



**LEGO SYSTEMS, INC. AND LEGO BRAND RETAIL, INC.  
UNILATERAL MINIMUM ADVERTISED PRICE POLICY (MAP)  
EFFECTIVE January 1, 2024**

LEGO Systems, Inc. (“LSI”) and LEGO Brand Retail, Inc. (“LBRI”) are dedicated to producing high quality, innovative toys. LSI and LBRI have taken the utmost care, and devoted substantial resources toward cultivating positive consumer recognition of the LEGO® brand. LSI and LBRI have determined that certain advertising practices undermine the LEGO® brand’s trade reputation and premium image within the target consumer population and discourage resellers of LEGO® products from investing in LEGO® brand product lines and providing the best possible service and support to consumers. In order to maintain this brand position and ensure high quality presentation of these premium products, LSI and LBRI unilaterally adopt this Unilateral Minimum Advertised Price Policy (“Policy”).

1. This Policy applies to all retailers of LEGO® products in the United States of America, including but not limited to in-store retailers, catalog retailers, and internet retailers.
2. The Policy shall apply to certain LSI and LBRI products, inclusive of pre-order products, identified in the attached Schedule A (the “Products”). This Policy does not apply to other LEGO® products or product lines. Schedule A also includes a suggested minimum advertised price (the “UMAP Price”) for each Product. LSI and LBRI reserve the right to amend Schedule A from time to time, and may alter the Products and/or the UMAP Prices at their sole discretion. In addition, LSI and LBRI reserve the right to identify Products for which the designated UMAP Prices will apply only for a defined period of time, and to specify such period via amendment to the applicable Schedule A. LSI and LBRI are solely responsible for establishing the UMAP Prices for Products.
3. All retailers remain free to establish their own advertised and resale prices. LSI and LBRI also remain free to refuse to deal with any retailer.
4. Under the Policy, “advertising” includes creating, producing, publishing or otherwise being responsible for any off-premises advertising displayed via any type of media (including but not limited to newspapers, magazines, print ads, flyers, direct mail pieces, television, radio and the Internet) that advertises any of the Products at a price below the applicable UMAP Price. This Policy includes advertising of any rebates, membership discounts, banner discounts, store-wide or department sales (e.g., 20% off, buy-one-get-one-50% off), gift card advertised to be used at time of purchase which can be interpreted as an advertisement to sell Products below UMAP Pricing, or any other advertised discount on the Products. Bundles which include Products violate this Policy if the price of the bundle is less than the sum of all UMAP Prices for Products in

the bundle (e.g., a bundle containing (i) a Product with a UMAP Price of \$20 and (ii) a product not covered by this Policy with a suggested retail price of \$10, would violate this Policy if the bundle is advertised at a price below \$20). Direct or indirect attempts to circumvent this Policy also violate this Policy. It is not a violation to advertise that a customer may “call for price,” “text for price,” or “email for price” as long as no price is listed and no automated call, text message, or “bounce-back” email is used in response.

5. LSI and LBRI have unilaterally decided that they will refuse to deal with any retailer that advertises any of the Products below the applicable UMAP Price. Upon verifying that a retailer has advertised a Product below the applicable UMAP Price, LSI and LBRI will unilaterally suspend shipments of that Product to the retailer at any and all retailer locations or take other enforcement actions as unilaterally determined by LSI or LBRI. LSI and LBRI will suspend access to purchase (whether directly from LSI or LBRI, or via a distributor of Products) the violating Product for a retailer that violates this Policy for 180 calendar days for each violation of this Policy. During that time, purchase orders from that retailer for that Product, for any location, will not be honored. The retailer may continue to order, and LSI and LBRI will continue to sell, other LEGO® products and styles that have not been advertised off-premises in violation of this Policy. After 180 calendar days have passed, LSI and LBRI may unilaterally decide to resume shipments of the Product to the retailer, subject, however, to LSI and LBRI’s usual, confidential practices for allocating scarce product.
6. The Policy will be enforced by LSI and LBRI in their sole discretion and without notice. Any decision to reinstate a retailer’s ability to purchase a Product after the retailer has advertised that Product off-site below the applicable UMAP Price will be at the sole discretion of LSI and LBRI. LSI and LBRI do not ask for, and will not accept, any assurances of future compliance with this Policy as a condition of reinstatement. If LSI and LBRI determine that there is a high frequency of violations, LSI and LBRI at their sole discretion may terminate certain shipments of Products or all shipments to that retailer.
7. **No exceptions will be made to this Policy for any reason**, including, but not limited to, mistake, de-listing (in individual stores or chain-wide), markdowns, “all product” sales, closeouts, store-closings, BOGOs, % Offs, gift cards with purchase, banner ads, storewide coupons, coupons not supplied by the manufacturer, etc. It is a violation of this Policy to advertise the Products off-premises at any price below UMAP.
8. LSI and LBRI have adopted this Policy unilaterally. LSI and LBRI neither solicit, nor will they accept, any assurance of compliance with this Policy from any retailer or other party. Each retailer must independently choose whether to comply with the terms of this Policy. LSI and LBRI will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any retailer. Nothing in this Policy shall constitute an agreement between LSI, LBRI and any retailer that the retailer will comply with this Policy.

