Channel	Retailer	Intermediary 1	Intermediary 2	Client	End User
Reward	10% discount	8% disco	unt Fac	e or -3%	Free
Employee Benefit	10% discount	8% disco	unt N	o further discount (8	3% pass on)
Employee Benefit	10% discount		10% discount		6% discount
Employee Benefit	10% discount	8% disco	unt	6% discour	nt
Employee Benefit	10% discount	8% disco	unt	10% discour	nt
Reward	10	0% discount	0%	discount	Free
Reward	10	0% discount	5%	discount	Free
Reward	10	0% discount	109	6 discount	Free
Reward	10% discount		10%	discount	
Promotion	1	0% discount av buen M Intermediary Mo	odel - VAT FINAL	Fixed Fee	

Channel	Retailer	Intermediary 1	Intermediary 2	Client	End User				
Promotion	10% discount	8% disco	unt	Fixed Fee					
Also consider:									
Same models but with commission not discounts									
Retrospective rebates/commission									
Credit notes									
 Different % discounts offered by same retailer to different channels; i.e. Retailer A offers 10% discount to Intermediary 1 for sales to Reward, but only 5% for sales to Employee Benefits 									
Retailer/Issuer Model - VAT FINAL Intermediary Models VAT FINAL									