



2022 MAP Policy – Effective May 2nd, 2022 includes Bar Maid Branded “corded” items as described below. Reinstated June 1st, 2021

TO ALL BAR MAID CORPORATION DISTRIBUTOR/DEALERS

The following “Revised” 2019 MAP Policy has been written to help ensure that:

- Bar Maid Dealer/Distributors maintain interest on their products to provide ongoing pre and post-sales support and value added services which Bar Maid believes is critical to the maintenance of its brand strength and competitiveness.
- Bar Maid products maintain their perceived image of premium quality and value. Bar Maid Corporation believes that “how” products are promoted (advertised) and priced in that advertising by Dealer/Distributors has a significant and direct effect on product and brand image.
- Bar Maid and its entire Dealer/Distributor network are well served in the long term by a fair, equitable and enforceable MAP Policy that which preserves the interests of the company, its “Brand Equity” and its Customer base.

MAP Discount Policy and Coverage

Bar Maid Corporation Dealer/Distributors may not advertise covered Bar Maid branded products at a discount greater than a 45% discount off the current published list price. The MAP price may also be calculated as .55 X current list (which may be revised from time to time). It is the Dealer/Distributor’s responsibility to remain current with the price list and MAP Policy.

This Policy DOES NOT APPLY TO RESALE PRICE, only to advertising and promotion. This MAP Policy does not affect or restrict the Dealer/Distributor to determine the ultimate price at which they sell Bar Maid products even if that price is below MAP.

MAP Policy Application

Bar Maid’s MAP Policy applies to all forms of advertising media, including but not limited to: broadcast/electronic advertising such as television, radio and the internet and includes *Dealer/Distributor* and/or 3rd party web sites, banner ads, e-mail, social media, all signage, display, POP (point of purchase) and/or auction sites as well as all forms of print advertising, newspapers, flyers, catalogs, mail inserts and FAX. E-mail responding to customer’s enquiries from advertising, displays, banners etc, is not considered “advertising” for the purposes of this policy, neither are price negotiations between a Dealer/Distributor and a specific customer.

This MAP Policy also prohibits any dealer/distributor (on their site or third party site) from directing a Bar Maid customer who types a Bar Maid product or item number to inadvertently or automatically direct that customer to any other brand. This includes the use of “split-screen”, Pop-ups or “side by side” advertising to promote a like product of any other brand.



Dealer/Distributor websites cannot make statements that include (but are not limited to) or imply, “hint”, or suggest that a lower price may be found “in the cart”, “by clicking here”, by “logging in”, by calling, “mouse over for price” “e-mail for a better price”, “bounce-back” pricing e-mails, automatic price quotes for items placed in cart or basket or other features that would be considered communications initiated by the Dealer/Distributor and would be considered “advertising” under this MAP Policy. Additionally, the MAP Policy applies to activities intended or created to circumvent “the intent” of the Bar Maid Corporation MAP Policy (which Bar Maid determines in its sole and absolute discretion) such as solicitations for “group purchases or buying clubs” and the like.

The value of any “free product” offered with the purchase of a Bar Maid product is considered discounting under this MAP Policy if the net effect of offering such product yields an advertised price below current MAP. However, this Bar Maid MAP Policy does not apply to any reduced selling price that a Dealer/Distributor chooses to offer within a buyer’s “final stage” online basket or cart of an online purchase, providing that customer gets to the final stage on their own without any guidance on the website that a lower price will be found at the online checkout phase of the purchase.

NOTE: For the purpose of this MAP Policy, “Final Stage” is defined as the phase of the purchase process when product has been placed in the cart and customer has entered his/her customer contact information, shipping and payment details.

This MAP Policy applies to any and all third party platforms in which a Dealer/Distributor may use or participate as a vendor under any name. Dealer/Distributors under any policy or program designed to match a competitor’s price, may advertise in violation of this MAP Policy even if that competitor is in violation. This includes any Dealer/Distributor or 3rd party platform including (but not limited to) Amazon.com, E-Bay or similar. Likewise, platforms must ensure that automatic systems avoid matching a violating price. It is a violation of this MAP Policy to advertise below the MAP price for ANY REASON, even if the advertised price was automatically generated due to another Dealer/Distributor MAP violation.

From time to time, Bar Maid Corporation may advise Dealer/Distributors in writing should a special promotion or offering (demo units, refurbished etc) may be subject to special consideration regarding MAP.

Enforcement:

Included Products

Minimum Advertising Pricing (MAP) policy applies to the following products:

Bar Maid Model A-200 and SS-100 Electric Glass Washers Bar Maid BLE-110, BLE-300 Bar Maid GP-100, GP-100-LB and GP-3mini glass polishers Bar Maid All CP Cutlery Polisher and Chip Champion Units
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Bar Maid’s new MAP Policy is being unilaterally adopted and will be strictly enforced. Bar Maid Corporation and/or contracted third parties will monitor Dealer/Distributor advertising to ensure compliance. Bar Maid has not and will not request any commitment of compliance (written or otherwise) from any Dealer/Distributor, in advance of adoption of this Policy or in connection with any possible violation. Failing to cooperate with a Bar Maid MAP Policy investigation is a violation of this MAP Policy. In the event of a violation, which will be finally



determined only by Bar Maid Corporation, after investigation, the Dealer/Distributor will be notified in writing regarding the facts of the violation.

MAP Price Factor

A multiplier of **.55** times the current Bar Maid Corporation published list price determines MAP.

Example: A list price of \$196.00 X .55 = \$107.80 MAP

A change of Bar Maid Corporation published list price constitutes immediate necessary adjustment to net MAP prices.

Encouragement

Dealer/Distributors who make the conscious or unintentional decision to discount below the Bar Maid Corporation established MAP price will be subject to one or more, but not limited to the following penalties at Bar Maid's discretion. Penalty will be effective from advertisement discovery through 3 months after the end of advertisement.

The consequences of a violation (over a 12-month period) will be as follows:

1st Non-compliance: Dealer/Distributor will receive a phone call, written notification and instructions to comply within 48 hours or consequences move forward to second violation.

2nd Non-compliance: Dealer/Distributor will be notified by phone and written notification that all subsequent shipments will be delayed 10 days. Correction must be completed within 48 hours or consequences move forward to third violation.

3rd Non-compliance: Dealer/Distributor will be notified by phone and written notification that all subsequent shipments will be delayed 30 days. Correction must be completed within 48 hours or consequences move forward to forth violation.

4th Non-compliance: Dealer/Distributor will be notified by phone and written notification that all subsequent shipments will be delayed 90 days. Correction must be completed within 48 hours or consequences move forward to fifth violation.

5th Non-compliance: Will result in a written warning and the suspension of dealer's or distributor's account. Dealer or distributor must contact Bar Maid regarding lifting account suspension.

MAP Policy Modifications

Bar Maid reserves the right to modify or discontinue this MAP Policy, in whole or in part. It may from time to time, designate special promotional periods during which specific provisions of this Policy may be changed or its enforcement temporarily suspended.

Any questions or concerns about this policy should be forwarded to...

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Respectfully,

Robert R. Joesel

National Sales Manager

Bar Maid Corporation