9. LSI and LBRI will not respond to questions or comments from one retailer about the activities or advertising of any other retailer. It is neither the duty nor the role of any retailer to attempt to enforce this Policy against another retailer, further, retailers have no right to enforce the Policy.
10. LSI and LBRI reserve the right to modify, suspend or discontinue this Policy in whole or in part at any time and without notice. The Policy may not apply to any LEGO Group sponsored promotions or rebates, as designated by LSI or LBRI from time to time in their sole discretion.
11. This is the latest LSI and LBRI Policy, and supersedes all previous Minimum Advertised Price policies. This Policy shall remain in effect unless LSI and LBRI amend or replace it. Absent such change or withdrawal, this Policy shall be in force until otherwise communicated.
12. This Policy does not apply in any way to a retailer's actual setting of retail sale prices. Each retailer remains free to set its actual resale price for LEGO® products, in the retailer's sole discretion. Accordingly, this Policy does not apply to any point-of-sale signs, stickers, hangtags, or barcodes and similar in-store markings on products or product packaging that merely state the retail prices at which LEGO® products may be purchased. Similarly, this Policy does not apply to the actual sales price on any "check-out page" of any retailer's website and/or related Internet site (typically the page at which the end user finally purchases the Product). Pricing information in the "shopping cart" or "check-out" stages must be obscured technically so that it is not retrievable by shopping and pricing engines, and not displayed on search page results within the retailer's own website.
13. LSI and LBRI believe that this Policy is clear and unambiguous. Employees and agents of LSI and LBRI, including sales representatives, are not authorized to discuss this Policy with anyone, including retailers. Employees and agents of LSI and LBRI, including sales representatives, do not have any authority to modify or grant exceptions to this Policy or obtain agreement of any person to this Policy. Should you have any inquiries regarding this Policy, however, please direct them in writing to the Pricing Policy Administrator, Legal Department 100 Print Shop Road, Enfield, CT 06082-1600 or at [PricingPolicyAdmin@o365.corp.LEGO.com](mailto:PricingPolicyAdmin@o365.corp.LEGO.com). LSI and LBRI will accept no other form of communication from retailers regarding the Policy.

## Schedule A: Products [continues onto next page]

New	Theme	Product No	Product Description	MSRP	UMAP (\$) Effective 1/1/24-2/29/24	UMAP (\$) Effective 3/1/24	EAN/UPC (PC) VERSION 1	EAN/UPC (PC) VERSION 2	EAN/UPC (PC) VERSION 3
	ICONS	10280	Flower Bouquet	59.99	47.99	47.99	673419340526		
	ICONS	10281	Bonsai Tree	49.99	39.99	39.99	673419340533		
	ICONS	10298	Vespa 125	99.99	79.99	79.99	673419355667	673419355957	
	ICONS	10300	Back to the Future Time Machine	199.99	159.99	159.99	673419355681	673419355964	
	ICONS	10302	Optimus Prime	179.99	143.99	143.99	673419355704	673419355988	
	ICONS	10306	Atan® 2600	239.99	191.99	191.99	673419355773	673419356022	
	ICONS	10309	Succulents	49.99	39.99	39.99	673419361620		
	ICONS	10311	Orchid	49.99	39.99	39.99	673419363266		
	ICONS	10313	Wildflower Bouquet	59.99	47.99	47.99	673419375276		
	ICONS	10314	Dried Flower Centerpiece	49.99	39.99	39.99	673419375283		
	ICONS	10315	Tranquil Garden	109.99	109.95	109.95	673419375290	673419377911	
*	ICONS	10327	tbd-Icons-IP-Entertainment-1-2024	164.99	164.95	164.95	673419388658		
*	ICONS	10328	tbd-Icons-Botanicals-1-2024	59.99	59.95	47.99	673419388665		
*	ICONS	10329	tbd-Icons-Botanicals-2-2024	49.99	49.95	39.99	673419387507		
*	ICONS	10330	tbd-Icons-IP-Vehicle-1-2024	79.99	79.95	79.95	673419388672		
