

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

True Manufacturing has established a Unilateral Minimum Resale Price (UMRP) Policy to preserve the premium quality that customers expect from the True brand. True Manufacturing requires its dealers to invest a significant amount of time and resources into promoting the True brand. To make this worthwhile, a minimum resale price maximizes the dealer's return on their investment and increases a willingness to properly inform consumers of True Manufacturing's superior features and premium quality.

True Manufacturing will offer authorized dealers and resellers ("Dealers") only the opportunity to sell True Manufacturing products to consumers. Dealers are free to set their own retail prices; however, True Manufacturing reserves the right to refuse to sell any of its products to any Dealer who offers products for sale below True Manufacturing's established UMRP, as may be updated from time to time. Offers of rebates, free gifts, or other monetary and non-monetary incentives not sponsored by True Manufacturing are a violation of the UMRP Policy.

Under our UMRP Policy, the minimum price at which a Dealer may sell any TRUE manufactured product(s) is as follows:

- General Foodservice Equipment Category: Current published list price less 50/10/21/15 (.3022 multiplier)
- Specialty 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).
- Ice Equipment Category: See True's established Ice UMRP net pricing sheet.

The True Manufacturing UMRP Policy is non-negotiable and will not be altered for any Dealer. If True Manufacturing, in its sole discretion, determines that a Dealer has violated this policy, True Manufacturing will resort to the following measures:

1st Violation: Dealer will receive a written warning.

2nd Violation: True Manufacturing will refuse all shipment of products for thirty (30) calendar days.

3rd Violation: Dealer's authorized status will be terminated for twelve (12) calendar months, during which time the Dealer will not be allowed to display, advertise, or sell any True Manufacturing products.

There is not a time limitation in which an UMRP violation "falls off" a Dealer's record. True Manufacturing reserves the right to independently audit and investigate suspected violations to enforce this UMRP Policy.

This UMRP Policy specifically excludes: government projects or bids (Federal, State, or local), discontinued products, factory seconds and sales to Dealer employees or trade personnel for personal use.