



An Exceptional Retailer Experience

Sundance® Spas

Sundance® Spas Retail Advantage

The Sundance® Spas Retail Advantage Program

This program offers a full suite of products, tools and services you can use to increase store sales and boost profitability.

BUILD YOUR BUSINESS WITH INNOVATIVE DESIGNS AND FEATURES FROM A SUPERIOR SPA BRAND

The Sundance® Spas Brand introduces innovative new designs and marketable improvements every year, ensuring your product mix is always exciting, on-trend and affordable at key price points. In fact, we have introduced more than 30 new models in a decade, and every Sundance® Spas model has been updated within the past 6 years.

KEEP YOUR INVENTORY FRESH WITH AN EXTRAORDINARY PRODUCT PORTFOLIO OF HOT TUBS AND FEATURES

The Sundance® Spas portfolio includes a full breadth of hot tubs and swim spas with lounge and open seating offered in nearly every model. Good/better/best features and pricing tiers make selling easy. All are protected by the industry-leading Sundance® Spas warranty. Preferential shipping terms reduce the cost of getting products to your showroom and your customers.

ATTRACT MORE CUSTOMERS TO YOUR SHOWROOM WITH OUTSTANDING MARKETING AND ADVERTISING SUPPORT

We supplement your marketing efforts to attract attention, drive traffic to your showroom and convert prospective buyers into happy customers. Turnkey advertising materials and marketing campaigns promote your company via email, on websites and social media outlets, in print and digital publications, and at consumer events.





CONVERT LEADS INTO SALES WITH COMPREHENSIVE SALES TRAINING

We arm you with training and sales tools grounded in a deep understanding of the product and consumer.

Product and sales process training from Sundance® Spas experts is available online and via live, instructor-led classes, and the information is refreshed every time a new model or feature is introduced. Professionally designed, customer-facing assets, including sales presentations and brochures, assist your sales team in telling the Sundance® Spas story and presenting the product line to its best advantage. Our partnership with Wells Fargo consumer credit gives the sales team customer financing options for every budget.

PROVIDE EXCELLENT POST-SALES PRODUCT AND SERVICE SUPPORT FOR AN EXCEPTIONAL EXPERIENCE

A well-cared-for customer is a customer for life. Sundance® Spas provides technical support to your customers that ensures their hot tubs remain in top condition, year after year. Our dedicated customer service team receives regular training on Sundance® Spas products, features, warranties, financing and services and is available to answer customer questions and process requests.

TURN ON-SITE TRAFFIC INTO SALES WITH PROFESSIONAL MERCHANDIZING AND SHOWROOM DISPLAYS

Eye-catching merchandizing and inviting hot tub displays encourage people to explore the Sundance® Spas product line and interact with your sales team.

Sundance® Spas is an Innovative Partner Dedicated to Your Success

YOUR SUCCESS IS OUR SUCCESS

At Sundance® Spas, we believe that your success is our success. When you choose the Sundance® Spas Brand, you are investing in a top-selling brand that exemplifies quality and performance, and you are partnering with a team of product, service and industry experts committed to accelerating the growth of your business. At Sundance® Spas, a promise made is a promise kept.

The moment you join the Sundance® Spas Retail Network, we pair you with a dedicated Sundance® Spas business consultant who will ensure that the brand is seamlessly incorporated into your portfolio and that you have a strong business plan in place for sustainable growth.

And that's just the beginning.

AN EXCEPTIONAL RETAILER EXPERIENCE.

As a preferred partner, you already have a showroom that sets you apart from competitors, along with active marketing efforts and a dedication to customer service that is truly exemplary. Together, we'll take your business further. The Sundance® Spas Brand offers a broad and innovative portfolio, a rich training experience, unparalleled local and national marketing support, access to consumer data and financing options, and much more.

Explore the possibilities.

INVEST WITH CONFIDENCE IN A LEADING BRAND

The Sundance® Spas Brand believes that an extraordinary experience gives people confidence that their investment in a leading brand is well-placed. We create the best experience for our dealers and collaborate with you to create your own incomparable customer experience — one that entices new buyers and builds relationships for long-term success.