*	ICONS	10331	tbd-Icons-Fauna-2024	49.99	49.95	49.95	673419394215		
*	DUPLO	10412	Animal Train	19.99	19.95	15.99	673419386821		
*	DUPLO	10414	Daily Routines: Eating & Bedtime	29.99	29.95	23.99	673419388344		
*	DUPLO	10415	Big Feelings & Emotions	29.99	29.95	23.99	673419388757		
*	DUPLO	10416	Caring for Animals at the Farm	49.99	49.95	39.99	673419388764		
*	DUPLO	10417	Mack at the Race	19.99	19.95	19.95	673419388771		
*	DUPLO	10418	Elsa & Bruni in the Enchanted Forest	29.99	29.95	29.95	673419388788		
*	DUPLO	10419	Caring for Bees & Beehives	19.99	19.95	15.99	673419387453		
*	DUPLO	10421	Alphabet Truck	39.99	39.95	31.99	673419387477		
*	DUPLO	10422	3in1 Space Shuttle Adventure	59.99	59.95	47.99	673419388955		
*	DUPLO	10423	Buildable People with Big Emotions	49.99	49.95	39.99	673419388962		
*	DUPLO	10438	Visit to the Vet Clinic	19.99	19.95	15.99	673419394185		
	SPIDEY	10782	Hulk vs. Rhino Truck Showdown	19.99	15.99	15.99	673419354929		
	GABBY'S DOLLHOUSE	10786	Gabby & MerCat's Ship & Spa	19.99	15.99	15.99	673419378239		
	GABBY'S DOLLHOUSE	10787	Kitty Fairy's Garden Party	34.99	27.99	27.99	673419378246		
	GABBY'S DOLLHOUSE	10788	Gabby's Dollhouse	79.99	79.95	79.95	673419378352	673419378369	
	SPIDEY	10791	Team Spidey's Mobile Headquarters	49.99	39.99	39.99	673419378390		
*	SPIDEY	10793	tbd-Spidey-2	19.99	19.95	19.95	673419388054		
*	SPIDEY	10794	tbd-Spidey-3	54.99	54.95	54.95	673419388061		
	DUPLO	10909	Heart Box	19.99	15.99	15.99	673419377393		
	DUPLO	10913	Brick Box	29.99	23.99	23.99	673419318815		
	DUPLO	10914	Deluxe Brick Box	49.99	39.99	39.99	673419318822		
	DUPLO	10931	Truck & Tracked Excavator	19.99	15.99	15.99	673419318976		
	DUPLO	10935	Alphabet Town	49.99	39.99	39.99	673419377843		
	DUPLO	10941	Mickey & Minnie Birthday Train	29.99	23.99	23.99	673419338028		
	DUPLO	10954	Number Train - Learn To Count	19.99	15.99	15.99	673419338233		
	DUPLO	10965	Bath Time Fun: Floating Animal Train	19.99	15.99	15.99	673419356794		
	DUPLO	10969	Fire Truck	29.99	23.99	23.99	673419356343		
	DUPLO	10970	Fire Station & Helicopter	89.99	71.99	71.99	673419356855	673419358293	
	DUPLO	10982	Fruit and Vegetable Tractor	19.99	15.99	15.99	673419375573		
	DUPLO	10983	Organic Market	29.99	23.99	23.99	673419375603		
	DUPLO	10984	Organic Garden	44.99	35.99	35.99	673419375610		
	DUPLO	10986	Family House on Wheels	19.99	15.99	15.99	673419375634		
	DUPLO	10987	Recycling Truck	19.99	15.99	15.99	673419375641		
	DUPLO	10988	The Bus Ride	19.99	15.99	15.99	673419376051		
	DUPLO	10989	Water Park	39.99	31.99	31.99	673419376068		
	DUPLO	10990	Construction Site	64.99	51.99	51.99	673419376075	673419375900	
	DUPLO	10991	Dream Playground	49.99	39.99	39.99	673419376082	673419375917	
	DUPLO	10992	Life At The Day-Care Center	44.99	35.99	35.99	673419376099	673419375924	
	DUPLO	10993	3in1 Tree House	89.99	71.99	71.99	673419376105	673419375931	
	DUPLO	10995	Spider-Man's House	19.99	15.99	15.99	673419376129		
	DUPLO	10996	Lightning McQueen & Mater's Car Wash Fun	29.99	23.99	23.99	673419376143		
	DUPLO	10997	Camping Adventure	49.99	39.99	39.99	673419374026		
	DUPLO	10998	3in1 Magical Castle	99.99	79.99	79.99	673419374033	673419376273	
	LEGO CLASSIC	11013	Creative Transparent Bricks	29.99	23.99	23.99	673419336239		
	LEGO CLASSIC	11027	Creative Neon Fun	19.99	15.99	15.99	673419374729		
	LEGO CLASSIC	11028	Creative Pastel Fun	19.99	15.99	15.99	673419374736		
	LEGO CLASSIC	11029	Creative Party Box	49.99	39.99	39.99	673419374743		
	LEGO CLASSIC	11030	Lots of Bricks	59.99	47.99	47.99	673419374750	673419372909	
*	LEGO CLASSIC	11034	Creative Pets	34.99	34.95	27.99	673419388160		
*	LEGO CLASSIC	11035	Creative Houses	54.99	54.95	43.99	673419388177		
*	LEGO CLASSIC	11036	Creative Vehicles	54.99	54.95	43.99	673419388184		
*	LEGO CLASSIC	11037	Creative Space Planets	34.99	34.95	27.99	673419388191		
	ARCHITECTURE	21044	Paris	49.99	39.99	39.99	673419302470		
