

LUX-Installer Excellence Program - South Africa

UPDATED ON: MAR 28 2024


CAMPAIGN DURATION	1
THINGS TO KNOW BEFORE YOU START	1
HOW TO EARN CREDITS	2
1. Posting on Social Media.....	2
2. Attending Online Training.....	3
3. Recommend New Installer(s) to Luxpower.....	4
4. Participating in Online Surveys.....	4
5. Participating in Online Campaigns Hosted by Luxpower.....	4
REWARDS UPON REDEEMING CREDITS	5
1. Credits for Machines.....	5
2. 2024 Top LUX-Installer Reward.....	5
3. 2025 Free LUX Factory Tour.....	5
HOW TO COLLECT CREDITS	6
1. Posting on Social Media.....	6
2. Attending Online Training.....	6
3. Recommend New Installers to Luxpower.....	6
4. Participating Online Survey.....	6
5. Participating in the Online Campaign Hosted by Luxpower.....	6
DISCLAIMER	7
FINAL INTERPRETATION	7
SUBSCRIPTION	7

CAMPAIGN DURATION

The LUX-Installer Excellence Program for **South Africa** is effective from January 1, 2024, until the end of the year on December 31, 2024. Only activities aligned with the credit earning rules and mechanisms outlined in the section 'How to Earn Credits' during this period are eligible for credit assessments. **Notably, for social media posts related to new installations, only LUX energy systems installed between January 1, 2024, and December 31, 2024, are eligible for credit verification.**

THINGS TO KNOW BEFORE YOU START

1. The credits earned in 2024 will not be valid in 2025.
2. **Registration:** Participants from 2023 are automatically enrolled in the 2024 program.

 **For those who did not join last year, please email the following info to installerprogram@luxpowertek.com to register:**

- **Your business name (if your business name differs on social media, kindly include that as well)**
- **Your mobile number**

 **Email subject: 2024 Installer Program Registration_SA** 

3. For installation display on social media, each installation gets verified once regardless of how many units are installed.
4. Always consult the latest version of the rules document:
 - a. Version 1: on JAN 17 2024
 - b. Version 2: on JAN 23 2024
 - c. Version 3: on FEB 02 2024
 - d. Version 4: on MAR 28 2024

HOW TO EARN CREDITS

1. Posting on Social Media

Requirements:

- Tag both Luxpower and HINAESS - All showcased LUX systems must integrate HINAESS product(s).
- You can only get credits for your installations, not the ones moved to your installer accounts.
- Content must fully showcase Luxpower and HINAESS products.
- All videos must represent real and genuine content. Videos that are artificially generated, manipulated, or stitched together using photos will not be eligible for credit assessment and collection.
 - A TikTok short must be between 10 seconds and 60 seconds in duration
 - A YouTube video should be a minimum of 2.5 minutes long
- Only original content is allowed; no plagiarism or re-posts.

Only the following types of content will qualify for earning credits:

- On FB/IG/X (formally Twitter)/LinkedIn, **image(s) posts** can be related to installation, tips or tutorials, and user experiences with Luxpower products and monitoring systems.
- On TikTok/YouTube, only **video posts** qualify for credit assessment. Video content can include installation guides, wiring demonstrations, setup/function introductions, user feedback testimonials, or competitor comparison videos.

HOW TO EARN CREDITS

1. Posting on Social Media

Credit Earning Mechanism

- 1 credit per image(s) post - on FB/IG/X
- 2 credits per image(s) post - on LinkedIn
- 3 credits per video post - on TikTok/YouTube
 - +1 credit per video post shared from TikTok/YouTube - on FB/IG/X/LinkedIn

Example 1: Installer Participant A shares a three-image post about the same installation on FB/IG/X and earns 1 credit. If A posts the same content on LinkedIn, they'll earn an additional 2 credits. However, if A posts the same content on TikTok/YouTube (not a video post), they won't earn any credits. For one image(s) post, A earns a maximum of 3 credits.

Example 2: Installer Participant B shares a video post on TikTok/YouTube and earns 3 credits. If B decides to repost it on FB/IG/X/LinkedIn, they'll earn an additional 1 credit. For one video produced and shared in the mentioned way, B earns a maximum of 4 credits.

*Luxpower will be tagging active installers weekly on social media. Stay tuned for your feature!

