



August 19, 2026

To: All Authorized Traulsen Dealers
Subject: Traulsen – Internet Minimum Advertised Price Policy

To strengthen Traulsen's market position and support continued market share growth, we are announcing an amendment to our Minimum Advertised Price (MAP) Policy, effective **September 1, 2026**.

Under this amendment, MAP advertising restrictions will be waived for dealer partners that participate in a **qualified paid subscription program***. A qualified paid subscription program is considered a dealer-operated membership-based platform or service that requires customers to maintain a paid subscription or recurring fee to access exclusive pricing, promotions, or purchasing benefits. This MAP exception applies only to eligible dealers operating a qualified paid subscription program and only to customers who are active members of that program.

This change applies **exclusively** to Traulsen Dealer's Choice models identified in the attached MAP policy and price list. By providing greater flexibility in digital advertising for qualified partners, this strategic initiative supports dealer growth while maintaining tighter pricing controls within the public marketplace.

Please review the attached amended MAP Policy and price list carefully. We appreciate your continued partnership and the important role you play in driving sales, growing the Traulsen brand, and expanding our market presence. Please reach out to your ITW FEG Regional Director should you have any questions.

Sincerely,

Hailey Elting
Business Unit Manager – Traulsen C-Series
Helting@traulsen.com
Fort Worth, TX 76106

** ITW reserves the sole right to determine whether a subscription program satisfies these requirements and whether the policy is followed.*