	ARCHITECTURE	21056	Taj Mahal	119.99	95.99	95.99	673419339834		
	ARCHITECTURE	21057	Singapore	59.99	47.99	47.99	673419355858		
	ARCHITECTURE	21058	Great Pyramid of Giza	129.99	103.99	103.99	673419355865	673419355568	
	ARCHITECTURE	21060	Himeji Castle	159.99	159.95	159.95	673419374040		
	MINECRAFT	21166	The "Abandoned" Mine	19.99	15.99	15.99	673419340212		
	MINECRAFT	21178	The Fox Lodge	19.99	15.99	15.99	673419358491		
	MINECRAFT	21179	The Mushroom House	24.99	19.99	19.99	673419358507		
	MINECRAFT	21189	The Skeleton Dungeon	34.99	27.99	27.99	673419363907		
	MINECRAFT	21241	The Bee Cottage	24.99	19.99	19.99	673419374774		
	MINECRAFT	21242	The End Arena	24.99	19.99	19.99	673419374781		
	MINECRAFT	21243	The Frozen Peaks	34.99	27.99	27.99	673419371865		
	MINECRAFT	21244	The Sword Outpost	44.99	35.99	35.99	673419374798		
	MINECRAFT	21245	The Panda Haven	49.99	39.99	39.99	673419374804		
	MINECRAFT	21246	The Deep Dark Battle	64.99	51.99	51.99	673419374811		
	MINECRAFT	21247	The Axolotl House	26.99	21.99	21.99	673419374828		
	MINECRAFT	21248	The Pumpkin Farm	39.99	31.99	31.99	673419374835		
	MINECRAFT	21249	The Crafting Box 4.0	79.99	79.95	79.95	673419373579	673419372916	
	MINECRAFT	21250	The Iron Golem Fortress	109.99	109.95	109.95	673419373586	673419372923	
*	MINECRAFT	21252	The Armory	19.99	19.95	15.99	673419388467		
*	MINECRAFT	21253	The Animal Sanctuary	19.99	19.95	15.99	673419388474		
*	MINECRAFT	21254	The Turtle Beach House	26.99	26.95	21.99	673419388481		
*	MINECRAFT	21255	The Nether Portal Ambush	37.99	37.95	30.39	673419388498		
*	MINECRAFT	21256	The Frog House	54.99	54.95	43.99	673419388504		
*	MINECRAFT	21257	The Devourer Showdown	44.99	44.95	35.99	673419388511		

## Schedule A: Products [continued from previous page, continues onto next page]

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	LEGO IDEAS	21329	Fender® Stratocaster™	119.99	95.99	95.99	673419350334		
	LEGO IDEAS	21331	Sonic the Hedgehog™ – Green Hill Zone	79.99	79.99	63.99	673419357616		
	LEGO IDEAS	21333	Vincent van Gogh - The Starry Night	169.99	135.99	135.99	673419361941	673419368315	
	LEGO IDEAS	21334	Jazz Quartet	99.99	79.99	79.99	673419364911	673419368339	
	LEGO IDEAS	21338	A-Frame Cabin	179.99	143.99	143.99	673419376259	673419375450	
	LEGO IDEAS	21340	Tales of the Space Age	49.99	39.99	39.99	673419381154		
	LEGO IDEAS	21342	The Insect Collection	79.99	79.95	79.95	673419384247		
	LEGO IDEAS	21345	tbd-Ideas-1-2024	79.99	79.95	79.95	673419394079		
	LEGO IDEAS	21349	21349 tbd Ideas 5 2024 V39	99.99	99.95	99.95	673419394116		
	CREATOR	31109	Pirate Ship	119.99	95.99	95.99	673419317825	673419326711	
	CREATOR	31120	Medieval Castle	99.99	79.99	79.99	673419341172	673419340816	
	CREATOR	31126	Supersonic Jet	19.99	15.99	15.99	673419352055		
	CREATOR	31129	Majestic Tiger	49.99	39.99	39.99	673419355650		
	CREATOR	31133	White Rabbit	19.99	15.99	15.99	673419373593		
	CREATOR	31136	Exotic Parrot	19.99	15.99	15.99	673419373623		
	CREATOR	31137	Adorable Dogs	29.99	23.99	23.99	673419373630		
	CREATOR	31138	Beach Camper Van	49.99	39.99	39.99	673419373647		
	CREATOR	31139	Cozy House	59.99	47.99	47.99	673419374859		
	CREATOR	31141	Main Street	139.99	139.95	139.95	673419374873	673419372930	
	CREATOR	31142	Space Roller Coaster	109.99	109.95	109.95	673419374880	673419372947	
	CREATOR	31146	Flatbed Truck with Helicopter	19.99	19.95	15.99	673419386838		
	CREATOR	31147	Retro Camera	19.99	19.95	15.99	673419388610		
	CREATOR	31148	Retro Roller Skate	29.99	29.95	23.99	673419388627		
	CREATOR	31149	Flowers in Watering Can	29.99	29.95	23.99	673419388634		
	CREATOR	31150	Wild Safari Animals	64.99	64.95	51.99	673419388641		
	CREATOR	31152	Space Astronaut	54.99	54.95	43.99	673419386845		
	ART	31208	Hokusai – The Great Wave	99.99	79.99	79.99	673419374897	673419375436	
	ART	31209	The Amazing Spider-Man	199.99	199.95	199.95	673419374903		
