



Bunn-O-Matic Minimum Advertised Price Policy

Revised as of May 1, 2023

The Bunn-O-Matic Corporation ("Company") is a long-established, widely-known and well-respected manufacturer known for high quality dispensed beverage equipment marketed and sold under the BUNN brand name. The Company's reputation for quality is one of its most valuable assets. In view of the hard work and investment that has established this status, the BUNN brand image is of paramount importance to the Company, its Distributors and Resellers. Therefore, the Company expects its Distributors and Resellers to help preserve and protect that reputation and brand image, and to avoid taking actions that would undermine, compromise or degrade that image.

Discount pricing of individual new BUNN products tends to degrade their image, and thus the Company urges its Resellers to advertise at retail prices that are at or above the minimum advertised price suggested by the Company for such individual new products. Nonetheless, the Company recognizes and honors the fact that each of its Resellers is free to set its own price at which each product is advertised and sold. On the other side of the coin, Resellers must recognize that the Company is free to choose those Resellers with whom it will or will not do business. **It is the policy of the Bunn-O-Matic Corporation to do business only with those Resellers who choose to advertise individual new products at or above the minimum advertised prices suggested by the Company. This is a unilateral Company policy, and therefore no consent or acceptance by any Reseller is sought or will be accepted.**

The Company Minimum Advertised Price (MAP) policy applies to all BUNN Authorized Resellers. As defined in the Authorized Reseller Policy, a Reseller is anyone who sells to bona fide end user customers through any and all means including but not limited to brick and mortar stores, online websites owned and operated by the Reseller, catalogs, the telephone or personal sales.

Summary of Policy

- The Company has provided a list of individual new BUNN products covered by this Minimum Advertised Price policy ("Covered Products"). The list of Covered Products and their suggested minimum advertised prices is attached to this policy and may be amended from time to time. A violation of the MAP policy occurs when a Reseller advertises an individual Covered Product below its suggested minimum advertised price.
- The Company MAP policy applies to traditional and digital advertising including but not limited to printed flyers, printed catalogs, TV, radio, internet advertising, email advertising and reseller websites.
- In store advertising including end cap signs, off shelf displays, shelf talkers, price tags or window displays are not considered advertising for purposes of this policy.
- For purposes of this policy, resellers may use category wide or store wide promotional offers (e.g. Coupons, Retail Credit Card Offers, Gift Cards, Retailer Bucks, Bonus Bucks etc.) with a Covered Product but the net effect of these offers can't be shown in any form of advertising (traditional or digital) if it results in a price below MAP.
- Pricing on an internet buy page, shopping cart or checkout page is considered advertising and is subject to the MAP policy.
- For purposes of this policy, the minimum advertised price for each Covered Product is exclusive of freight charges (e.g. free freight is allowed as long as the Covered Product is advertised at or above its suggested minimum advertised price)
- For purposes of this policy, the minimum advertised price applies to the unit price for any quantity of individual Covered Product. Quantity discounts that result in net unit pricing below the minimum advertised price would therefore be a violation of the MAP policy.
- For purposes of this policy, minimum advertised prices are for individual Covered Products exclusive of product services such as installation or maintenance.
- For purposes of this policy, the minimum advertised price for each individual Covered Product is exclusive of other added value products advertised as a bundle (e.g. a program advertising a BUNN coffeemaker at or above its suggested minimum advertised price, and get a box of BUNN coffee filters free would be allowed as would \$XX Gift Card with BUNN Coffeemaker Purchase at or above its suggested minimum advertised price).

Enforcement

The Company monitors the practices of Resellers in all market areas on an ongoing basis. Resellers who advertise an individual Covered Product below its suggested minimum advertised price will be subject to (a) the loss of accrued marketing co-op and/or promotional funds and suspension of future marketing co-op and/or promotional funds for a period specified by the Company and (b) the termination of buying privileges for a period of

time specified by the Company. The Company alone will determine whether and when its Resellers or the Resellers of its Distributors have violated this Policy. The Company will address each of its violators as it finds them. Decisions regarding violations and enforcement of this Policy will be made by the Bunn-O-Matic management team in its sole and absolute discretion, without any consultation or agreement with Resellers.

Any and all questions regarding this Policy should be directed to the Bunn-O-Matic MAP Administrator using the following contact information:

Bunn-O-Matic MAP Administrator
Gregg Lewis
gregg.lewis@bunn.com

No other person at the Bunn-O-Matic Corporation is authorized to modify or make exceptions to any aspect of this Policy.

We appreciate your careful consideration of our policy, which we believe is in the best interests of Bunn-O-Matic, our Distributors & Resellers, and our end user customers.

Best regards,



Bob Pierce
Senior Vice President of North America



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