

AimCam MINIMUM ADVERTISED PRICE POLICY (“MAP”) for USA.

This Policy shall be applied and enforced uniformly without exception. AimCam LLC does not seek, nor will it accept, any formal or informal agreement with regard to pricing.

AimCam is in the business of supporting retail stores and we believe in providing our retailers with a fair margin. We want to nurture bricks and mortar retail and help safeguard the jobs of the valued staff that can advise and assist customers with professional knowledge and expertise. We believe that some online sales platforms encourage disproportionate discounts that can be harmful to retail margins and the fees and hidden charges imposed by some third party platforms are detrimental to overall business profitability for everyone. In support of our retailers we endeavour to maintain price parity between online and offline sales.

AimCam considers it vital that all retailers should be able to run a profitable business selling AimCam cameras and accessories and whilst AimCam recognizes that retailers are at liberty to advertise and sell AimCam products at any price they choose, AimCam consider it to be vital to our continued success for all of it’s retailers to operate in a fair marketplace. AimCam requires that any advertising of its products or use of their trademarks meet certain minimum criteria.

In this regard, AimCam reserve the right to monitor advertised prices for AimCam branded products and to control access to stock, point of sale materials, promotional goods and ultimately to discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at a price lower than that allowed by the Minimum Advertised Price Policy (“MAP”) as defined by the retailer pricelist currently in force.

The AimCam Minimum Advertised Price Policy applies to advertised prices, not the price at which MAP Products are actually sold or offered for sale to an individual in-store or over the telephone.

For the avoidance of doubt, any communications which are broadcast or otherwise initiated by the retailer constitutes advertising for the purpose of this policy.

The AimCam MAP Policy applies to any and all advertisements of AimCam Products across all media, including but not limited to:-

Printed media such as leaflets, posters, mailers, newspapers, magazines and catalogues

Broadcast media such as television, radio, and video streaming sites such as youtube

Websites, social media sites, blogs, apps, or any other electronic media.

AimCam reserves the right to monitor the advertised prices of dealers by whatever means they wish, including the use of third party investigators.

Where AimCam is able to provide reasonable evidence that a retailer has breached the provisions of this policy, AimCam reserves the right to impose appropriate sanctions as listed below.

Promotional pricing events.

On occasion and at their sole discretion, AimCam may run seasonal promotional events during which retailers will be permitted to advertise AimCam products at prices below the usual MAP retail price. During such events, AimCam reserves the right to modify or suspend the MAP retail price with respect to specific products. AimCam will notify retailers of the modified prices in advance of promotional pricing events and specify the period of time during which the amended MAP pricing shall be permitted.

Product Bundling and other promotions.

Advertising AimCam products for sale together with products from brands other than AimCam is permitted under this policy provided that the overall price of the resulting bundle is no lower than the MAP price for the AimCam product contained in the Bundle. Where retailers chose to bundle AimCam products alongside Micro-SD memory cards, only SD cards of a suitable quality, memory size and performance rating should be used.

When bundling AimCam products with products manufactured by a brand other than AimCam the retailer must ensure that the non-AimCam product is identified as being manufactured by a third party other than AimCam.

MAP Violation Policy

1st Violation

Reseller will receive an initial violation warning, Violations must be corrected within 3 business days Failure to correct within 3 business days will result in Administrative hold on all orders for the item in violation for 60 days. Repeated violation on item will result in hold on all orders for the item in violation for 90 days followed by further enforcement described below.

2nd Violation

Violator will receive 2nd Violation Notice. Violation(s) must be corrected within 3 business days. Failure to correct within 3 business days will result in Administrative hold on all order for the brand in violation for 60 days. Repeated violations on item/brand will result in hold on all orders for the brand in violation for 90 days followed by further enforcement described below.

3rd Violation

Violator will receive 3rd Violation Notice. Violations must be corrected within 3 business days. Failure to correct within 3 business days will result in Administrative hold on all AimCam products for 90 days.

4th Violation

Immediate suspension of resellers account and deletion of their listing as an authorised retailer on AimCam.com