	ART	31210	Modern Art	49.99	39.99	39.99	673419374910		
	ART	31211	tbd-Art-1-2024	59.99	59.95	47.99	673419389976		
	FRIENDS	41724	Paisley's House	39.99	31.99	31.99	673419373753		
	FRIENDS	41727	Dog Rescue Center	59.99	47.99	47.99	673419373043	673419373890	
	FRIENDS	41728	Heartlake Downtown Diner	29.99	23.99	23.99	673419374255		
	FRIENDS	41730	Autumn's House	69.99	55.99	55.99	673419374279	673419373913	
	FRIENDS	41731	Heartlake International School	99.99	79.99	79.99	673419374286	673419373920	
	FRIENDS	41735	Mobile Tiny House	64.99	51.99	51.99	673419374316	673419373944	
	FRIENDS	41736	Sea Rescue Center	49.99	39.99	39.99	673419377577		
	FRIENDS	41737	Beach Amusement Park	119.99	119.95	119.95	673419374323	673419374064	
	FRIENDS	41739	Lian's Room	19.99	15.99	15.99	673419374347		
	FRIENDS	41740	Aliya's Room	19.99	15.99	15.99	673419374354		
	FRIENDS	41744	Sports Center	94.99	94.95	94.95	673419374378	673419374071	
	FRIENDS	41745	Autumn's Horse Stable	59.99	47.99	47.99	673419374385	673419374088	
	FRIENDS	41746	Horse Training	29.99	23.99	23.99	673419374392		
	FRIENDS	41747	Heartlake City Community Kitchen	67.99	54.39	54.39	673419374408	673419374095	
	FRIENDS	41748	Heartlake City Community Center	139.99	139.95	139.95	673419374415	673419374101	673419392013
	FRIENDS	41752	Sea Rescue Plane	19.99	15.99	15.99	673419374446		
	FRIENDS	41755	Nova's Room	19.99	15.99	15.99	673419374477		
	FRIENDS	41756	Holiday Ski Slope and Café	79.99	79.95	79.95	673419374484	673419374125	
	FRIENDS	41757	Botanical Garden	79.99	79.95	79.95	673419374491	673419374132	
	FRIENDS	41760	Igloo Holiday Adventure	49.99	39.99	39.99	673419380898		
	TECHNIC	42136	John Deere 9620R 4WD Tractor	34.99	27.99	27.99	673419358194		
	TECHNIC	42141	McLaren Formula 1™ Race Car	199.99	159.99	159.99	673419358747	673419358880	
	TECHNIC	42149	Monster Jam™ Dragon™	19.99	15.99	15.99	673419371186		
	TECHNIC	42150	Monster Jam™ Monster Mutt™ Dalmatian	19.99	15.99	15.99	673419371193		
	TECHNIC	42151	Bugatti Bolide	49.99	39.99	39.99	673419378253		
	TECHNIC	42152	Firefighter Aircraft	99.99	79.99	79.99	673419378758	673419378697	
	TECHNIC	42153	NASCAR® Next Gen Chevrolet Camaro ZL1	49.99	39.99	39.99	673419378550		
	TECHNIC	42154	2022 Ford GT	119.99	95.99	95.99	673419378680	673419378703	
	TECHNIC	42155	THE BATMAN – BATCYCLE™	49.99	39.99	39.99	673419378567		
	TECHNIC	42156	PEUGEOT 9X8 2xH Le Mans Hybrid Hypercar	199.99	159.99	159.99	673419378574		
	TECHNIC	42157	John Deere 948L-II Skidder	199.99	199.95	199.95	673419378581		
	TECHNIC	42158	NASA Mars Rover Perseverance	99.99	99.95	99.95	673419378598		
	TECHNIC	42160	Audi RS Q e-tron	179.99	179.95	179.95	673419378611		
	TECHNIC	42161	Lamborghini Huracán Tecnica	49.99	39.99	39.99	673419378628		
	TECHNIC	42164	Off-Road Race Buggy	19.99	19.95	15.99	673419387279		
	TECHNIC	42165	tbd-Technic-Pull-B1-2024	26.99	26.95	26.95	673419394260		
	TECHNIC	42166	NEOM McLaren Extreme E Race Car	26.99	26.95	21.59	673419388696		
	TECHNIC	42167	Mack® LR Electric Garbage Truck	32.99	32.95	26.39	673419388702		
	TECHNIC	42168	John Deere 9700 Forage Harvester	39.99	39.95	31.99	673419388719		
	TECHNIC	42169	NEOM McLaren Formula E Race Car	49.99	49.95	49.95	673419388726		
	TECHNIC	42170	Kawasaki Ninja H2R Motorcycle	84.99	84.95	84.95	673419388733		
	TECHNIC	42178	Surface Space Loader LT78	34.99	34.95	34.95	673419389204		
	TECHNIC	42179	Planet Earth and Moon in Orbit	74.99	74.95	74.95	673419389211		
	TECHNIC	42180	Mars Crew Exploration Rover	149.99	149.95	149.95	673419389228		
	TECHNIC	42181	VTOL Heavy Cargo Spaceship LT81	109.99	109.95	109.95	673419389235		
	FRIENDS	42603	Stargazing Camping Vehicle	29.99	29.95	23.99	673419390101		
	FRIENDS	42604	Heartlake City Shopping Mall	119.99	119.95	119.95	673419390118		
	FRIENDS	42605	Mars Space Base and Rocket	79.99	79.95	79.95	673419390125		