Sundance® Spas

The Brand That Revolutionized an Industry

40

years of excellence

40

innovative spa firsts

75

countries

400

retailers serving their
local communities

Dealers in the Sundance® Spas Retail Advantage program gain access to an ever-changing and comprehensive library of marketing assets, including:

Email Headers



Print Ads



Postcards



Digital Ads

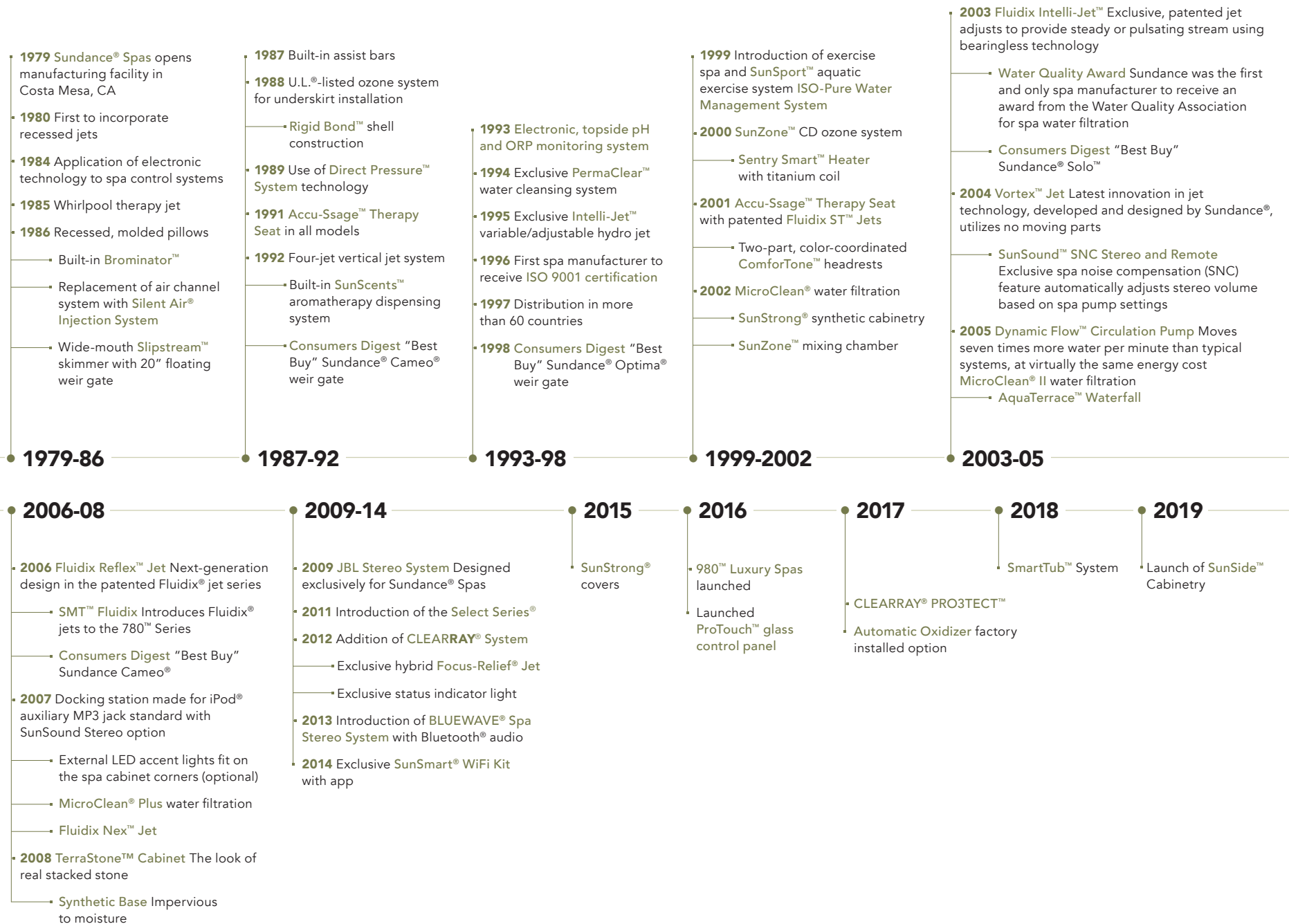


Hydrotherapy that relieves, relaxes and refreshes

Sundance® Spas has led the industry in innovation for four decades. Today, Sundance® Spas Brand hydromassage combines the buoyancy of water to reduce joint pressure, warmth to ease pain, and our proprietary Aqualibrium® formula — the perfect mix of air and water — to deliver a jetted massage that increases circulation and targets discomfort. From jet placement to optimal positioning of the body in ergonomic seats, a Sundance® Spa is a showcase in quality design. Partner with the brand that continues to redefine the industry — get the Sundance® Spas Retail Advantage.

- Alleviate arthritis and fibromyalgia
- Relieve stress
- Recover after workouts
- Lessen pain
- Reduce symptoms of leg cramps and restless leg syndrome
- Sleep better





Innovations, features and price points for everyone

Driven by the desire to continually develop products worthy of the Sundance® Spas Brand, our engineers, designers and craftsmen never stop seeking perfection. Our passion for innovation has resulted in a constant stream of new, category-leading hot tubs and frequent updates being made to existing hot tub lines. It is our goal to ensure there are Sundance® Spas available at most every price point, with the technology and features one would expect from Sundance® Spas.



