and cold chain solutions, Carrier is committed to making the world safer, sustainable and more comfortable for generations to come. Building on our vision to create solutions that matter for people and our planet, Carrier is targeting carbon neutrality across our operations by 2030 and aiming to reduce our customers' carbon footprint by more than 1 gigaton over the same period. These targets will be supported by planned investments of more than \$2 billion over the next 10 years toward the development of healthier, safer and more sustainable solutions.

Our 2030 ESG goals underscore our commitment to the things that matter and to continuously challenge ourselves to think bigger and to be better. Expanding on three decades of environmental targets, our goals now include our people and communities. We strive to be a positive catalyst for societal change as we innovate for society, empower our people and operate with integrity. That's **The Carrier Way**.



Source: corporate.carrier.com/corporate-responsibility/our-sustainability-goals/

OUR PLANET

Reduce our customers' **carbon footprint** by **more than 1 gigaton**

Invest over **\$2B** to develop **healthy, safe and sustainable building and cold chain solutions** that incorporate **sustainable design principles and reduce life-cycle impacts**

Achieve **carbon neutral** operations

Reduce **energy intensity** by 10% across our operations

Achieve **water neutrality** in our operations prioritizing water scarce locations

Deliver **zero-waste** to landfill from manufacturing locations

Establish a **responsible supply chain program** and assess key factory suppliers against program criteria

OUR PEOPLE

Exceed benchmark **employee engagement**

Achieve **gender parity** in senior leadership roles

Achieve a **diverse workforce** that represents the communities in which we live and work

Foster the growth of **employee resource groups** to drive social impact

Maintain world-class **safety metrics**

OUR COMMUNITIES

Positively impact communities through enabling access to **safe and healthy indoor environments, alleviating hunger and food waste, and volunteering our time and talent**

Invest in **STEM education** programs that promote **diversity and inclusion**

Promote **sustainability** through education, partnerships and climate resiliency programs

THE SPIRIT OF PARTNERSHIP

Partnership is the life blood behind Carrier Advantage. The club is designed to share best practise, facilitate learning, expand your portfolio and help you drive and win new business. Take advantage of the ever evolving nature of the growing HVAC industry and turn to the experts.

You will get the benefit of:

A proven track record including Carrier, the inventor of modern air conditioning and CIAT, a European leader in indoor air quality.

Close working relationships and widespread networks with European leading factories and high quality teams and personnel taking you through A-Z.

A complete end to end solution offering two complementing brands in conjunction with sector specific expertise. Guaranteed efficiency proven technology recognised for reliability, predictive maintenance and adherence to regulation. Backed by significant investments in R&D, Carrier supports partners to expand their businesses by developing new tailor-made solutions and mastering efficiencies once never thought possible.

