
Realize Your Business Potential with Mitsubishi Electric



Hitoshi Namba

PRESIDENT AND CEO, MITSUBISHI ELECTRIC SALES CANADA INC.

Dear Valued Residential Summit Program Partner,

At Mitsubishi Electric, we believe strong partnerships are the foundation for market leadership. That's why we partner with dedicated dealer businesses—to grow the Mitsubishi Electric brand, expand market reach, and drive your success. Together, we're shaping the future of heating and cooling solutions.

Your expertise and commitment set you apart. As a Mitsubishi Electric dealer, you're recognized as an innovator and a trusted leader—someone who takes pride in delivering quality and reliability. Since 1979, we've shared these same values, innovating technology solutions that Canadians trust in their homes and businesses.

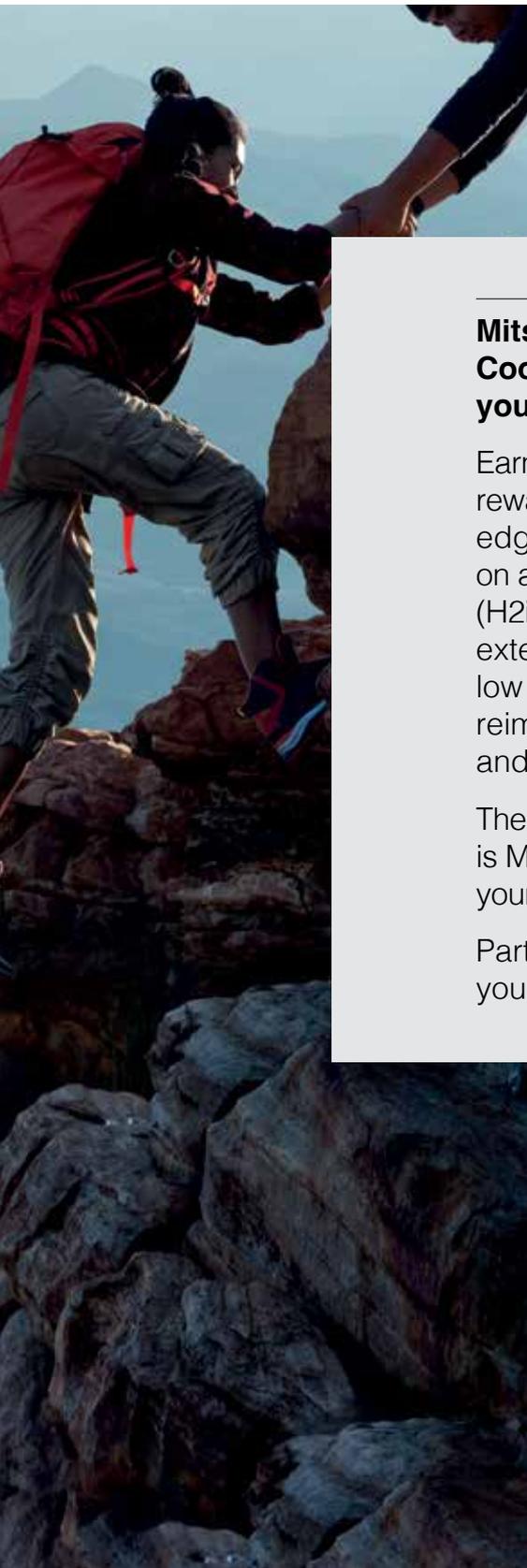
Our partnership goes beyond products. With robust marketing support and strategic co-op programs, we provide the tools you need to grow your business and connect with more customers. By working together, we keep your business at the forefront of the industry.

Thank you for your dedication to excellence. Let's continue to lead the market and make a difference for the people and communities we serve.

**Partner with Mitsubishi Electric. Lead with innovation.
Build your success.**

Sincerely,





Mitsubishi Electric Heating and Cooling is dedicated to helping your business thrive.

Earn exclusive dealer business rewards that give you a competitive edge—12-year extended warranty on all ZUBA Cold Climate Hyper-Heat (H2i™) products, 3rd party extended service plans, and low financing offers, higher co-op reimbursement opportunities, and much more.

The **Residential Summit Program** is Mitsubishi Electric's investment in your loyalty and growth.

Partner with us today and elevate your business.

Reach for the Summit to Maximize your Rewards

The Residential Summit Program is a three-tier system that dealer businesses are invited to join. Upon joining, your business advances based on its growth—the more you purchase, the higher you climb.

Advance through the program based on your purchases:

\$50,000 to \$149,000 gets you
Base access;

\$150,000 to \$249,000 Ascent;

\$250,000+ Summit.

Each tier unlocks more rewards, with progress based on monthly purchase achievement.

Mitsubishi Electric annually reviews the dealer businesses' performance to ensure continued program eligibility.