Series comfortably seats between 5-7 adults
Premium cabinetry and lighting provide unsurpassed beauty and form
SunCooler™ cold storage provides additional seating options
Silent Air® injector jets and SunScents™ Aromatherapy enhance relaxation
Glass i-Touch Control, equipped with SunSmart® 2.0 WiFi Kit for remote access



Series comfortably seats between 2-8 adults
More Fluidix® jets than any other spa
Diverse seating options for added comfort
Jetted footwell for tired, achy feet
Category exclusive, immersive aromatherapy air-only jets
Full-body Intelli-Jet™ provides deepest immersion massage experience



Series comfortably seats 2-7 adults

Adjustable, stress-melting Fluidix® jets

Series-exclusive SMT Seat provides extra massage on neck and back

Accu-Pressure™ Seat banishes fatigued muscles, stress and tension



Series comfortably seats 2-6 adults

CLEARRAY® UV-C Technology and Filtration promise clean, fresh water

LED control panel streamlines spa functions

Lighting and waterfalls provide relaxing environment

Durable, maintenance-free synthetic cabinetry stands up to the elements



Put peace of mind in the palm of their hand

Now you can offer your customers the SmartTub™ system, the only app to run on a cellular platform and have cloud integration designed to provide you and your customers insight on their hot tubs' performance in real time, from any location.

After a simple download of the free SmartTub™ app, connect to a Sundance® Spa for immediate monitoring of your customers' hot tub performance. The app provides you and your customer with notifications, basic troubleshooting tips and guidance on filter replacement, routine maintenance, water quality and more.

Now, you can place the product capabilities, excellence and innovation of Sundance® Spas in the palm of your customer's hand.

AS A SUNDANCE® SPAS RETAILER, YOU'LL HAVE ACCESS TO INDIVIDUAL SPA DIAGNOSTIC VIEWS THAT HELP YOU SERVE YOUR CUSTOMERS BETTER.

- Cellular technology means the monitoring never stops — even when the power is out
- Real-time notifications are sent to you and your customer when service is required
- Easily remind your customers of routine maintenance needs
- Maximize hot tub efficiency and energy usage with remote control of key settings
- An easy-to-use "click for service" feature make you your customers' go-to resource
- No IT expertise is required to manage or use SmartTub™
- Exclusive partner portal and at-a-glance diagnostics track hot tub performance
- Fleet management software easily tracks current notifications and status of hot tubs
- Increased post-sale customer interaction creates potential aftermarket sales opportunities
- A remote self-diagnostic upgrade option is available for free when the app is launched
- Creates increased loyalty and incremental sales
- The automated marketing platform helps you market to and serve your customers better



SUNDANCE® SPAS CLEARRAY® UV-C WATER MANAGEMENT SYSTEM

The CLEARRAY® UV-C system ensures buyers enjoy the cleanest, freshest, most inviting water possible every time they use their Sundance® Spas. CLEARRAY® employs the same UV light technology utilized by the bottled water and beverage industry.

Make your customers' spa ownership a clearly better experience.

- Eco-friendly
- No set-up or special programming required
- Standard on most Sundance® Spas
- No chemical odors or skin irritants
- Low-maintenance solution with only a single bulb to replace

BLUEWAVE® SPA STEREO SYSTEM

BLUEWAVE® SPA STEREO SYSTEM

Sundance® Spas were among the first to bring music into the overall customer experience with its proprietary BLUEWAVE® Spa Stereo System. Utilizing Bluetooth® technology, hot tub owners can stream their favorite music to premium, built-in, waterproof speakers while enjoying the benefits of their Sundance® Spas.

- Wireless connection from Android and iOS devices that support Bluetooth® technology
- USB port for a wired connection
- Premium speakers designed specifically for hot tub use
- Fully waterproof speakers
- No wires



The SmartTub™ system uses cellular-based communications and requires cell service from our provider partner in your area. See website for details, or verify coverage here:
att.com/maps/wireless-coverage.html
www.t-mobile.com/coverage/coverage-map
www.rogers.com/consumer/wireless/network-coverage

