



We Raise the Bar
We Set the Standard

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Manufacturers Advertised Pricing Policy (MAP) Effective January 1st, 2026*

Univex Corporation has worked hard to ensure that all authorized dealers and representatives provide consumers of Univex products with the advice, service, knowledge, and support necessary to maintain the high level of customer satisfaction we have developed. Univex has concluded that certain types of advertising can affect our goodwill and is damaging to the standards and reputation that Univex products have achieved. Therefore, we have a Minimum Advertised Price ("MAP") policy.

MAP Policy:

Under this MAP policy the minimum price at which a dealer/distributor may advertise any Univex equipment is Univex's published list price less 40%. No product shall be listed below MAP pricing.

All advertising including internet advertising of Univex products must display a price at or above the current MAP pricing. Crossed out MAP pricing, shopping cart pricing, promotional coupons, hidden landing pages and instant rebates that result in a lower price than MAP are not allowed. Our MAP policy applies to all forms of advertisement including, but not limited to print, email, internet, direct mail, catalog, flier, radio, fax, text, auction site, social media, and re-targeting ads. No advertisement may be directly indirectly or implicitly advertised below the minimum advertised price or use terms such as "MAP" or "Minimum Advertised Price" or refer to the existence of a MAP policy. To maintain our MAP policy compliance, the use of automated pricing tools is prohibited.

Univex Corporation will monitor for compliance with this policy. Univex may, at its own discretion, stop supplying products to any Dealer found to be in violation of the MAP Policy. Questions about whether a planned advertisement complies with this policy should be directed to Univex Corporation at (800) 258-6358 for guidance.

Univex is highly focused on providing support to dealer sales that drive brand awareness and strong brand equity. We strive to maintain the value of our products as part of our continued partnership with you. We thank you for your continued commitment to Univex.

Sincerely,

A handwritten signature in blue ink, appearing to read 'DT', is written over a light blue circular background.

Daniel Tsiakos
VP Sales and Marketing

*We reserve the right at any time to modify or discontinue this policy by written notice.