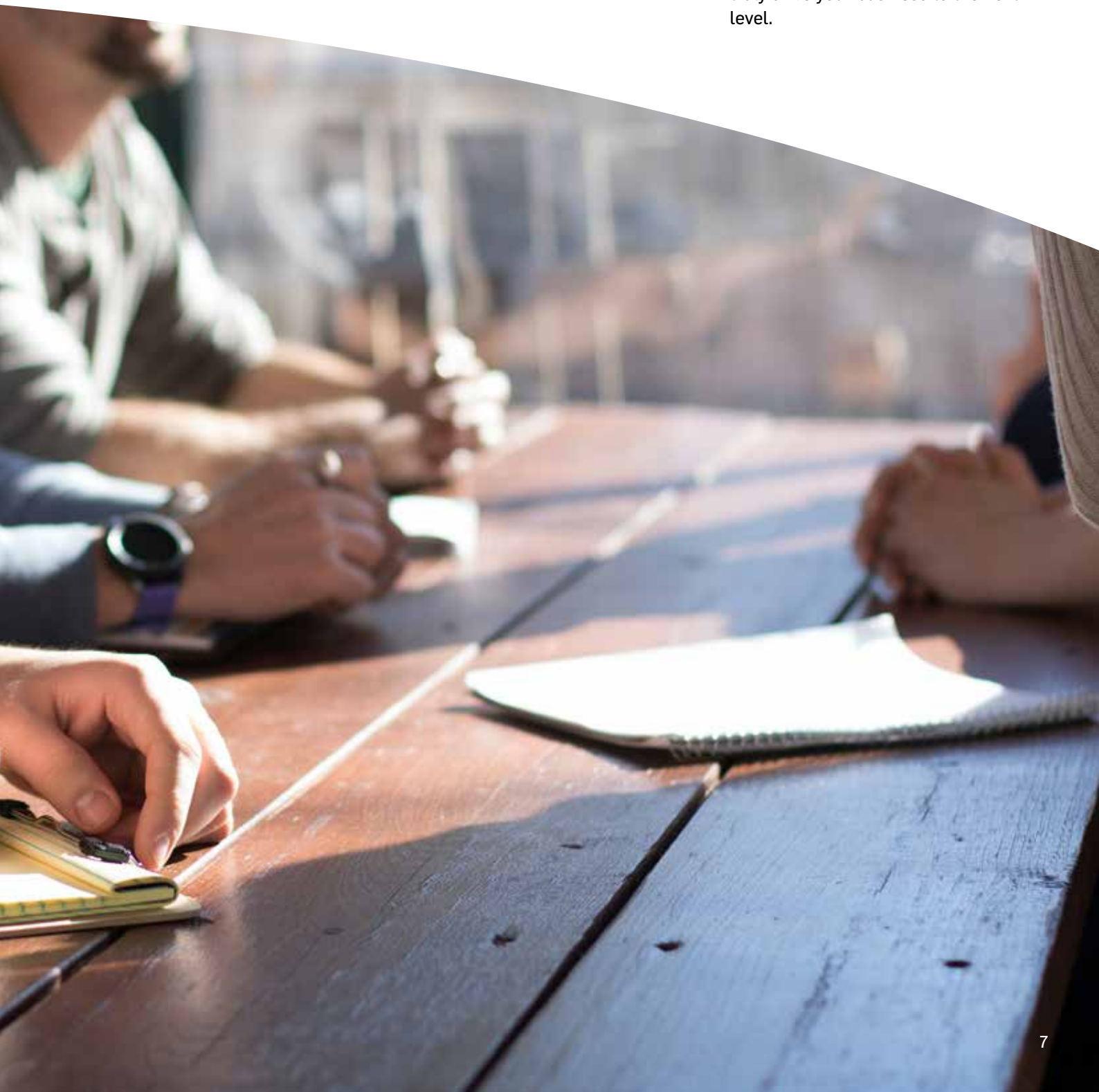
OUR VALUE

Carrier Advantage will support your business to:

- Expand your customer offering
- Deliver innovative solutions
- Enhance your Service proposition
- Increase profitability
- Win more opportunities