	FRIENDS	42610	Karaoke Music Party	19.99	19.95	15.99	673419390255		
	FRIENDS	42613	Heartlake City Hospital Ambulance	34.99	34.95	27.99	673419390279		
	FRIENDS	42614	Vintage Fashion Store	44.99	44.95	35.99	673419390286		
	FRIENDS	42615	Pet Adoption Day	44.99	44.95	35.99	673419389723		
	FRIENDS	42616	Heartlake City Music Talent Show	64.99	64.95	51.99	673419389730		
	FRIENDS	42617	Farm Animal Sanctuary	54.99	54.95	43.99	673419390293		
	FRIENDS	42619	Pop Star Music Tour Bus	84.99	84.95	84.95	673419390316		
	FRIENDS	42620	Olly and Paisley's Family Houses	99.99	99.95	99.95	673419387606		
	FRIENDS	42621	Heartlake City Hospital	109.99	109.95	109.95	673419387576		
	FRIENDS	42632	Farm Animal Vet Clinic	29.99	29.95	23.99	673419390415		
	FRIENDS	42633	Hot Dog Food Truck	19.99	19.95	15.99	673419387583		
	FRIENDS	42634	Horse and Pony Trailer	19.99	19.95	15.99	673419387590		

## Schedule A: Products [continued from previous page, continues onto next page]

New	Theme	Product No	Product Description	MSRP	UMAP (\$) Effective 1/1/24-2/29/24	UMAP (\$) Effective 3/1/24	EAN/UPC (PC) VERSION 1	EAN/UPC (PC) VERSION 2	EAN/UPC (PC) VERSION 3
	DISNEY ANIMATION	43205	Ultimate Adventure Castle	99.99	79.99	79.99	673419355605	673419356169	
	DISNEY ANIMATION	43206	Cinderella and Prince Charming's Castle	89.99	71.99	71.99	673419355612	673419356176	
	DISNEY ANIMATION	43210	Moana's Wayfinding Boat	34.99	27.99	27.99	673419378406		
	DISNEY ANIMATION	43211	Aurora's Castle	44.99	35.99	35.99	673419378413		
	DISNEY ANIMATION	43212	Disney Celebration Train	39.99	31.99	31.99	673419378420		
	DISNEY ANIMATION	43213	The Little Mermaid Story Book	19.99	15.99	15.99	673419378437		
	DISNEY ANIMATION	43215	The Enchanted Treehouse	159.99	127.99	127.99	673419378451		
	DISNEY ANIMATION	43216	Princess Enchanted Journey	64.99	51.99	51.99	673419378468		
	DISNEY ANIMATION	43217	'Up' House	59.99	47.99	47.99	673419378475		
	DISNEY ANIMATION	43218	Anna and Elsa's Magical Carousel	19.99	15.99	15.99	673419378482		
	DISNEY ANIMATION	43219	Disney Princess Creative Castles	34.99	27.99	27.99	673419378499		
	DISNEY ANIMATION	43221	100 Years of Disney Animation Icons	59.99	47.99	47.99	673419378512		
	DISNEY ANIMATION	43223	Asha in the City of Rosas	19.99	15.99	15.99	673419378536		
	DISNEY ANIMATION	43224	King Magnifico's Castle	99.99	99.95	99.95	673419378260	673419378277	
	DISNEY ANIMATION	43230	Walt Disney Tribute Camera	99.99	99.95	99.95	673419381314	673419381321	
	DISNEY ANIMATION	43231	Asha's Cottage	49.99	39.99	39.99	673419381338		
	DISNEY ANIMATION	43237	Isabela's Flowerpot	39.99	39.95	39.95	673419388849		
	DISNEY ANIMATION	43238	Elsa's Frozen Castle	44.99	44.95	35.99	673419390057		
	DISNEY ANIMATION	43239	Mirabel's Photo Frame and Jewelry Box	29.99	29.95	29.95	673419391023		
	DISNEY ANIMATION	43241	Rapunzel's Tower & The Snuggly Duckling	84.99	84.95	84.95	673419390064		
	DISNEY ANIMATION	43246	Disney Princess Market Adventure	99.99	99.95	99.95	673419390071		
	DISNEY ANIMATION	43248	43248 tbd Disney pixar 1 2024 V39	34.99	34.95	34.95	673419390088		
	DISNEY ANIMATION	43249	Stitch	64.99	64.95	64.95	673419388801		
	DISNEY ANIMATION	43276	Snow White's Jewelry Box	44.99	44.95	44.95	673419400954		
	CITY	60283	Holiday Camper Van	19.99	15.99	15.99	673419336369		
	CITY	60287	Tractor	19.99	15.99	15.99	673419336727		
	CITY	60314	Police Station	69.99	55.99	55.99	673419359252	673419359498	
	CITY	60335	Train Station	99.99	79.99	79.99	673419361897	673419366229	
	CITY	60336	Freight Train	199.99	159.99	159.99	673419361903	673419366236	
	CITY	60337	Express Passenger Train	189.99	151.99	151.99	673419359368	673419358644	
	CITY	60362	Car Wash	32.99	26.39	26.39	673419373678		
	CITY	60363	Ice-Cream Shop	39.99	31.99	31.99	673419374989		
	CITY	60364	Street Skate Park	67.99	54.39	54.39	673419373999	673419374187	
	CITY	60365	Apartment Building	94.99	94.95	94.95	673419374002	673419374194	
