



**SARREID  
LTD.®**

3905 Airport Drive NW ♦ Wilson, NC 27896 ♦ U.S.A

Phone 252-291-1414 ♦ Fax 252-237-1592

### **Sarreid LTD Map Policy**

Authorized Sarreid Ltd Distributors may not advertise any of Sarreid Ltd products nor any of Sarreid Ltd item numbers (regardless of whether or not Sarreid Ltd name is used in the advertisement) for a price that is less than 30% off our most current published Distributor Retail Price Sheet. Combination offers (free freight, no sales tax etc.) must also not be below 30% off the published Distributor Price Sheet.

This Map Policy applies to any Distributor's advertisements of any type including, but not limited to: World Wide Web or Internet sites or advertisements, e-mail promotions or offers, automated replies to price inquires, periodical or newspaper advertisements and any representations of any Sarreid Ltd products or item numbers with any associated price or referenced price that has the likelihood of receiving a broad distribution of exposure.

MAP pricing for the Products is set out in the Product price list, which is currently updated and provided to you at the time of price adjustments. Sarreid Ltd, at any time, may change the MAP price for the Product or add or delete Products. While Sarreid Ltd may provide notice to you of the new MAP pricing and/or changes in the Products, each Authorized Partner is responsible for making sure that it is aware of the appropriate MAP price and the Products.

New MAP pricing is effective upon the later of its posting, or the effective date stated on the price list or any written notice. MAP pricing policy applies to anywhere a Distributor advertises online such as but not limited to their website, marketplace, and aggregator websites, search engines, etc.

Consequences for being found in Violation:

*Violation 1:* If a Distributor is in violation, once notified, the Distributor has 48 hours to correct the issue. If the Distributor does not correct the violation within 48 hours of notification, all order shipping will stop until Distributor's advertised prices are back in compliance.

*Violation 2:* If a Distributor is in violation, all order shipping will stop until Distributor's advertised prices are back in compliance. Once Distributor is back in compliance, shipments will be suspended for an additional 48 hours.

Repeated violations and/or failure to comply with this policy will subject the Distributor to the suspension of their active status or the loss of Authorized Distributor status.

This MAP policy does not apply to any Sarreid Ltd product that has been discontinued by Sarreid Ltd and that is no longer represented in any current Sarreid Ltd product catalog.

Sarreid Ltd is acting unilaterally at all times in executing this policy and will neither solicit, consider, nor agree to any recommendation, request, or demand of any other person.

All matters of interpretation and application of the terms of this policy shall remain within the sole, unilateral authority of Sarreid Ltd.

This policy statement supersedes all prior policy statement on this subject.

Brad Cates

A handwritten signature in black ink that reads "Brad Cates". The signature is written in a cursive style with a long horizontal flourish at the end.

President & CEO

Revised 09/15/2023