



MAP POLICY

S-TECH Switch Systems has developed a Minimum Advertising Price Policy to protect all dealer. Distributors and the Manufacturer This protection is in the form of Branding and market reputation protection. The purpose of the MAP policy is to encourage our dealers / resellers to invest in S-TECH Switch Systems branded product line.

S-TECH Switch Systems has developed a Minimum Advertised Price (MAP) Policy which applies to all companies that purchase our products with the intention of reselling it. This includes all third party resellers. S-TECH Switch Systems assumes all responsibility to establish and enforcing the minimum advertised price ("MAP") and has made guiding documentation on our website under "DEALERS" available to all resellers a list of products covered by the entire brands MAP policy.

S-TECH Switch Systems upon request can forward the MAP policy by email and on our website stechswitch.com. If a dealer has a third party sales network, the dealer is responsible to communicate all MAP policy information to that third party reseller.

It is understood that it is a violation of this policy for a reseller to advertise any said products a price lower than the MAP. Such advertisements include, but are not limited to:

- i. Promotional Coupon Offerings, in house discounts, rebates, or other inducements at a price lower than the MAP, including through a storewide sale, strike-through of MAP, site wide promotional code, or other similar provision that can be applied.
- ii. Bundling S-TECH Switch Systems products with other products or services in a manner that results in below-MAP pricing for the bundled S-TECH Switch Systems product.
- iii. Listing S-TECH Switch Systems products as internet auctions or listings with "make offer" option.

Direct or indirect attempts to circumvent this policy will be considered a violation. Examples include, but are not limited to statements such as "call for price", "email for price", "instant discount", "prices too low to print", and "add to cart to see price".

For purposes of this policy, the terms "advertise" and "advertisement" include all promotional or pricing information displayed via any type of media including, but not limited to, website pages and banners, social media posts and social media group pages, emails, blogs, newspapers, catalogs, magazines, flyers, brochures, television, radio ads, billboards, signage, and any other marketing or promotional materials, whether provided online or through broadcast or other media.

S-TECH Switch Systems will take the following actions against any reseller or wholesaler that fails to comply with and enforce this policy with respect to the sale of any S-TECH Switch Systems product:

- i. First violation of the policy, seller/wholesaler will be provided a written email notice regarding the violation and requesting correction within 24 hours.
- ii. Second violation of the policy in a 12-month period or failure to correct first violation, S-TECH Switch Systems will place the account on shipping hold. It will remain on hold for fifteen (15) days after the violation has been corrected. Third party sellers in second violation will be placed on a Do Not Sell list.
- iii. Third violation of the policy in a 12-month period or failure to correct second violation, S-TECH Switch Systems will place the account on shipping hold. It will remain on hold for thirty (30) days after the violation has been corrected. Discount may be reduced.
- iv. Fourth violation of the policy in a 12-month period or failure to correct third violation, S-TECH Switch Systems will place the account on shipping hold. It will remain on hold for ninety (90) days after the violation has been corrected. Any Agreed discounts may be subject to being reduced.

This policy does not constitute an agreement between S-TECH Switch Systems and any other entity. S-TECH Switch Systems neither solicits nor will it accept any assurance of compliance with this policy from any reseller or other party. Each reseller must independently choose whether to comply with the terms of this policy. This policy is not negotiable and will not be altered for any individual reseller. The policy will be enforced by S-TECH Switch Systems in its sole discretion and without notice. S-TECH Switch Systems may update, revise, suspend, terminate, reinstitute, or modify this policy at any time in its sole discretion. Any such modifications will be made available to all authorized resellers.