



Versatile, Dependable Walk-ins and Blast Chillers

MINIMUM ADVERTISED PRICE (MAP) POLICY

Purpose:

Our goal with this Minimum Advertised Price (MAP) Policy is to safeguard the premium brand reputation of American Panel Corporation products, specifically those sold through Internet channels in the United States. This policy aims to support our Dealers in providing additional value-added services to end-users, ensuring a positive customer experience, and sustaining the long-term competitiveness of the American Panel Corporation brand.

Program Overview:

This policy applies to all Internet advertisements of American Panel Corporation products. MAP pricing for American Panel products is defined as current **Standard Dealer Net price + 30%**. Net pricing may be updated by American Panel Corporation at its discretion. Notification of net pricing updates will be sent out no less than 30 days before activation of new pricing. American Panel Corporation establishes the MAP for all listed products. While Dealers are free to set their own prices for all American Panel Corporation products, advertising a listed product below the MAP is a policy violation. This includes actions such as offering discounts, using promotional codes, or suggesting lower prices through various means.

Advertising Guidelines:

Dealers must not engage in advertising practices that imply a price below the MAP. This includes using coupons, discounts, or any inducements resulting in a final price below the MAP. Dealers are prohibited from using strikethroughs, inviting customers to inquire for a lower price, or making any statements suggesting a lower price for a listed product.

All advertised prices on a Dealer's website or Internet-based account, including third-party shopping accounts, are subject to this Policy. The term "advertise" encompasses all promotional or pricing information communicated via websites, online chat, social media, emails, mobile applications, and other digital platforms.

Enforcement & Jurisdiction

American Panel will be continually monitoring the dealer(s) to administer and enforce the MAP Policy. The determination of violations shall be made by American Panel in its sole and absolute discretion. A dealer(s) engaging in practices that violate this policy and/or directly or indirectly refuse to uphold this policy could result in loss of:

- Annual advertising cooperative funds
- Annual, quarterly, or periodic back-end rebates in partial or in full
- Rights to use BRAND intellectual properties
- Ability to purchase American Panel product(s)

All violations must be corrected within two (2) business days of notice from American Panel. Any violation which is not corrected within the applicable time period shall constitute an additional, subsequent violation.

American Panel reserves the right to impose penalties. If, at its sole discretion, American Panel believes that: a dealer has violated the provisions of this policy; or a dealer has engaged in any activity that American Panel determines, at its sole discretion, is designed or intended to circumvent the intent of this policy.

1st Violation: Emailed notice of the violation explaining requirement to be brought into compliance within two (2) Days.

2nd Violation: Email notice of the violation explaining requirement to be brought into compliance within two (2) Days. 30-day account suspension in which the dealer is not authorized to purchase, sell, promote, or advertise American Panel product.

3rd Violation: Written notice of the violation explaining requirement to be brought into compliance within two (2) Days. 90-day account suspension in which the dealer is not authorized to purchase, sell, promote, or advertise American Panel product. In addition to account suspension loss of rebate and/or marketing fund and/or special program.



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Compliances & Violations

This policy applies to advertised prices both online and offline and shall remain visible to the customer in all print and media accessible to the public including but not limited to: print, email, internet, direct mail, catalog, flyer, radio, fax, text, auction sites, third-party websites (Google, Yahoo, eBay, Amazon, etc.), social media and re-targeting ads where pricing is disclosed, and anything the like.

American Panel prohibits any dealer from directing a prospect who searches for an American Panel item on a dealer's E-commerce site or third-party site, to any other brand either automatically or inadvertently. American Panel prohibits the use of split-screen, side-by-side advertising, or pop-ups to advertise a like product of any other brand.

Violation Examples

The following, while not an exhaustive or comprehensive list, are examples of MAP violations.

• No advertisement may use the terms "minimum advertised price" or "MAP" in connection with American Panel products, or refer to the existence of a policy that prevents the dealer from advertising a lower price for American Panel products, such as:

- "Click here for lower price"
- "See lower price in cart"
- "Add to cart for lower price"
- "Chat for price"
- "Text for price"
- "Log in for price"
- "Email for a better price"
- "Call for price"

Or any other similar language to indicate there is a price other than the price that is advertised.

Displaying prices in advertising with any strike through or similar alteration of the MAP is a violation of this policy.

The MAP advertised price point shall remain visible to the customer on all pages accessible to the public including the "shopping cart" up through the checkout page.

Any other internet advertising such as split-screen, side by side advertising, pop up, pop under, banner, boxed, floating, sponsored, search result page, in-stream, shopping or price comparison site, onsite sponsorship, content network, third party site, and social network advertisements that implies a product is available for purchase below the minimum advertised price is a violation of this policy.

Advertising that refers to rebates, saving, discounts, sales, promotions or dollar and /or percentage reductions in the dealer(s) price, if the rebate, savings, discount, sales, promotion or reduction would result in a sale below the MAP is a violation of this policy.

The "shopping cart" price is considered an advertised price and is within the bounds of this MAP policy.

The use of generic coupons or discount codes that cover all items in a dealer(s)store, as long as the coupon or discount code is not included or referred to in an advertisement that features a American Panel product is compliant with this policy.

The advertised price of a combination or package or bundle of a American Panel product must be equal to or greater than the cumulative minimum advertised price of the products. In the event a American Panel product is combined with a non- American Panel branded product the bundled advertised price must be equal to or greater than the American Panel MAP plus the advertised price of the non- American Panel brand product. Advertising must not combine or bundle products to circumvent the intent of this policy.



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Any language communicating in any way to a site visitor that if they provide their log-in and password credentials they will be given a lower price is a violation of this policy.

Ultimately, as a registered American Panel product dealer(s) it is expected that business will be conducted in an ethical fashion which will not harm in any way the American Panel brand.

MAP Exclusions

The following examples are not violations of this MAP Policy

Value added items: Financing, free shipping/handling, installation, reward points with no associated cash value indicated near the product in print or online. The usual prices for these value-added items (except reward points) may be highlighted in a 'save' message but cannot be 'netted out' of the product price. More than one of the value-added items above may be offered at the same time on a single item.

Refurbished/Floor Models/Scratch & Dent: Advertising "floor models" or "used", "refurbished" or "damaged" products below the minimum advertised price, as long as the advertisement clearly states that the product being offered at that price falls into one of the aforementioned categories, and the product serial number is clearly displayed in the advertisement.

Pricing information displayed at the final online checkout stage of a transaction is not considered advertising under this Policy.

Policy Administration:

American Panel Corporation may update, revise, suspend, terminate, or modify this Policy at its discretion, with notice to all Dealers. No American Panel Corporation employee or agent is authorized to modify, interpret, or grant exceptions to this Policy.

Questions about this Policy should be directed to American Panel Corporation 's MAP Policy Administrator in writing or by email at mappolicy@americanpanel.com.