2. Attending Online Training

Requirements:

- Attend the online training on Luxpower's Zoom meeting room
- Provide a screenshot for each online training attended

Credit Earning Mechanism

- 1 credit per online training attendance

HOW TO EARN CREDITS

3. Recommend New Installer(s) to Luxpower

Requirements:

- Bring new installer(s) to your Lux-distributor
- The validity of the recommendation will be judged by your Lux-distributor

Credit Earning Mechanism

- 3 credits per valid recommendation

4. Participating in Online Surveys

Requirements:

- Fill out the questionnaires released by Luxpower
- The Validity and authenticity of the questionnaires will be judged by Luxpower

Credit Earning Mechanism

- 1 credit per participation

5. Participating in Online Campaigns Hosted by Luxpower

Requirements:

- Meet the campaign's specified requests within the designated timeline
- The validity and authenticity of the campaign will be judged by Luxpower

Credit Earning Mechanism

- 2 credits per participation

REWARDS UPON REDEEMING CREDITS

1. Credits for Machines

Participants with 200+ credits win inverters

- Credits >400, Get 10*Hybrid LXP 12kW
- Credits between 351-400, Get 10*Hybrid LXP 10kW
- Credits between 301-350, Get 10*Hybrid LXP 8kW
- Credits between 251-300, Get 5*SNA 5kW + 5*Hybrid LXP 8kW
- Credits between 200-250, Get 5*Hybrid LXP 8kW

Participants have the flexibility to use their credits for machines at any point during the year. However, once they choose to redeem these credits, the deducted amount will be instantly taken from their accumulated Credits for Machines credit record.

For example, on June 01, 2024, Installer Participant A has accumulated 275 credits. A can choose to redeem 5 units of SNA 5kW & 5 units of Hybrid LXP 8kW and retain 24 credits (275 - 251 credits). Alternatively, A can opt to redeem 5 units of Hybrid LXP 8 kW and retain 75 credits (275 - 200 credits) for the next Credits for Machines redemption within the year 2024.

2. 2024 Top LUX-Installer Reward

Company participants with 400+ all-year credits will be rewarded as the 2024 Top LUX-Installers

- Winners will receive the 2024 Top LUX-Installer Certificate
- Luxpower will announce the winners on social media

3. 2025 Free LUX Factory Tour

The Top 2 credit-earning companies in South Africa, with 200+ all-year credits, will win a complimentary trip to Luxpower's factory in Shenzhen

- Winners are set to embark on the trip in early 2025.
- Luxpower will announce the winners on social media.
- Each winning company can only send one member on the complimentary journey.
- Trip participants are expected to document the trip, making lively photos and videos to share on their company's social media channels.

HOW TO COLLECT CREDITS

1. Posting on Social Media

- **Tagging Luxpower in your posts is a must for evaluation by the LUX Team across various social media platforms.**
- You will receive an email titled '*Your EOM¹ LUX-Installer Credit Balance*' from installerprogram@luxpowertek.com on the **last working day of each month** updating your credit balance and requesting additional information for credit verification.
 - Specifically, if your post is related to an installation, **the email will request the Inverter SN or dongle SN linked to the displayed LUX system.**
- If you don't receive such an email by the second week of the following month, email installerprogram@luxpowertek.com
 - Email subject: Credit Verify_ **SA** 👉
- False/replica postings will be taken as abstention

2. Attending Online Training

- Email your **training screenshots** to installerprogram@luxpowertek.com
- **Email subject: Credits Verify_ SA** 👉
- False/replica enrolls will be taken as abstention

3. Recommend New Installers to Luxpower

- Notify us of your referral to your LUX-distributor at installerprogram@luxpowertek.com
- **Ensure that your LUX-distributor is cc'd in the email**
- We will verify the recommendation's validity with your LUX-distributor
- **Email subject: Credits Verify_ SA** 👉
- False/replica enrolls will be taken as abstention

4. Participating Online Survey

- Complete the questionnaires released by Luxpower
- Incomplete or randomly filled-out questionnaires will be considered as abstentions

¹ End-of-Month

5. Participating in the Online Campaign Hosted by Luxpower

- Complete the online campaign registration form released by Luxpower
- Incomplete or randomly filled-out form will be considered as abstentions

DISCLAIMER

1. Luxpower reserves the right to modify the credit earning, collecting, and redemption rules and mechanisms at any time. Any changes will be communicated through Luxpower's official channels, including but not limited to Facebook. Stay tuned for updates.
2. Luxpower is not liable for any loss or damage arising from participation in the LUX-Installer Excellence Program. Participants must comprehend and accept all risks associated with these activities and take responsibility for their consequences.

FINAL INTERPRETATION

Luxpower reserves the ultimate interpretation right for the credit earning, collecting, and redemption rules and mechanisms associated with the LUX-Installer Excellence Program.

SUBSCRIPTION

If you haven't subscribed to us, now's the perfect time! Simply click and follow:

