

True Manufacturing Company, Inc. Unilateral Minimum Advertised Price Policy (Effective March 1, 2026)

The True Manufacturing Company, Inc. ("True") Unilateral Minimum Advertised Price ("MAP") Policy governs and applies to all dealers, distributors and retailers (collectively, "retailer") in the United States that advertise and sell True products, parts and accessories (collectively "Product" or "Products").

This is to advise you that True Manufacturing Company, Inc. is revising the previously adopted 2021 True Food Service Equipment Unilateral Advertised Price Policy. True is implementing this policy to maintain and further enhance True's brand equity, image and integrity while also supporting our retailers' abilities to promote True Products and provide their customers with the quality of service and support they desire and expect.

Under our MAP Policy, the minimum price at which a retailer may advertise any TRUE manufactured product(s) is as follows:

- **General Foodservice Equipment Category:** Current published list price less 50/10/21/15 (.3022 multiplier)
- **Specialty Retail Display Equipment Category:** Current published list price less 50/10/21 (.3555 multiplier)
- **Premier Bar Equipment Category:** Current published list price less 50/5 (.4750 multiplier)
- **Retail Merchandiser Equipment Category:** Current published list price less 50/10 (.4500 multiplier)
- **Ice Equipment Category:** See True's established Ice MAP pricing sheet.

Any retailer that advertises a price for a True Product below our established MAP price will immediately receive notice of the inconsistency in writing. If after one day of receipt of such notice, the retailer's advertising continues to be inconsistent with our MAP Policy, True will discontinue shipments of all True Products for so long as the inconsistency with the MAP Policy continues. Further, upon the occurrence of a second inconsistency with the MAP Policy within twelve months of the first inconsistency (i.e., a rolling twelve-month period), True will cease shipments of all True manufactured Products to the retailer for a period of 60 days from the date of the inconsistency. Finally, upon the occurrence of a third inconsistency with the MAP Policy within a twelve-month period, True will terminate its relationship with the retailer in question.

For purposes of this policy, "advertising" prices on the Internet includes, without limitation, displaying a price for any True Product, together with a picture, description or listing of the product. It also includes a product price displayed on a "checkout" or "shopping cart" page except for those retailers that limit access to online purchasing to individuals that have voluntarily applied and received a club or some other form of membership. It is not inconsistent with the MAP Policy, however, for a retailer to use such statements on its website as "we offer low prices" or "contact us for our price."

This policy applies not only to price advertising on the Internet, but also to any price advertising in other communications or media directed to customers or the public. This includes, by way of example and not limitation, advertised prices included in unsolicited emails or letters, catalogs, flyers, newspapers or magazines, as well as targeted communications facilitated through the use of electronic tracking (e.g., cookies, cache, temporary internet files, history, etc.).

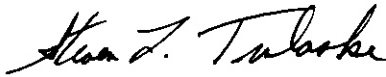
This policy does not apply to True Products that have actually been previously sold and used.¹ In order to establish this fact, however, any advertising of "used" True Products must include the serial number of the unit(s) being offered. It must also be stated and made clear to customers that True does not provide manufacturer's warranty support for used products.

This policy does not apply, however, to point of sale advertising at a retailer's locations. Further, this policy does not apply in any way to your actual selling prices; your retail sales prices for any and all True Products remain wholly within your discretion.

True will not entertain an application to be a True retailer from a retailer that has been terminated, pursuant to this policy, for a minimum period of one year. Any such new application will be considered at True's sole discretion and will be subject to careful review under True's then-applicable criteria for appointment of additional retailers including, without limitation, the need for additional distribution capabilities and the applicant's credit history.

This policy is being established by True unilaterally and therefore is not subject to negotiation. True does not seek, nor will it accept, any agreement or assent from any dealer or distributor respecting the MAP Policy, either now or at any future time. True will implement and take action respecting its MAP Policy unilaterally based upon information deemed sufficient by True, and all such determinations are final. True reserves the right at any time to modify this policy, to establish new or different policies or to discontinue any or all of such policies. This MAP Policy shall remain in effect until modified or terminated by us in a writing sent to you. True believes the policy is clear and unambiguous. Should you have any inquiries regarding our policy, however, please direct them only to Andy Zurawski at AZurawski@truemfg.com

Sincerely,



Steve Trulaske
True Manufacturing Company, Inc.

¹ For the avoidance of doubt, the UAP Policy does apply to the advertising of "scratch and dent" products that have not previously been sold to an end-user customer