

# Santec's Internet Minimum Advertise Price Policy

Effective June 1, 2019 the following policy will be applicable to all advertisements of Santec's products (Designer, E Series and Vissoni) being advertised, sold or solicited on the internet. Any advertised prices of Santec products may not appear at a price below the minimum internet advertised price as outlined:

Santec products can NOT be advertised below 30% off the list price. This includes the following:

- No advertising Santec products on any internet "Home Page" or the "Santec Page" at more than 30% off the list price.
- No Coupons.
- No specials including holidays, weekend specials or anything similar that violates Santec's MAPP.
- No extra discounts in "Shopping Cart".
- No dealer may advertise to an internet or online company as a "2nd tier" customer for more than 30% off list price. It will be the responsibility of the dealer to monitor any "secondary customer" for any violations and must be enforced or you will be subject to the violation penalties.

Items not violating Santec's MAPP:

- "Call for Best Pricing"
- Home page can have specials as long as they do not mention Santec.

Consequences of violating Santec's MAPP are as following:

- First violation is a written warning and website must be corrected within 24 hrs.
- Second violation customer will lose 10% of their standard discount for 30 days and website must be corrected within 24hrs of written warning.
- Third violation customer will receive a 40% discount for 30 days and website must be corrected within 24hrs of written warning.
- Fourth violation customer will be closed down.

Please understand that this policy is unilaterally part of Santec's business strategy that will be fair to all of our customers. Please follow the above guidelines as we value all of our customers business.