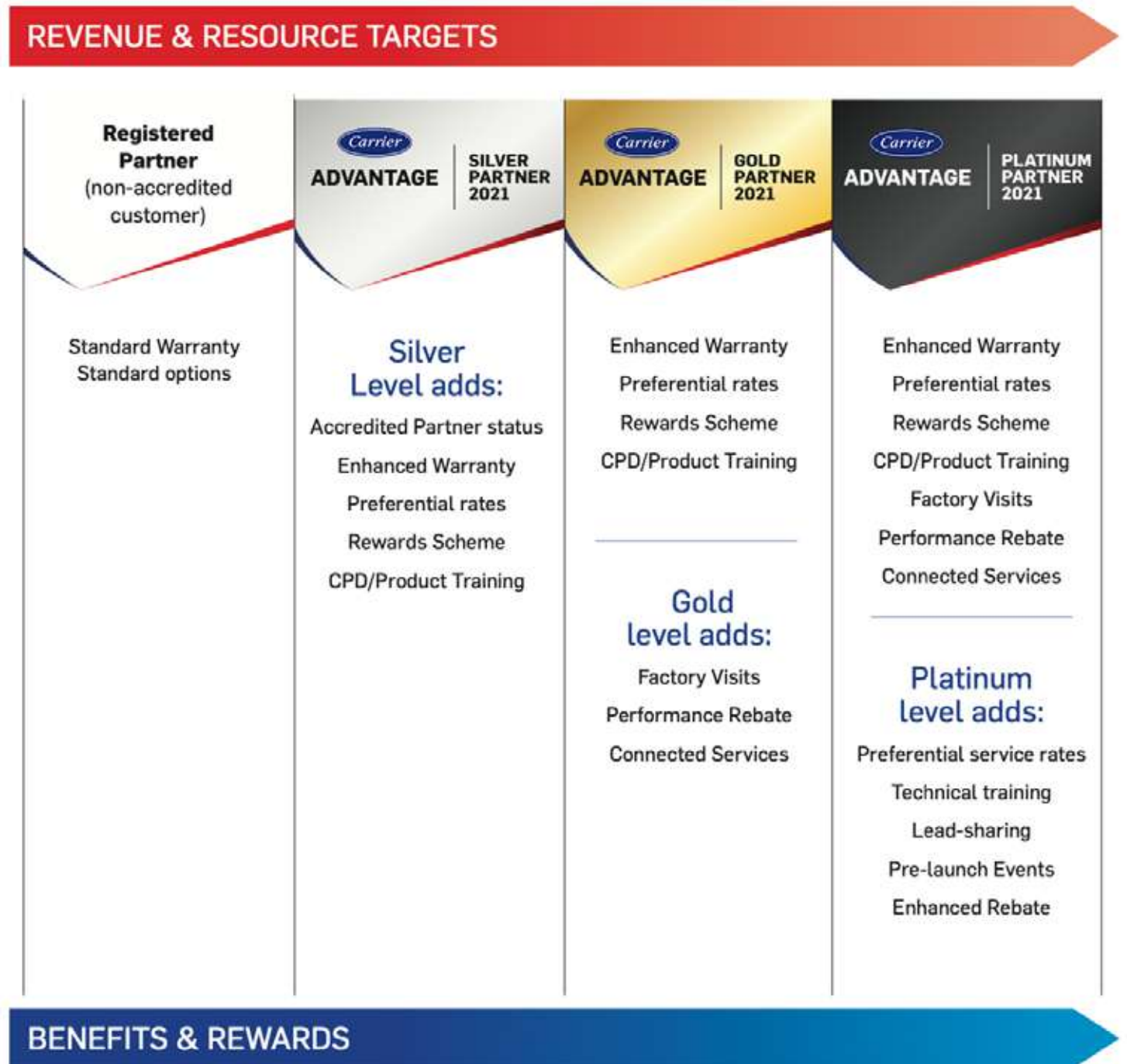
How? In 3 ways...

Carrier Advantage is built to grow with your business whilst on your path to Mastering Efficiency. Split into 3 tiers of Silver, Gold and Platinum, the programme framework is designed with you in mind, with each tier delivering a comprehensive suite of benefits and deliverables provided to our valued customers and designed to truly drive your business to the next level.



YOUR JOURNEY TO MASTERING EFFICIENCY

A programme that grows with you



KEY DELIVERABLES

Accreditations

The programme consists of three accredited partner tiers - Silver, Gold and Platinum in order of status. There is a set revenue threshold requirement for each tier that customers must meet in order to be able to market themselves as an accredited Carrier Advantage Partner. The programme recognises total spend on applied new equipment across both brands Carrier and CIAT purchased either directly or via distribution. All valued customers who are unable to reach the minimum threshold Silver tier, will still be recognised as Registered partners and our account managers will put a plan in place to help support longer term ambitions to achieve Silver accredited status.

Training

Enabling our valued customers to deliver the best possible service is a fundamental to success. That's why we've worked on supporting all tiers with a basic level of CPD and product training, as well as more significant enhanced technical training for our valued Platinum partners.

Retrospective Rebates

Whilst all participating customers benefit from the Advantage scheme, Gold and Platinum members will also benefit from a tailored annual retrospective rebate to help drive your business to develop results and improve performance. For terms and conditions of the annual retrospective rebate please see page 23.

