

DOLLAR GENERAL

Dollar General Corporation
100 Mission Ridge
Goodlettsville, TN 37072

Date: December 28, 2022

To: All Dollar General Vendor Partners

Re: Dollar General 2023 Planogram Reset Requirements

Thank you for your continued partnership in helping Dollar General provide its customers with the opportunity to Save Time, Save Money, Every Day!®

This letter outlines our planogram reset requirements effective January 28, 2023. These programs allow Dollar General to improve the speed and accuracy of our planogram resets, allowing your new products to appear on our shelves faster and more efficiently. Please carefully review this letter. It may be your only notification of these requirements.

Markdown Funding Requirements

Dollar General requires vendors to fund markdowns for all discontinued items. This entails vendors funding all remaining inventory (in stores and distribution centers) at full purchase cost, as priced on our purchase orders, on the date the item is discontinued. At vendor's expense, any unopened cases of discontinued product will be returned to vendors from our distribution centers. Vendors will arrange dock appointments at mutually agreeable times for such unopened cases, bear all freight costs, and bear risk of loss on pick-up.

Fair Share Planogram Reset Program

Dollar General requires all vendors participating in a planogram to fund their "fair share" of the planogram labor reset cost. Dollar General calculates reset hours based on the vendor's share of planogram space and planogram complexity.

The hourly rate for reset work is \$22.00 when performed by internal labor and \$24.00 when performed by 3rd party contracted labor. For any 3rd party contracted labor project requiring less than one hour of reset work, the rates are 15 minutes - \$9.00; 30 minutes - \$14.25; and 45 minutes - \$19.25.

New Item & Replacement Item Fees

Dollar General requires vendors to fund the placement of new or replacement items in stores. The charge for each new or replaced item is \$7.00 per store.

Cost Increase Administrative Fee

Dollar General requires vendors to fund a share of the incremental expenses resulting from its cost increase. The allowance rate, currently equal to \$0.50 for every SKU/store impacted, is subject to change upon notification by Dollar General.

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Cut-In Program

In the event new or replacement items are placed in stores outside of our Planogram Reset Program, vendors are required to fund cut-in work. Cut-Ins are exclusively performed using 3rd party contracted labor at an hourly rate of \$24.00. For projects requiring less than one hour of cut-in work, the rates are 15 minutes - \$9.00; 30 minutes - \$14.25; and 45 minutes - \$19.25.

New Store, Relocation and Remodel Allowances

Dollar General has a long history of impressive store growth, which provides more customers access to your products each year. Dollar General requires vendors to participate in New Store, Relocation and Remodel Allowances (“NSA”) in support of this store growth. The NSA applies to a maximum of 20 SKUs per department for the project types and store formats set forth below.

Project Type	Per SKU
New/Relocation/Remodel	\$38.00
Light Remodel	\$15.00

New DC Allowances

Dollar General may open new distribution centers (DC) as we continue to improve all aspects of our supply chain. Dollar General requires all vendors to participate in new DC allowances to help offset start-up costs. These allowances apply to the opening of each new DC and are based on a full stocking to support regular shipments to the assigned store base. Additional information will be communicated as we proceed in opening each new DC.

DG Pickup and DoorDash Delivery Allowance Details

Dollar General requires vendors to fund their fair share of the costs related to operating these programs. The allowance rate, currently equal to 5% of the vendor’s DG Pickup plus DoorDash Delivery sales, is subject to change upon notification by Dollar General.

Financial Information

Fees and allowances in this letter, as well as all other rebates, are paid via deduction from your current business on account. Dollar General, at the company’s discretion, may request payment via check/wire/ACH. Payment of these fees and allowances will not obligate Dollar General to purchase any minimum quantity of an item or carry any item for a defined minimum period of time.

Thank you for being a valued partner and for your support as we work to serve our customers better.


 Mark Banister
 Senior Vice President, In Store Experience