



VICTORINOX

**UNILATERAL MINIMUM ADVERTISING PRICE POLICY FOR
VICTORINOX SWISS ARMY, INC.
VICTORINOX SWISS ARMY KNIVES, WENGER TRAVEL GEAR
VICTORINOX TRAVEL GEAR, & VICTORINOX RETAIL CUTLERY**

At Victorinox Swiss Army, Inc. we have a passion for our products, an appreciation of our heritage and a genuine belief in the functionality. We recognize that our success is dependent upon the success of our retailers and that many of our retailers invest significant resources into delivering an impressive customer experience. In order to protect their ability to continue to do so and the integrity of our brand, Victorinox Swiss Army, Inc. ("VSAI") has unilaterally adopted a Minimum Advertised Price Policy ("MAP Policy"). This Policy will help ensure that priced based advertising is discouraged and our products are appropriately promoted in the ecommerce marketplace.

All retailers must be authorized by VSAI to sell its products in any location, including brick and mortar and on the Internet. Retailers are expected to abide by the following conditions of the MAP Policy in order to avoid potential consequences of non-compliance.

- MAP Products may not be advertised at a price less than VSAI suggested minimum advertised price, hereafter called the "Minimum Advertised Price" or "MAP". Retailers are responsible for staying current with this MAP Policy and MAP Products.
- For purposes of this Policy, an "advertisement" includes all electronic media, including, but not limited to, all website pages and banners, platform websites (e.g. Amazon, Ebay) social media (e.g. Facebook, Instagram, Twitter), emails, and blogs.
- Advertising in any way suggests or implies a price lower than the MAP, will be considered a violation of this Policy. For example, Policy violations would occur under the following examples:
 - a. Instant discount (includes % or dollar off)
 - b. Gift with purchase if the MAP Product or ancillary product is considered the free gift or at a reduced price
 - c. Indication that a lower price may be found at the checkout stage
 - d. Bundling a MAP Product with a Non MAP Product without prior approval on advertised price from VSAI
- The following situations are not considered to be a violation of the MAP Policy: free shipping, sales tax rebates, in-store signage or displays, point of sale signs, hangtags or markings on products, boxes or other packaging.
- This Policy applies only to Retailer's advertised prices, not selling prices.
- VSAI may monitor advertised prices for its MAP Products and compliance with this MAP Policy.
- VSAI reserves the right to determine and apply consequences if a Retailer is in violation of this Policy, including, but not limited to, limiting the supply of products, canceling existing orders, refusing new orders, or termination of account. Interpretation and application of this Policy shall at all times be in the sole and absolute discretion of VSAI.

- In the event a Retailer fails to comply with this Policy, VSAI or Market Track (a third party price monitoring service) may issue a MAP Violation Notice to the Retailer. However, VSAI reserves the right to take action against Retailer without providing any such notice.
- The failure of VSAI to apply consequences to a Retailer for violation of this Policy shall not constitute a waiver by VSAI of its right to take any action it deems necessary in the future for any violation of this Policy. No Retailer or other third party shall have the right to force VSAI to enforce this Policy against any other person or entity, including any other Retailer.
- VSAI does not solicit evidence, but will accept information from Retailers, provided such information is addressed to the MAP Administrator at brandmap.us@victorinox.com. However, VSAI will not share with any Retailer information about its decisions relating to any other retailer. Nothing in this Policy constitutes an agreement between VSAI and any Retailer that such Retailer will comply with this Policy.
- No employee or sales representative of VSAI has any authority to modify this Policy or discuss any actual or alleged violation of this Policy by a Retailer with the Retailer. Any questions about this Policy should be in writing and directed to the Victorinox Swiss Army MAP Administrator at brandmap.us@victorinox.com.

This MAP Policy may be updated, revised or modified at any time.

We appreciate the support of our retail partners in helping us deliver our products to your customers and our consumers. Together we will continue to create a marketplace environment where we best serve the equity of the Victorinox Swiss Army brand.

This MAP Policy was last updated on November 14, 2019.