Enhanced Warranty

To help you differentiate your value and your enhanced specialism and confidence in the quality of your service to your customers and their end users, we have tailored the warranty offering to reward you appropriately as your status in the programme increases.

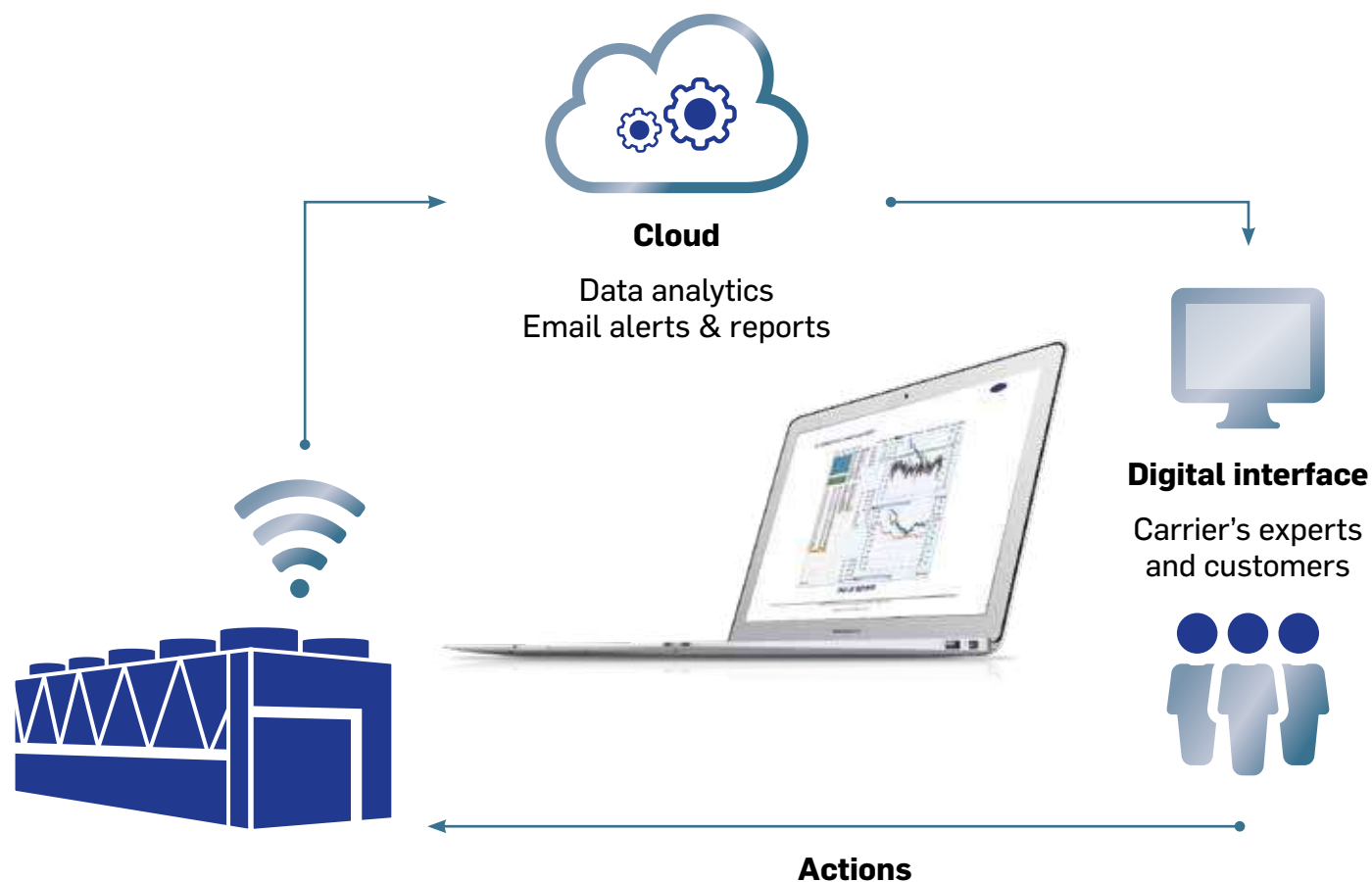
Rewards Scheme

To drive awareness and incentivise your workforce, we have developed a rewards programme that will enable you to collect points which can be used to draw down on items such as high-quality tools and equipment.



