



SQUIRT USA Inc  
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US

## MINIMUM ADVERTISED PRICING (MAP) POLICY

Effective January 1, 2023

To ensure the integrity of its brand of high-quality bicycle and specialty formulated products, preserve the image and value of its products, build and maintain the retail network believed necessary to promote, sell and service its products, Squirt USA Inc unilaterally implements the following Minimum Advertised Price (MAP), Online Sales, and Intellectual Property Use Policy for all retailers in the USA.

This MAP policy applies only to advertised prices and does not apply to the prices at which products are sold. Legally, retailers are allowed to sell Squirt USA Inc products at any price and through any means they see fit, and this policy should not be construed as an attempt to change that in any way.

Squirt USA Inc, in its sole discretion, reserves the right to suspend sales or the supply of products to distributors and retailers who directly or indirectly choose to advertise products below Squirt USA Inc's MAP or sell Squirt USA Inc products in contravention of this Online Sales and Intellectual Property Use Policies. Squirt USA Inc has further unilaterally determined that it will block sales of Squirt USA Inc products to retailers who choose to violate its MAP, Online Sales and Intellectual Property Use Policies.

### Minimum Advertised Price (MAP) Policy

Squirt USA Inc publishes a list of minimum advertised prices (MAP) for all Squirt USA Inc products sold by Squirt USA Inc or its affiliates bearing Squirt USA Inc trademarks. The published MAP lists are in effect unless superseded by new published MAP pricing lists.

The MAP policy applies only to advertised prices and does not apply to the prices at which products are actually sold.

Any price information listed on an internet/online website, including price information in a website shopping cart, computer network service, catalogues, billboards, flyers, TV, radio, mass media, social media, direct mail, or email is to be considered advertising for the purposes of this policy.

Retailers that have a physical retail store in a commercial location with a walk-in storefront, showroom, website, business phone number and advertised hours of operation are permitted to advertise and sell Squirt USA Inc products on their company-owned website. Such Retailers are free to determine their own pricing-, advertising-, promotion-, and sales strategies within their own store/shop but are still subject to this MAP Policy.

Dealers may advertise and sell on their personal business websites in conformity with Squirt USA Inc Policies.

Loyalty programs, coupons, discount codes, rebates, dividends, and promotions that include all products in a retailer's physical store or online store (except products from brands that prohibit such promotions) are not considered violations of the MAP policy as long as they are not advertised as discounts associated specifically with any Squirt USA Inc product or products.

The following are the only exceptions to compliance with the MAP Policy described above:

- Promotional items related to ambassadorships, Squirt USA Inc. event sponsorships.
- Closeouts (defined as products/or SKU's no longer listed for sales on the current Squirt USA Inc price list).
- Special promotional sales of Squirt USA Inc Products as authorized from time to time by Squirt USA Inc for limited periods of time.

## Online Sales Policy

Unless specifically authorized in writing by Squirt USA Inc, retailers are not allowed to advertise or sell through any third-party platforms, including but not limited to Amazon, Walmart.com, Tartget.com, Sears.com, internet auction sites like e-Bay and other online platforms, etc.

Retailers wanting to be considered for authorization to sell on Amazon.com should apply to [amazon@squirtcycling.com](mailto:amazon@squirtcycling.com)

Selling FBA (fulfilment by Amazon) is prohibited for all Squirt USA Inc branded products.

Strictly online-only retailers are not allowed unless specifically authorized in writing by Squirt USA Inc.

## Policy Changes and Communication

Squirt USA Inc reserves the right to temporarily suspend the MAP policy for occasional promotions.

Squirt USA Inc reserves the right to modify MAP, Online Sales, and Intellectual Property Use, policies from time to time. All updates will be provided to US distributors, and will be available by request to authorized dealers from [map@squirtcycling.us](mailto:map@squirtcycling.us)

Retailers are responsible for remaining current with these policies and with the minimum advertised prices for all current model products. Current policy information is available from Squirt USA Inc at [map@squirtcycling.us](mailto:map@squirtcycling.us) and from authorized Squirt USA Inc wholesale distributors.

## Unilateral Action

The MAP and Online third-party Sales Policies do not establish an agreement between Squirt USA Inc and any retailer. Squirt USA Inc will not negotiate or discuss any conditions of acceptance of these Policies and will not accept any assurance of compliance. No distributor, retailer or sales representative is authorized to interpret it, waive, or negotiate the policies contained in this document.

