

AIRTAME UNILATERAL MINIMUM ADVERTISED PRICE POLICY

It is the AIRTAME Unilateral Minimum Advertised Price (“UMAP”) Policy to announce a Unilateral Minimum Advertised Price for designated AIRTAME products listed on the AIRTAME UMAP Product Price List (“Products”) and to sell those Products only to those AIRTAME authorized dealers (“Dealer” or “Dealers”) who independently choose to comply. There is no agreement between AIRTAME and its Dealers regarding price and AIRTAME does not seek such agreement. Dealers of AIRTAME Products are free to acquiesce to the AIRTAME UMAP Policy. AIRTAME does not seek assurance of compliance with its UMAP Policy. No employee, agent, director or other representative of AIRTAME is authorized to enter into or seek an agreement on price with any Dealer or prospective Dealer.

Dealers not in concurrence with the AIRTAME UMAP Policy, upon notice from AIRTAME, will cease to be authorized to purchase specified AIRTAME Products.

The purpose of the AIRTAME UMAP Policy is to promote customer service by ensuring our Dealers earn a sufficient return on their investment to hire and train adequate personnel on the unique benefits of AIRTAME products for consumers and to enable Dealers to properly feature and market AIRTAME products.

AIRTAME is adopting this policy applicable to all AIRTAME Dealers effective June 10, 2021, with respect to advertising of AIRTAME Products. The AIRTAME UMAP Policy states:

- A Dealer may not advertise or otherwise promote the Products at a price less than the UMAP AIRTAME establishes from time to time.
- A Dealer may not sell the Products to any person or entity that advertises or otherwise promotes the Products at an advertised price less than the UMAP AIRTAME establishes from time to time.

Advertised price is the stated price less all discounts, coupons, rebates, and giveaways offered with the Products. AIRTAME will respond as follows but can choose to change its response at any time at its sole discretion.

- **First Incident:** If AIRTAME determines a Dealer is not in acquiescence with the UMAP Policy, AIRTAME will not sell the Product advertised below UMAP to the Dealer for a period of thirty (30) days.
- **Second Incident:** If AIRTAME determines a Dealer is not in acquiescence with the UMAP Policy within twelve months of the first incident, AIRTAME will not sell the Product advertised below UMAP to the Dealer for a period of ninety (90) days.
- **Third Incident:** If AIRTAME determines a Dealer is not in acquiescence with the UMAP Policy for a second time within twelve months of the first incident, AIRTAME at its sole discretion will either not sell the Product advertised below UMAP or will



not sell any Products listed on the AIRTAME UMAP Price List to the Dealer for a period of one (1) year.

The UMAP Policy applies to all advertisements, offers for sale, and promotions in the United States, including its territories, and Canada.

AIRTAME is implementing the UMAP Policy as its own policy. Our employees have been advised that the UMAP Policy speaks for itself. We ask you not to discuss this policy with our employees. Please email questions to: umap@airtame.com.

Effective Date: June 10, 2021