CONNECTED SERVICES

Using smart data to ensure your peace of mind



Carrier connected services allows you to track and monitor your HVAC equipment systems performance and operating parameters in real time. This allows the user to perform any required preventative and corrective actions remotely, as well as have the full analysis of your chillers at your fingertips regardless of your location.

Carrier Connected Services offers:

- 365 days a year, 24 hours a day, 7 days a week continuous remote analysis on up to 5 chillers
- Proactivity to anticipate breakdowns
- Precision monitoring with data driven investment decisions & optimised CAPEX budgeting
- Demonstrated maintenance
- Easy and Secure access

Platinum and Gold members will also benefit from a free introduction to connected services for the first 12 months of installation. .

All screw chillers above 500kW in capacity will have connected services included, this will be installed and activated at the point of commissioning by the Carrier commissioning team. Gold and Platinum members will also benefit from 12 months monitoring servicing which will include 1 x F-Gas physical site visit and a virtual service carried out by the Carrier service team. Any subsequent works would be quoted as an additional cost by the Carrier service team.

CARRIER SERVICE BEYOND YOUR EXPECTATION

Present
in more than

60
countries

24/7
availability

More than
115
years of
experience

Carrier service teams are committed to ensuring your peace of mind while supporting your business objectives throughout the lifecycle of your equipment.

To meet your expectations,
Carrier Service offers:

- Proximity and responsiveness
- Expertise and Consultancy
- Proactivity

For our Platinum Partners,
a preferential rate is offered
for Carrier Services.

For more information visit: www.carrier.com/commercial/en/uk/service/retrofit-optimize/consultancy-and-regulations/



ADVANTAGE

SILVER PARTNER 2021

SILVER

Recognising developing growth

Our requirements:

- £150k Revenue Threshold
- Spend can be via distribution or directly
- Total applied new equipment spend captured (CIAT inclusive)

Some of the important benefits only available to Partners with Silver status and above include:

- Enhanced Warranty up to 2 years on selected products
- CPD/Product training
- Access to Rewards Scheme
- Reduced rate on rental equipment

Silver accreditation is your first step on the journey we will take together to commit to mutually supporting and developing our businesses – we look forward to welcoming you on your journey with Carrier Advantage.

The revenue requirement for Silver has been set at a moderate level to allow easy access for our customers and enable them to utilise the programme to enhance and grow sales whilst progressing through the different levels in the framework.

The scheme has been designed to provide excellent benefits and deliverables not available to Registered partners within Carrier Advantage. Silver status is designed to assist you in your early stages of your partnership journey with Carrier and to provide you with support to enable you to grow and hopefully take steps towards Gold and Platinum levels.

To facilitate that growth you will be able to use the prestigious Silver logo in Marketing. The Silver Partner badge is a way of differentiating yourselves from Registered Partners to easily and quickly communicate and articulate your knowledge and expertise which we are willing to put our name to.



ADVANTAGE

GOLD PARTNER 2021

GOLD

Rewarding healthy commitment to growth

The Gold accreditation is a reflection of sustained and healthy commitment to growth with Carrier. Gold accreditation is your second step on the journey we are taking together and is a reflection of your sustained commitment to growth with Carrier and your journey with Carrier Advantage.

The revenue requirement for Gold has naturally been set at a higher level, but this will in turn allow our customers to gain more fully from the Advantage programme and the benefits it has to offer. The scheme has been designed to provide excellent support and deliverables not available to Registered or Silver partners within Carrier Advantage. Gold status is designed to demonstrate your professionalism and commitment to the Carrier brand with enhanced support and deliverables as well as provide financial benefits in order to prepare you to hopefully progress along the journey to becoming a Platinum member.

Apart from being able to use the prestigious Gold logo in Marketing, the Gold Partner badge denotes your high level status and is a statement on our part to recognise your achievements and ability to deliver tailored solutions for your customers and end users.