## Intellectual Property Use Policy

Only retailers who comply with the MAP Policy and Online Sales Policy, may, subject to Squirt USA Inc's sole discretion, use Squirt USA Inc images, trademarks, trade names, logos and other intellectual property in their advertising. All intellectual property remains the exclusive property of Squirt USA Inc.

**Questions related to the Squirt USA Inc MAP and Online third-party Sales Policies can contact [map@squirtcycling.us](mailto:map@squirtcycling.us) or [amazon@squirtcycling.com](mailto:amazon@squirtcycling.com). Visit [www.squirtcycling.us/map](http://www.squirtcycling.us/map) for more information.**



**SQUIRT USA INC. MINIMUM ADVERTISED PRICING (MAP) POLICY  
PRICE LIST EFFECTIVE JANUARY 2023**

SKU Code	Item Name	Volume/Size	MSRP (Manufacturer Suggested Retail Price)	MAP (Minimum Advertised Price)
SQ-06	Squirt Long Lasting Chain Lube	120 ml (4 oz)	\$ 15,99	\$ 13,99
SQ-061	Squirt Low-Temperature Chain Lube	120 ml (4 oz)	\$ 17,99	\$ 15,99
SQ-062	Squirt e-Bike Chain Wax	120 ml (4 oz)	\$ 18,50	\$ 15,99
SQ-10	Squirt Long Lasting Chain Lube	500 ml (17 oz)	\$ 54,00	\$ 47,00
SQ-101	Squirt e-Bike Chain Wax	500 ml (17 oz)	\$ 57,00	\$ 49,99
SQ-07	Squirt Long Lasting Chain Lube	15 ml (0,5 oz)	\$ 2,20	\$ 1,90
SQ-072	Squirt Low-Temperature Chain Lube	15 ml (0,5 oz)	\$ 2,80	\$ 2,40
SQ-073	Squirt e-Bike Chain Wax	15 ml (0,5 oz)	\$ 2,91	\$ 2,40
SQ-05	Squirt Long Lasting Chain Lube Eco-Refill Box	5 L (170 oz)		
SQ-135	Squirt Bike Cleaner Super Concentrate 30ml Sachet, Carton Box	10 x 30ml sachets	\$ 23,00	\$ 20,00
SQ-134	Squirt Bike Cleaner Super Concentrate 30ml Sachet with Counter Display Box (price per sachet)	50 x 30ml sachets	\$ 2,15	\$ 1,80
SQ-136	Squirt Bike Cleaner Super Concentrate 30ml Sachet , Bulk pack	50 x 30ml sachets	\$ 2,15	\$ 1,80
SQ-166	Squirt Bike Cleaner 750ml (with Super Concentrate 30ml Sachets)	750ml + 3 x 30ml	\$ 15,00	\$ 12,99
SQ-171	Squirt Bike Cleaner Concentrate	5 L (170 oz)	\$ 54,00	\$ 46,00
SQ-18	Squirt Barrier Balm	100 g (3.4 oz)	\$ 22,00	\$ 18,99
SQ-19	Squirt Barrier Balm	20 g (0.7 oz)	\$ 5,50	\$ 4,50
SQ-21	Squirt Barrier Balm Sachet	6 g (0.2 oz)	\$ 1,50	\$ 1,30
SQ-12a	Squirt Sweatsucker Sweatband	1	\$ 32,00	\$ 26,99
SQ-12b	Squirt Slurp Sweatband	1	\$ 33,00	\$ 27,99
SQ-59	Squirt Neck Tube	1	\$ 22,00	\$ 18,99
SQ-29	Squirt Seal Tyre Sealant with BeadBlock Pouch with Counter Display Box (price per pouch)	12 x 120ml (4 oz) pouches	\$ 7,30	\$ 6,30
SQ-30	Squirt Seal Tyre Sealant with BeadBlock Pouch	120ml (4 oz)	\$ 7,30	\$ 6,30
SQ-32	Squirt Seal Tyre Sealant 1 L (with BeadBlock 30 ml) combo	1 L + 30 ml	\$ 36,00	\$ 29,99
SQ-33	Squirt Seal Tyre Sealant 5 L (with BeadBlock 100 ml) combo	5 L + 100 ml	\$ 140,00	\$ 99,99
SQ-35	Squirt BeadBlock Particles	100 ml (3.38 oz)	\$ 20,00	\$ 16,99