Program Benefits by Tier: Our Reward to You for Working With Us

Tier Rewards	 BASE	 ASCENT	 SUMMIT
Priority Dealer Locator positioning: Stand out with exclusive listing as a Residential Summit Program dealer	3rd	2nd	1st
12-year warranty on all ZUBA Cold Climate Hyper-Heat (H2i™) products*: Offer your customers long-term protection—automatically linked to your Account ID	✓	✓	✓
Earn bonus co-op on M-Series, P-Series, and PUMY single phase ZUBA Cold Climate Hyper-Heat (H2i™) product purchases: Start with a 2% base and grow it with higher purchase performance	0.5%	1%	2%
Discounts of up to 15% on Extended Labour Service Plans: Drive sales by offering purchased JB Warranties extended service plans—transferable peace of mind when your customers sell their homes	✓	✓	✓
Special dealer recognition: High-performing dealers earn a plaque to showcase their success		✓	✓
Get up to 100% of your advertising costs reimbursed for approved campaigns!	50%	75%	100%
Discounted Finance Offers: Close more sales and stay competitive with 3rd party limited-time financing options			✓

*12-year warranty excludes PUMY, and commercial products.

Co-op Bonus: Move up tiers during the year and earn retroactive co-op funds on all purchases made since January 1 of that same year.

What You'll Gain

Access the Residential Summit Program through MESCA Central—Mitsubishi Electric's new resource hub.

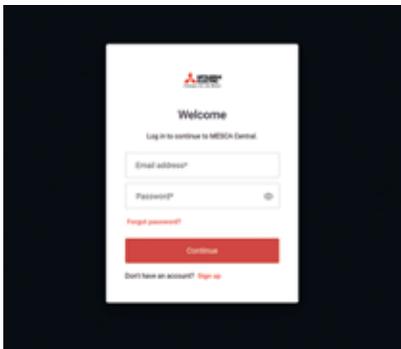
Enjoy bonus co-op funding, discounts on branded Carhartt gear (customizable with your business logo), a 12-year warranty on cold climate products (excluding PUMY), and more.

1.

Login

Access MESCA Central using your email and an auto-generated password, which you're encouraged to change.

Easy login saves time and gets you to MESCA Central quickly



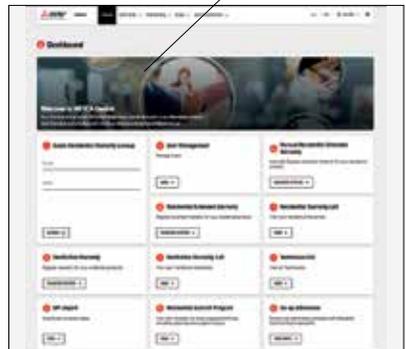
2.

MESCA Central

A one-stop platform for distributors, dealers, and co-op advertising vendors.

Centralized access to business tools like Extended Warranty registration, Warranty Lookup, Technical Information, and Mitsubishi Electric's loyalty program—the Residential Summit Program

Tailored clickable tiles open brand standards, and more—everything you need to help your business thrive



How to Join

Now that you've been introduced to the Residential Summit Program, you'll receive two emails:

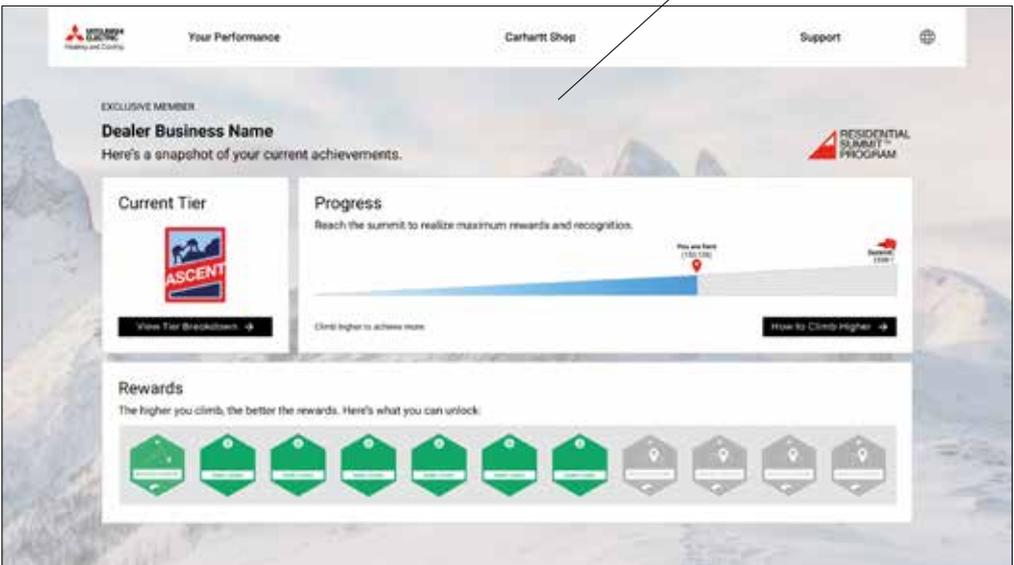
- **First:** A DocuSign Agreement
 - **Second:** Your link to access MESCA Central
- It's that easy.

3.

Residential Summit Program

The Residential Summit Program is your business advantage with level-up tips, support, and rewards for high achievement.

Personalized dashboards keep you updated and highlight your next opportunity for growth



Remember

Sign your Dealer Agreement via DocuSign to access the Residential Summit Program—your business advantage. Realize promotions, rewards, and opportunities as you climb to the summit.