Our requirements:

- £500k Revenue Threshold
- Spend can be via distribution or directly
- Total applied new equipment spend captured (CIAT inclusive)
- Minimum of one CPD course completed

Some of the important benefits only available to Partners with Gold status and above include:

- Enhanced Warranty up to 3 years on selected products
- Free connected services and 1st year service on all screw chillers above 500kw
- Access to Retrospective Rebate of 1%

Other deliverables available to Gold Partners

- Access to Rewards Scheme
- CPD/Product Training
- Reduced rate on rental equipment
- Factory Visits





ADVANTAGE

**PLATINUM
PARTNER
2021**

PLATINUM

Rewarding superior dedication and mastery

The final and most significant step for our exclusive Partners is to Platinum Tier status. Apart from being able to utilise the Platinum Partner logo in Marketing to instantly communicate excellence, this prestigious tier provides access to business support and a comprehensive suite of benefits not available to other tiers within the programme.

Not only does the Platinum badge denote your status at the top of the Carrier Advantage programme, but it's also a statement on our part to award and recognise your excellence in delivering tailored solutions for your customers, and the key contribution to the Carrier business as a whole.

Our requirements:

- £1M Revenue Threshold
- Spend can be via distribution or directly
- Total applied new equipment spend captured (CIAT inclusive)
- Minimum of two CPD courses completed

Some of the important benefits only available to Platinum Partners include: :

- Enhanced Warranty up to **5 years** on selected products
- Enhanced Product & Technical Training
- Access to Enhanced Retrospective Rebate **1.5%**
- Project Lead Sharing

Other deliverables available to Platinum Partners:

- Pre-launch Events & Pre-Disclosures
- Access to Rewards Scheme
- Free connected services and 1st year service on all screw chillers above 500kw
- Factory visits
- Reduced rate on rental equipment



CARRIER ADVANTAGE FRAMEWORK

Tier	Registered Partner		Accredited Partner	
	None	Silver	Gold	Platinum
Spend Criteria	£10k	£150k	£500k	£1M
Warranty Chillers/HP	1 Year	2 Years	3 Years	5 Years
Warranty RTU, AHU and FCU	1 Year	2 Years	3 Years	5 Years
Chillers & Heat Pumps <100kW				Customer or
Commissioned By	-	Carrier Service	Carrier Service	Carrier Service
Chillers & Heat Pumps >100kW				
Commissioned By	-	Carrier Service	Carrier Service	Carrier Service
Scroll Chillers & Heat Pumps <160kW				Customer or
Maintained By	-	Carrier Service	Carrier Service	Carrier Service
Screw, Centrif & Absorption Maintained by	-	Carrier Service	Carrier Service	Carrier Service
Roof Top Packaged Units				Customer or
Maintained by	-	Carrier Service	Carrier Service	Carrier Service
AHU & Fan Coils		Customer or	Customer or	Customer or
Maintained by	-	Carrier Service	Carrier Service	Carrier Service
Preferential Rate for Rental Equipment	No	Yes	Yes	Yes
Rewards Scheme	No	Yes	Yes	Yes
CPD/Product Training	No	Yes	Yes	Yes
Free connected services and 1st year service on all screw chillers above 500kw	No	No	Yes	Yes
Free factory Visit	No	No	Yes	Yes
Retrospective Rebate on Spend	No	No	1%	1.5%
Preferential Rate for Carrier Service Team	No	No	No	Yes
Technical Training	No	No	No	Yes
Project lead sharing	No	No	No	Yes
Pre-Launch Events	No	No	No	Yes

To extend warranty, systems must be serviced & maintained by Carrier service, except Platinum members where indicated. Otherwise warranty will revert to 12 months.

All warranty's in excess of 1 year will be covered for the first 12 months as parts with labour content, warranty after 12 months will be limited to parts only. Please refer to warranty guidelines for more information.

Extended warranty is only available on products purchased by the partner member, warranty on products purchased by others cannot be transferred.

Extended warranties are available only on New Equipment Applied product sales in the year after the Silver, Gold or Platinum is achieved. For example where a customers spend during 2022 is sufficient for a customer to be awarded Gold membership, the extended warranty will apply to products purchased in the year 2023 when the Gold membership applies and not to the products purchased during 2022.





