



Minimum Advertised Pricing Policy

EMist has been building a brand of strong recognition and a high-perceived value since 2014. To ensure our products' brand and equity, sustain attractive global price levels, and to support a healthy resell channel, we maintain integrity using a MAP pricing strategy (Minimum Advertising Pricing).

Effective March 1, 2019, EMist requires a minimum advertised price (MAP) on all products manufactured, distributed or sold by EMist or any of its supply chain partners ("Resellers"), divisions, affiliates or related entities. The MAP will be supplied by EMist and described in a price list for all resellers. This pricing shall only be adjusted by EMist, at its sole discretion.

Objectives

1. To ensure global reseller relationships are consistent and value based.
2. To maintain proper positioning of all EMist products in the marketplace.

Guidelines

1. Resellers may advertise all EMist products at or above the MAP.
2. A reseller shall not advertise EMist products for a price less than the MAP.
3. Dealers are strictly prohibited from removing or altering any labeling, or re-labeling or re-packaging any EMist product, packaging or material.
4. The MAP will be conveyed to resellers in a price list on or before January 1 for products offered for that calendar year. Updates will be provided throughout the year for new products. All information will be updated and available on the EMist reseller website.
5. The MAP policy applies to all advertising of EMist products in all media, including, without limitation, billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and dealer internet sites or any other method which uses the hypertext transfer protocol ("http" or "https") or any internal link to a web based shopping cart shall be considered advertising for the purposes of this policy.
6. Any advertised price, coupons or discounts, whether verbal or written, which results in an effective advertised price lower than the MAP will be considered a violation of the MAP policy.
7. EMist will not allow discount codes in print or verbal on any EMist product.
8. EMist may occasionally suspend the MAP on product(s) for promotional or other purposes. All resellers will be notified via the EMist reseller website, email or directly from their EMist representative.
9. EMist reserves the right to adjust the MAP on any product at its sole discretion. EMist will provide at least five days advanced written notice in order to apply the changes equally to all resellers.
10. The MAP policy applies to advertised prices.
11. Intentional or repeated failure to comply with this policy will result in reseller price increase, shipment suspension, reseller suspension or reseller termination.
12. Questions regarding planned advertising can be submitted to your EMist representative.
13. Marketing support is available directly from the EMist marketing department.