



Internet Minimum Advertised Price Policy Foodservice Products

Krowne has determined that its interests in continuing to maintain a strong brand identity and dealer/distributor network are best served by updating its Internet Minimum Advertised Price Policy, effective January 1st, 2026. This policy applies to all advertisements of Krowne products on the internet by dealers/distributors. Discounted advertised pricing can negatively impact the Krowne brand in the marketplace and lead to damage of the company's reputation as a manufacturer of high-quality products.

Please reference the Excel spreadsheet sent with this document for our updated MAP pricing effective January 1st, 2026. This new MAP policy applies to *all* Krowne foodservice products*. Krowne's MAP policy allows for advertised pricing at a 45% discount from LIST price.

*Silver Series underbar items are not subject to the MAP policy as defined in this document.

If you have any additional questions, please contact partners@krowne.com.

- A dealer/distributor may not advertise or otherwise promote products over the internet at a price less than the Internet Minimum Advertised Price Krowne establishes for select products from time to time.
- A dealer/distributor may not advertise a price in violation of this MAP Policy on any third-party platform in which it may operate as a vendor. No dealer, distributor, or reseller, under any policy or effort to match or beat a competitor's price may advertise a price in violation of this policy.

Krowne prohibits the use of split-screen, side-by-side advertising, or pop-ups to advertise a like product of any other brand. Krowne prohibits any dealer/distributor from directing a Krowne customer who types in a Krowne product or item number to direct the customer automatically or inadvertently to any other brand.

Map Deviation:

- **On the following categories: Royal Series Plumbing, Silver Series Plumbing, Gas Connectors, Casters, Hand Sinks, Water Filtration, and Parts & Accessories,** dealers and distributors **may offer and include verbiage** on their website or affiliate websites that indicate, state, imply, or suggest that a lower price may be found at the online check-out, including but not limited to: "shopping cart prices", "call for pricing", "click for discount pricing", "log-in for price", "email for a better price" or similar language **up to but not exceeding a 15% deviation from MAP.**
- **On the following categories: Royal Series Underbar, Refrigeration, Beverage Dispensing System products, and Diamond Series Plumbing,** dealers and distributors **may NOT offer or include verbiage** on their website or affiliate websites that indicate, state, imply, or suggest that a lower price may be found at the online check-out, including but not limited to: "shopping cart prices", "call for pricing", "click for discount pricing", "log-in for price", "email for a better price" or similar language.



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Advertising free or discounted Krowne products with the purchase of a Krowne product is contrary to this MAP Policy if the net effect of such an offering result in an advertised price for the Krowne product that is below the MAP Policy.

Krowne, or third parties with which Krowne may contract, will monitor dealer and distributor advertising to ensure compliance with this MAP Policy. Krowne has not sought and will not seek any written or oral assurance of compliance from any dealer or distributor, whether in advance of adoption of this policy or in connection with any suspected, reported or observed violation. Any reports received by Krowne of any violation of this MAP Policy, including the identity of the person reporting such alleged violation, will be held in strict confidence. Dealers and distributors are expected to provide reasonable cooperation in any Krowne investigations regarding possible MAP Policy violations. Hindering, obstructing, delaying or otherwise failing to cooperate with a Krowne MAP Policy investigation is a violation of this MAP Policy.

- **First Violation:** Will result in a first warning (written or email) to the violating dealer/distributor. The violation must be corrected within 3 business days, or the consequence will move to second violation action.
- **Second Violation:** Will result in a second warning (written or email) to the violating dealer/distributor and put a hold on shipments of the product(s) in violation for 10 days. The violation must be corrected within 3 business days, or the consequence will move to third violation action.
- **Third Violation:** Will result in a third warning (written or email) to the violating dealer/distributor and put a hold on shipments of the product(s) in violation for 30 days. The violation must be corrected within 3 business days, or the consequence will move to fourth violation action.
- **Fourth Violation:** Will result in a fourth warning (written or email) to the violating dealer/distributor and a suspension of the dealer's or distributor's account. The dealer or distributor must contact Krowne to discuss removing the suspension.

Krowne will notify its dealers and distributors at least 30 days in advance of any changes to this MAP Policy or of any price increases or decreases, and will provide new list prices, by product, no less than 30 days in advance of the effective date. Krowne reserves the right to reduce any applicable rebates or incentives because of the 4th violation.

This is a unilateral, non-negotiable policy. Krowne reserves the right at any time to modify or discontinue this MAP Policy, in whole or in part, or to institute and designate special promotional periods during which specific provisions of this policy, or the policy itself, may be changed or its enforcement suspended. No employee or representative of Krowne, is authorized to change or modify the policy in any way. Each Krowne dealer/distributor is free to decide whether they will adhere to the policy and they are free to advertise and sell Krowne products at any price they choose. Krowne, may at any time amend, modify, or discontinue this policy at which time notices such as this one will be issued. Please ensure that all relevant employees, customers, representatives, agents, or others to whom this policy would apply are made aware of its provisions and its effective date.