



Midea Commercial Microwave Ovens, High-Speed Oven and Induction Cooktops
Distributed by Empire Equipment

MAP Policy Effective October 1, 2024

MAP Policy Coverage: Applies to Advertising Prices Only, Not Resale Prices

This MAP Policy applies only to price advertising and does not speak to or restrict any dealer with respect to the price at which the dealer ultimately resells our products, even if below the Minimum Advertised Price, or with respect to the terms and conditions of sale.

The Minimum Advertised Price (MAP) policy for Midea Commercial Products aims to uphold the integrity of the Midea brand while assisting our retailers in effectively promoting Midea Commercial Products.

Under this MAP Policy, Midea Commercial Products dealers may not advertise, promote, or display any Midea item for any amount that is less than 55% off the current list price (List price x .45).

Dealers may not make any statements, or communications in its website that indicate, state, imply, or suggest that a lower price may be found at the online check out, including but not limited to: "click here for lower price," "add to cart for lower price," "e-mail for a better price," "call for lower price," or similar language prior to being placed in a customer's shopping cart.

This MAP Policy is also applicable to any actions that Empire Equipment, at its sole and absolute discretion, deems to be aimed at circumventing the purpose of this MAP Policy.

A reseller that does not adhere to the Midea MAP policy will be subject to:

1st Violation — WARNING! Map Violation must be corrected within 72 hours of notification.

2nd Violation — Within a 12-month period of the 1st Violation - Suspension of Account for 30 Days.

3rd Violation - Within a 12-month period of the 1st Violation - Suspension of Account for 6 months.

This policy pertains to new Midea equipment only. It does not pertain to equipment that is used or visibly damaged and that is stated as such in the advertised price. This policy also does not apply to products that have been discontinued by Midea.

Violations to this policy should be reported to mapviolations@empiremicrowaves.com