SPEND CRITERIA

To reflect our ongoing commitment to Partnership and our customers we are delighted to confirm that all spend on both CIAT and Carrier equipment within the UK will be recognised as part of the Carrier Advantage Programme.

Spend will be calculated based on the following conditions:

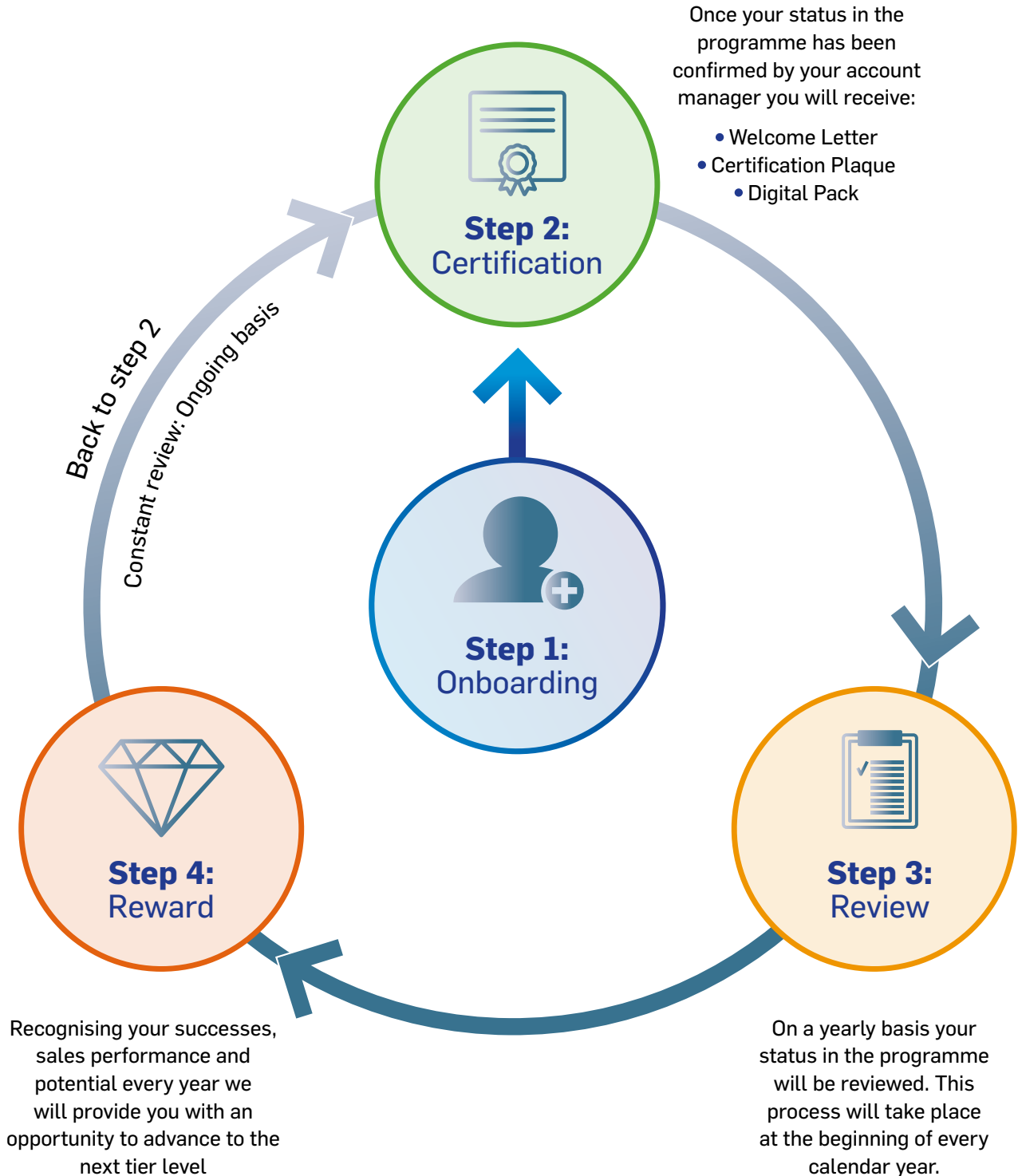
- All CIAT and Carrier combined spend on new equipment applied products (excluding DX & VRF systems).
- Applied product sales within the UK ONLY whether purchased directly or via distribution will be recognised.
- Spend will be calculated based on total invoiced business in a Calendar Year (1st Jan – 31st Dec).
- Date of invoice generated by the system will dictate the time-period that the spend falls into.
- Spend on Spare parts, Maintenance Services, Delivery Charges and other services are excluded from recognised revenue.
- Recognition of spend remains solely at the discretion of the Managing Director, Sales, Carrier.