	CITY	60366	Ski and Climbing Center	119.99	119.95	119.95	673419374019	673419374200	
	CITY	60367	Passenger Airplane	119.99	119.95	119.95	673419374842	673419374217	
	CITY	60368	Arctic Explorer Ship	159.99	159.95	159.95	673419375054	673419374224	
	CITY	60372	Police Training Academy	99.99	79.99	79.99	673419375092	673419374248	
	CITY	60373	Fire Rescue Boat	29.99	23.99	23.99	673419375108		
	CITY	60374	Fire Command Truck	64.99	51.99	51.99	673419375115	673419375351	
	CITY	60375	Fire Station and Fire Truck	39.99	31.99	31.99	673419375122		
	CITY	60377	Explorer Diving Boat	39.99	31.99	31.99	673419375146		
	CITY	60378	Arctic Explorer Truck and Mobile Lab	74.99	59.99	59.99	673419375153	673419375368	
	CITY	60379	Deep-Sea Explorer Submarine	109.99	109.95	109.95	673419375160	673419375375	
	CITY	60380	Downtown	199.99	199.95	199.95	673419375986		
	CITY	60384	Penguin Slushy Van	19.99	15.99	15.99	673419372053		
	CITY	60386	Recycling Truck	29.99	23.99	23.99	673419375184		
	CITY	60387	4x4 Off-Roader Adventures	29.99	23.99	23.99	673419375191		
	CITY	60388	Gaming Tournament Truck	39.99	31.99	31.99	673419375207		
	CITY	60389	Custom Car Garage	59.99	47.99	47.99	673419375214	673419375382	
	CITY	60391	Construction Trucks and Wrecking Ball Crane	59.99	47.99	47.99	673419375238	673419375399	
	CITY	60403	Emergency Ambulance and Snowboarder	19.99	19.95	15.99	673419386913		
	CITY	60404	Burger Truck	19.99	19.95	15.99	673419386920		
	CITY	60405	Emergency Rescue Helicopter	19.99	19.95	15.99	673419386937		
	CITY	60406	Race Car and Car Carrier Truck	29.99	29.95	23.99	673419386944		
	CITY	60412	4x4 Fire Truck with Rescue Boat	34.99	34.95	27.99	673419388870		
	CITY	60413	Fire Rescue Plane	54.99	54.95	43.99	673419388887		
	CITY	60414	Fire Station with Fire Truck	79.99	79.95	79.95	673419388894		
	CITY	60415	Police Car and Muscle Car Chase	19.99	19.95	15.99	673419388900		
	CITY	60417	Police Speedboat and Crooks' Hideout	34.99	34.95	27.99	673419388924		
	CITY	60418	Police Mobile Crime Lab Truck	54.99	54.95	43.99	673419388931		
	CITY	60419	Police Prison Island	99.99	99.95	99.95	673419388948		
	CITY	60429	Spaceship and Asteroid Discovery	19.99	19.95	15.99	673419387354		
	CITY	60430	Interstellar Spaceship	19.99	19.95	15.99	673419389686		
	CITY	60431	Space Explorer Rover and Alien Life	34.99	34.95	27.99	673419389930		
	CITY	60432	Command Rover and Crane Loader	84.99	84.95	84.95	673419389327		
	CITY	60433	Modular Space Station	109.99	109.95	109.95	673419389334		
	CITY	60434	Space Base and Rocket Launchpad	134.99	134.95	134.95	673419390200		
	SUPER MARIO	71360	Adventures with Mario Starter Course	59.99	47.99	47.99	673419318327	673419362009	
	SUPER MARIO	71387	Adventures with Luigi Starter Course	59.99	47.99	47.99	673419339315	673419362993	
	SUPER MARIO	71403	Adventures with Peach Starter Course	59.99	47.99	47.99	673419357098	673419371260	
	SUPER MARIO	71408	Peach's Castle Expansion Set	129.99	103.99	103.99	673419357166	673419357265	
	SUPER MARIO	71421	Dixie Kong's Jungle Jam Expansion Set	26.99	21.59	21.59	673419374552		
	SUPER MARIO	71422	Picnic at Mario's House Expansion Set	37.99	30.39	30.39	673419374569		
	SUPER MARIO	71423	Dry Bowser Castle Battle Expansion Set	109.99	109.95	109.95	673419374576	673419375405	
	SUPER MARIO	71424	Donkey Kong's Tree House Expansion Set	59.99	47.99	47.99	673419374583		
	SUPER MARIO	71425	Diddy Kong's Mine Cart Ride Expansion Set	109.99	109.95	109.95	673419374590	673419375429	
	SUPER MARIO	71426	Piranha Plant	59.99	47.99	47.99	673419374606		
	SUPER MARIO	71429	tbd-Super-Mario-2024-2	19.99	19.95	15.99	673419391757		
	SUPER MARIO	71430	tbd-Super-Mario-2024-2	19.99	19.95	15.99	673419391764		
	SUPER MARIO	71431	tbd-Super-Mario-2024-4	29.99	29.95	23.99	673419391771		
	SUPER MARIO	71432	tbd-Super-Mario-2024-5	44.99	44.95	35.99	673419391788		
	DREAMZZZ	71453	Izzie and Bunchu the Bunny	19.99	15.99	15.99	673419376204		
