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WARING UNITED STATES UMAP POLICY

EFFECTIVE DATE: August 1, 2026

Conair LLC, Waring Division ("Waring") recognizes that its high-quality resellers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling vendor presentation. To support its resellers' efforts, Waring has established policies that assist resellers in their ability to earn the profits necessary to maintain the high level of customer excellence people have come to expect from Waring resellers.

In order to successfully compete in the marketplace and to maintain its premium brand image, Waring has announced this Unilateral Minimum Advertised Price ("UMAP") Policy. Hereafter, all sales from Waring resellers to end-users of products set forth in Waring's *UMAP Grid* (the "Product(s)") inside the United States shall be subject to this UMAP Policy. This UMAP Policy hereby replaces Waring prior MAP Policy

Waring Products covered and their coordinating minimum advertised prices are set forth in the *UMAP Grid* and shall be delivered or otherwise made available by Waring to the reseller. Waring reserves the right from time to time to alter, modify, suspend, or cancel this UMAP Policy, the Products covered, and/or the minimum advertised prices. Waring, from time to time within its sole discretion, may also announce promotional prices and bundles of Product(s) listed in the *UMAP Grid*

This UMAP Policy does not restrict a reseller's right to establish independent advertised and/or resale prices of Waring Products. Waring reserves the right to determine whether a reseller has advertised Waring's Products at a net advertised price less than the minimum advertised price established in this UMAP Policy. Upon such determination, Waring may, without assuming any liability, cancel all orders and may indefinitely refuse to accept new orders from the reseller. ***Please note that following the actions of another reseller is not an exception to this UMAP Policy and will be considered non-acquiescence.***

This UMAP Policy has been unilaterally adopted by Waring. Waring neither solicits nor will it accept assurances by any reseller of acquiescence with this UMAP Policy. Nothing in this UMAP Policy shall constitute an agreement between Waring and any reseller of compliance with this UMAP Policy. The reseller within its own discretion can choose to acquiesce or not acquiesce with this UMAP Policy. Waring will not discuss conditions of acceptance related to this UMAP Policy. This UMAP Policy is non-negotiable and will not be altered, modified, or amended for any reseller.

The following are examples of actions that constitute acquiescence with Waring's UMAP Policy:

- The offer of free shipping or financing on Product(s) listed in the *UMAP Grid*
- The offer of a gift card or store credits redeemable for value on a ***future*** purchase with the purchase of Product(s) listed in the *UMAP Grid*
- Store-wide discounts and coupon codes if: (1) the discount code is not-brand specific; (2) the product display page does not include or show a net effective price below the price set forth in the *UMAP Grid*; and (3) the discount is no more than 20% off the price set forth in the *UMAP Grid*.
- Advertising that states "call for price"

The following are examples of actions that do not constitute acquiescence with Waring's UMAP Policy:

- Advertising that: (1) states things such as "see price in cart", "click to see price", or "add to cart for best price"; lists a price that is struck through; or does not list a price, and (2) the price in the cart is *automatically* reduced to a price lower than that set forth in the *UMAP Grid*
- The issuance of non-Waring announced rebates (in any form, including coupon codes) on Product(s) listed in the *UMAP Grid*
- Combining a Product from the *UMAP Grid* with any other product for a combined price lower than the

combined price of what the two (2) products could be advertised independent of each other except as otherwise set forth in the *UMAP Grid*

- Practices inconsistent with the objectives of this UMAP Policy

Waring's sales personnel have no authority to modify or grant exceptions to this UMAP Policy. All questions regarding interpretation of this UMAP Policy should be directed to the UMAP Policy Committee at UMAP@waring.com.