



CHAMPION INDUSTRIES MINIMUM ADVERTISED PRICE POLICY

EFFECTIVE 1/1/2026

Champion Industries (herein called "Champion") has established a Minimum Advertised Price (MAP) Policy (the "Policy") which applies to all authorized Resellers. This Policy aims to enhance the competitive position of the entire Champion product line while protecting the premium brand image Champion has built in the marketplace.

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

This Policy applies to: (i) all categories of resellers, and (ii) the entire line of Champion equipment, products, and services ("Products").

1. Minimum Advertised Prices for Champion Products

Effective January 1, 2026, a Champion Product may not directly, indirectly, or implicitly be advertised at a price below the minimum advertised price Champion has established for the Product. The minimum advertised price for a Product is Champion's then current, published list price for the Product, multiplied by 0.665. For example, if Champion's current list price on a Product is \$10,000, the MAP price for that Product would be \$6,650.

2. 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, etc.
- Broadcast advertising (Radio, TV, and Internet)
- E-mail advertising
- Promotional coupons or any kind

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

3. Types of Advertising and Not Covered by the Policy

This Policy does not apply to:

- Internet resellers' customers who have a minimum annual purchase history of \$1000 are allowed to display whatever prices they choose to those specific customers.
 - Free subscription services or customers with free logins or purchase histories with less than \$1000 must adhere to the MAP Policy above.
- In-store advertising is displayed only in a reseller's physical store.
- Advertisements of "floor models" or "used," "refurbished" or "damaged" Champion Products below the minimum advertised price, if the advertisement clearly states the Product being offered at that price falls into one of these categories.

4. Policy Does Not Apply to Actual Sales Price

Champion does not dictate the price at which you can sell its equipment. If the reseller does not violate the above means of solicitation and advertisement, they are free to sell at whatever price they choose.

5. Actions by Champion for Policy Violations

Champion will monitor compliance with this Policy. If Champion determines a reseller has advertised a Champion Product below the applicable minimum advertised price for the first violation, Champion will notify the reseller of the violation via a written warning. If Champion determines that a second violation has occurred, Champion 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 Champion provides written notice of the suspension to the reseller. If Champion determines that a third violation has occurred, Champion will initiate a suspension of all Champion product shipments for 60 days and reserves the right to withhold rebates.

6. Termination/Amendment of Policy & Minimum Advertised Prices

Champion 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.

7. Champion MAP Policy Administrator

This Policy is managed by the Champion Policy Administrator. The Administrator is the only person authorized to communicate Policy decisions on Champion's behalf. Any questions about this Policy should be directed only to the Champion Policy Administrator at MapAdministrator@championindustries.com.