



BEVERAGE-AIR MINIMUM ADVERTISED PRICE POLICY

EFFECTIVE 8/1/2023

This Minimum Advertised Price Policy (the “Policy”) is intended to enhance the competitive position of the entire Beverage-Air product line and protect the brand image Beverage-Air has invested for many years into the marketplace.

This Policy is designed to encourage resellers to commit the necessary resources to effectively market and sell Beverage-Air Products and to protect the image of the Beverage-Air brand.

This Policy applies to: (i) all categories of resellers, and (ii) the entire line of Beverage-Air equipment, products and services (“Products”).

Minimum Advertised Prices for Beverage-Air Products

Effective August 1st, 2023, a Beverage-Air Product may not directly, indirectly or implicitly be advertised at a price below the minimum advertised price Beverage-Air has established for the Product. The minimum advertised price for a Product is Beverage-Air’s then current, published list price for the Product, multiplied by 0.3285. For example, if Beverage-Air’s current list price on a Product is \$1,000, the MAP price for that Product would be \$328.50.

Types of Advertising Covered by the Policy

This Policy applies to the following types of product and pricing communications with any potential customer other than through one-on-one, non-automated communications:

- ◆ Internet advertising in any form including prices shown in shopping carts or on checkout pages;
- ◆ Email links for a lower price
- ◆ Log in for a lower price
- ◆ Call for more information solicitations, text message for lower prices ect.
- ◆ Broadcast advertising (radio, TV and Internet);
- ◆ E-Mail advertising
- ◆ Promotional coupons of any kind.

No advertisement may (i) use the terms “minimum advertised price” or “MAP” in connection with Beverage-Air Products, (ii) refer to the existence of a policy that prevents the reseller from advertising a lower price for the Beverage-Air Product(s), or (iii) combine or bundle products to circumvent the intent of this Policy.



Types of Advertising and Not Covered by the Policy

This Policy does not apply to:

- Internet resellers who have customers paying for subscription services are allowed to display whatever prices they choose to those specific customers. Free subscription services or customers with free log in's only must adhere to MAP above.
- In-store advertising displayed only in a reseller's physical store.
- Advertisements of "floor models" or "used," "refurbished" or "damaged" Beverage-Air Products below the minimum advertised price, as long as the advertisement clearly states the Product being offered at that price falls into one of these categories.

Policy Does Not Apply to Actual Sales Prices

Beverage-Air is not dictating the price in which you can sell our equipment. If the reseller does not violate the above means of solicitation and advertisement, they are free to sell at whatever price they chose.

Actions by Beverage-Air for Policy Violations

Beverage-Air will monitor compliance with this Policy. If Beverage-Air determines a reseller has advertised a Beverage-Air Product below the applicable minimum advertised price for the first violation, Beverage-Air will notify the reseller of the violation via a written warning. If Beverage-Air determines that a second violation has occurred, Beverage-Air will not accept such reseller's orders for those Products that were advertised below the applicable minimum advertised price. The order suspension shall last for 90 days or longer from the date Beverage-Air provides written notice of the suspension to the reseller.

Termination/Amendment of Policy & Minimum Advertised Prices

Beverage-Air reserves the right to change its minimum advertised prices, add or remove Products subject to the Policy, and modify or terminate the Policy at any time.

Beverage-Air MAP Policy Administrator

This Policy is managed by the Beverage-Air Policy Administrator. The Administrator is the only person authorized to communicate Policy decisions on Beverage-Air's behalf. Any questions about this Policy should be directed only to the Beverage-Air Policy Administrator at map@bevair.com.