



Minimum Advertised Price (MAP) Policy

Effective: July 15, 2024

This document sets forth the Minimum Advertised Price policy ("MAP Policy") of Master-Bilt Products, LLC and Norlake, Incorporated (collectively, "RSG").

Purpose

Considering the resources invested, additional costs incurred, and substantial efforts made by RSG's dealers and distributors ("Dealers"), all Dealers are required to comply with the terms of this MAP Policy. This MAP Policy supports the brand equity of RSG to the benefit of RSG and all its Dealers. It aims to ensure that Dealers maintain profitable margins that are required to support the high level of customer excellence associated with RSG and its brands.

Scope

As used herein, the term "Minimum Advertised Price" or "MAP" means the minimum price of the Products (as defined below) that may be advertised or promoted by any Dealer via the internet or electronic communication.

The MAP Policy applies to all RSG products (the "Products") set forth on Exhibit A attached hereto and the stated MAP of the Products set forth on Exhibit A. The Products and MAP may be modified at any time by RSG.

Nothing in this MAP Policy dictates the price at which any Dealer sells the Products. Dealers are hereby expressly permitted to sell the Products at any price as determined in the sole discretion of such Dealer. Each Dealer can independently decide whether to follow this policy and continue doing business with RSG. RSG does not seek any agreement with any Dealer about the MAP Policy, nor does RSG seek consultation with any Dealer, and it will not accept an agreement with any Dealer regarding this policy.

Compliance with this MAP Policy may be reviewed by a third-party monitoring service. If a Dealer does not comply with this MAP Policy, RSG will notify the Dealer of such non-compliance and request such non-compliance be resolved within 48 hours after notification. Repeated or sustained non-compliance with this MAP Policy will be subject to all remedies available to RSG at law or by contract. RSG will enforce the MAP Policy in its sole discretion and reserves the right to enforce this MAP Policy.

Minimum Pricing

No advertisement or promotion of any Products via the Internet or other electronic communication at a price less than the MAP is permitted under the MAP Policy. Such advertisements include, without limitation:

- Offering coupons, discounts, rebates, or other incentives that, when applied, result in a price lower than MAP, including through a website-wide sale, advertised promotional code, or other similar provision that can be applied to the Products.
- Suggesting "cheapest prices available," "we'll beat any offer," "put in cart for lower price" and any other phrase similar in wording or intent suggesting a lower price, even if such materials do not state a specific price.
- Side-by-side, split screen, or pop-up of a similar product of a non-RSG Brand.
- Allowing online third-party retailers (including but not limited to eBay and Amazon) to offer auction pricing or discounts.

All advertised prices of the Products on any Dealer's website or internet-based account, including password-protected areas of a Dealer's website, are subject to this MAP Policy.



The terms “advertise” or “advertisement” include all promotional or pricing information displayed via websites, internet search engine shopping feeds, blogs, social media, reseller-initiated emails to customers or prospective customers, mobile phone applications, banner ads, sponsored links, online product ads, paid search ads, display ads, product listing ads, mobile ads, and ads in any other media in a digital format that is conveyed or communicated via the internet, including any extension of a Dealer’s internet website that provides for a bounce-back response.

Exceptions

This MAP Policy will not apply to: (i) pricing displayed at the final online checkout stage of a transaction. “final online checkout stage” consists of the customer’s name, shipping address and credit card information; or (ii) password-protected customer portals accessible to pre-existing customers that have established accounts with the Dealer.

Miscellaneous

This MAP Policy (including attachments) is subject to revision, modification, suspension or discontinuation, in whole or in part, by RSG in its sole discretion at any time.

Any such revision, modification, suspension or discontinuation shall be in writing and issued only by an authorized officer of RSG and/or its MAP Policy Administrator.

RSG will provide written notices of any such changes to Dealers, and copies of the MAP Policy will also be available to Dealers upon request.

RSG’s sales personnel and representatives have no authority to modify or grant exceptions to any Dealer regarding compliance with this MAP Policy.

MAP Policy

Exhibit A

Products Subject to the MAP Policy

All Master-Bilt and Norlake branded products offered through the current price book or Excel spreadsheet.

MAP Price

Master-Bilt and Norlake Products: a multiplier of .4750 or 50/5 for all Products, off the current price book
(Example: List of \$100.00 x .4750 = \$47.50)

Guidelines for Advertising and Promoting Prices - Examples

Examples of Advertisements and Promotions of the Products that Violate the MAP Policy	Examples of Advertisements and Promotions of the Products that do not violate the MAP Policy
References to a Product (on a website, social media page or any other media) that advertise or promote the Product at a price below MAP.	Advertising or promoting a Product at any price more than the MAP.
Advertisements for the Products that use phrases to attempt to circumvent the MAP Policy such as: • "We'll beat any offer by X%" • "Cheapest prices available" • "Put in cart to get a lower price" • Any other phrase similar in wording or intent, even if such materials do not state a specific price	Advertising or promoting a Product without listing a price in the ad or promotion itself.
Enabling "cookies" that allow the Products to appear on personalized home pages or other websites at prices below MAP.	Advertisements that advertise the Products at or above MAP (or without a price) and that also offer discounts on a non-MAP product or service, such as: • Offering to pay applicable sales taxes for all customers • Providing free financing to all customers • Offering a gift card redeemable for value on a future purchase of the Products
Advertising or promoting a Product with the MAP price and another message that suggests a lower price, such as "click this link for a lower price" (with a link to a separate page displaying a price lower than MAP).	Advertising or promoting a Product at a price lower than MAP within a retail store location, during a face-to-face meeting or a telephone conversation.