For more information on spend criteria please contact your regional sales manager.



PARTNER JOURNEY

From enrolment and Onboarding and your first transaction right through to your development and ongoing expansion of your relationship with Carrier, we are there to support you with every step of your journey. Our easy to follow steps to a successful Partnership:





Carrier ADVANTAGE Scheme Terms & Conditions:

General:

- The Carrier ADVANTAGE Scheme is personal to the registered business and cannot be transferred to any other division of that business or associated or partner business.
- Carrier reserves the right to (i) terminate the Carrier ADVANTAGE Scheme; (ii) to alter or amend the terms and conditions of operation of the Carrier ADVANTAGE Scheme; and/or (iii) withdraw or cancel Carrier ADVANTAGE Scheme benefits (including but not limited to the rebate) without any liability on reasonable notice.

Rebate:

- The Carrier ADVANTAGE Retrospective Rebate is available to Platinum and Gold Accredited Partners only.
- To qualify for Carrier ADVANTAGE Retrospective Rebate, Partners must meet the relevant spend levels and training requirements as stipulated by tier outlined in this document.
- Carrier ADVANTAGE Retrospective Rebate is not available to Registered Partner Level and Silver Accredited Partner Levels in the Programme.
- Carrier ADVANTAGE Retrospective Rebate is not in addition to any existing historic rebate agreements the Partner may hold or have held with Carrier currently or in the past.
- The Partner is unable to combine any separate rebate agreements together with Carrier ADVANTAGE Retrospective Rebate when making any claim. Carrier ADVANTAGE Retrospective Rebate is due on UK spend only.
- Carrier ADVANTAGE Retrospective Rebates will only be due on fully paid invoices and can be withheld where debts remain outstanding from the Partner.
- All decisions regarding rebates relating to Carrier ADVANTAGE are up to the discretion of the Carrier Managing Director of Sales and the decision is final.

Partners with Existing European Rebate agreements:

In the instance that the Partner has an existing European approved rebate agreement already in place:

- The existing European agreement held by the Partner overrides and replaces the Carrier ADVANTAGE Retrospective Rebate scheme.
- The Carrier ADVANTAGE Retrospective Rebate will become null and void and the Partner will be awarded rebate according to the European Agreement terms and conditions only.

Making a Claim (Partners with existing European agreements only):

In the instance that the Partner has an existing European approved rebate agreement already in place:

- At the end of the calendar year when reviewing the Partner's sales if it is calculated that the Carrier ADVANTAGE Retrospective Rebate pay-out would be of a higher value than the European existing agreement rebate pay-out, the Partner is eligible to make a claim for the difference.
- All Claims will be reviewed and approved on a case by case basis by the relevant Head of Sales, Carrier.
- When claiming on the rebate balance between Carrier ADVANTAGE and their existing European agreement, the claim will be approved on the difference only and no more.
- All claims where reviewed and approved only for the balance in rebate up to value of Carrier ADVANTAGE retrospective rebate will be paid by Carrier directly to the Partner.
- Approved claims and decisions regarding Partner claims relating to the Carrier ADVANTAGE Retrospective Rebate scheme will be at the discretion of the Carrier Managing Director of Sales and the decision is final.



INNOVATIVE SOLUTIONS DELIVERED TOGETHER

CONTACT US NOW

01372 220 220

uk.info@carrier.com

Discover more about Carrier here:

www.carrieraircon.co.uk

