

VIA Global Health Fee Table

Product listing: Free to list products globally on the VIA Marketplace

Distributor membership: Free to become a VIA qualified distributor

Promotion fee is calculated on supplier provided wholesale price (FOB) only – excludes final destination charges (shipping, taxes, duty, fees, etc.) paid by the buyer.

Promotion fee structure for all products listed on the VIA Global Health Platform.

12% promotion/transaction fee on sales completed through the VIA Platform. Services include:

- Transaction processing – VIA manages currency exchange, transfers, etc.
- Global communication to VIA network distributors – product promotions, updates, recalls, new launches.
- Forward end-user interest to local distributors & manufacturer.
- VIA will actively promote and market products:
 - Digital marketing: Facebook, Google, etc. (targeting *distributors and end-users*)
 - Physical channels: Distributor outreach, trade shows, etc.
 - Direct to distributor emails.
 - Website placement
- Distributor promotion, introductions and vetting.
- Pre-commercialization/pre-registration distributor letters of intent.
- Access to other value added services as they become available.