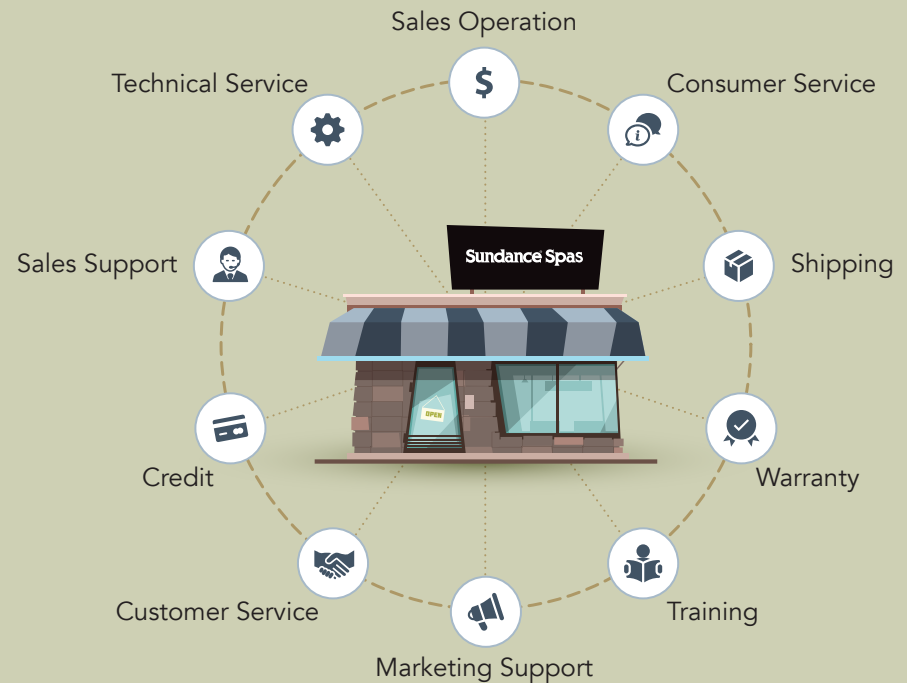
Invest with Confidence in a Superior Brand

ENSURE YOUR BUSINESS RUNS AT AN OPTIMAL LEVEL

Your Sundance® Spas business consultant provides ongoing support to ensure your processes, business plan and sales operations produce optimal results. They collaborate with you to reinvest selling, general and administrative (SGA) savings; increase gross margins; and scale as your business grows.

/// We've carried hot tubs for decades, and it wasn't until we added Sundance® Spas products that we saw a tremendous lift in our business. Our margin has grown as a direct result of that.

– Ronak Shah, Galaxy Home Recreation



From Training to the Showroom, We've Got You Covered



Brand Training Sets You Up for Success

Sundance® Spas has the most comprehensive dealer training program in the industry. Our goal is to ensure every Sundance® Spas dealer has the knowledge they need to be successful. We offer four levels of training at no cost to our dealers.

LEVEL ONE

1

Online Brand Knowledge & Solutions Selling

More than 200 on-demand, self-paced courses are available online to dealers worldwide, making them a convenient way to immerse yourself in Sundance® Spas and our proven solutions selling approach. The courses take approximately 10-15 minutes to complete. We encourage you to take advantage of them and compete for points with your peers. New courses are added as design innovations come to market, ensuring you stay abreast of every hot tub and feature in the portfolio.

LEVEL TWO

2

In-store Regional Manager Support

We understand the value of personal relationships. Every dealer is partnered with a seasoned, knowledgeable Sundance® Spas regional manager whose job it is to help you drive growth. They meet with dealers at their locations, providing guidance on everything from business planning and merchandizing to product knowledge, marketing support and solutions selling.

LEVEL THREE

3

Regional Training Workshops

Every year, dealers in the U.S. and Canada are invited to attend in-depth, full-day workshops where they can learn from Sundance® Spas experts and each other. The agenda changes each year to keep pace with new innovations, market data and best practices. Selling acumen is reinforced through role-playing opportunities. The workshops are a great way to network and build relationships with your peers. To keep the environment non-competitive, we invite dealers in competing markets to attend different events.

LEVEL FOUR

4

At Sundance® Spa Locations Celebration of Excellence

Sundance® Spas is instituting its Celebration of Excellence in 2020 to honor the best of the best and give them an opportunity to take their skills to the next level at our Centers of Excellence in Toronto, London and Southern California (Italy coming soon). Approximately 20 people will be chosen to attend from among the... by their dealers or regional managers.

We help retailers establish a confident salesforce who can deliver exceptional customer service and outstanding results.

A superior brand. An exceptional dealer program.

Sundance® Spas Retail Advantage

When you choose Sundance® Spas, you are investing in the spa brand that exemplifies innovation, quality and performance, and you are partnering with the world's leading product, service and industry experts — all of whom are committed to accelerating the growth of your business.

Sundance® Spas

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