	DREAMZZZ	71454	Mateo and Z-Blob the Robot	19.99	15.99	15.99	673419376211		
	DREAMZZZ	71455	Grimkeeper the Cage Monster	37.99	30.39	30.39	673419376228		
	DREAMZZZ	71456	Mrs. Castillo's Turtle Van	47.99	38.39	38.39	673419376235		
	DREAMZZZ	71457	Pegasus Flying Horse	49.99	39.99	39.99	673419376242		
	DREAMZZZ	71458	Crocodile Car	59.99	47.99	47.99	673419376457		
	DREAMZZZ	71459	Stable of Dream Creatures	79.99	79.95	79.95	673419376464	673419376167	
	DREAMZZZ	71460	Mr. Oz's Spacebus	99.99	99.95	99.95	673419376471	673419376174	
	DREAMZZZ	71461	Fantastical Tree House	109.99	109.95	109.95	673419376488	673419376181	
	DREAMZZZ	71469	Nightmare Shark Ship	139.99	139.95	139.95	673419376495	673419376198	
	DREAMZZZ	71475	Mr. Oz's Space Car	29.99	29.95	23.99	673419389358		
	DREAMZZZ	71476	Zoey and Zian the Cat-Owl	49.99	49.95	39.99	673419389365		
	DREAMZZZ	71477	The Sandman's Tower	89.99	89.95	89.95	673419389372		

## Schedule A: Products [continued from previous page, continues onto next page]

New	Theme	Product No	Product Description	MSRP	UMAP (\$) Effective 1/1/24-2/29/24	UMAP (\$) Effective 3/1/24	EAN/UPC (PC) VERSION 1	EAN/UPC (PC) VERSION 2	EAN/UPC (PC) VERSION 3
	NINJAGO	71782	Cole's Earth Dragon EVO	34.99	27.99	27.99	673419371971		
	NINJAGO	71783	Kai's Mech Rider EVO	44.99	35.99	35.99	673419373807		
	NINJAGO	71785	Jay's Titan Mech	79.99	63.99	63.99	673419373821	673419375474	
	NINJAGO	71786	Zane's Ice Dragon Creature	99.99	79.99	79.99	673419373838	673419375481	
	NINJAGO	71787	Creative Ninja Brick Box	59.99	47.99	47.99	673419373845		
	NINJAGO	71789	Kai and Ras's Car and Bike Battle	19.99	15.99	15.99	673419373852		
	NINJAGO	71790	Imperium Dragon Hunter Hound	19.99	15.99	15.99	673419375658		
	NINJAGO	71791	Zane's Dragon Power Spinjitzu Race Car	34.99	27.99	27.99	673419375665		
	NINJAGO	71792	Sora's Transforming Mech Bike Racer	47.99	38.39	38.39	673419375672		
	NINJAGO	71793	Heatwave Transforming Lava Dragon	54.99	43.99	43.99	673419375696		
	NINJAGO	71794	Lloyd and Arin's Ninja Team Mechs	79.99	79.95	79.95	673419375702	673419375504	
	NINJAGO	71795	Temple of the Dragon Energy Cores	94.99	94.95	94.95	673419375719	673419375511	
	NINJAGO	71796	Elemental Dragon vs. The Empress Mech	129.99	129.95	129.95	673419375726	673419375528	
	NINJAGO	71797	Destiny's Bounty - Race Against Time	159.99	159.95	159.95	673419375733	673419375535	
	NINJAGO	71798	Nya and Arin's Baby Dragon Battle	34.99	27.99	27.99	673419375740		
	NINJAGO	71806	Cole's Elemental Earth Mech	19.99	19.95	19.99	673419389266		
	NINJAGO	71807	Sora's Elemental Tech Mech	19.99	19.95	19.95	673419389013		
	NINJAGO	71808	Kai's Elemental Fire Mech	29.99	29.95	23.99	673419389754		
	NINJAGO	71809	Egalt the Master Dragon	69.99	69.95	55.99	673419389761		
	NINJAGO	71811	Arin's Ninja Off-Road Buggy Car	49.99	49.95	49.95	673419389785		
	NINJAGO	71812	Kai's Ninja Climber Mech	69.99	69.95	69.95	673419389792		
	NINJAGO	71813	Wolf Mask Shadow Dojo	119.99	119.95	119.95	673419389808		
	NINJAGO	71815	Kai's Source Dragon Battle	37.99	37.95	37.95	673419389815		
	NINJAGO	71817	Lloyd's Elemental Power Mech	19.99	19.95	19.95	673419394161		
	NINJAGO	71819	Z1819 tbd Ninjago 2024 19 V39	119.99	119.95	119.95	673419389853		
	STAR WARS TM	75257	Millennium Falcon™	169.99	135.99	135.99	673419304429	673419317528	
	STAR WARS TM	75304	Darth Vader™ Helmet	79.99	63.99	63.99	673419340854		
	STAR WARS TM	75325	The Mandalorian's N-1 Starfighter™	59.99	47.99	47.99	673419357456		
	STAR WARS TM	75328	The Mandalorian™ Helmet	69.99	55.99	55.99	673419357487		
	STAR WARS TM	75333	Obi-Wan Kenobi's Jedi Starfighter™	29.99	23.99	23.99	673419357531		
	STAR WARS TM	75337	AT-TE™ Walker	139.99	111.99	111.99	673419357579	673419356657	
	STAR WARS TM	75345	501st Clone Troopers™ Battle Pack	19.99	15.99	15.99	673419376891		
	STAR WARS TM	75346	Pirate Snub Fighter	34.99	27.99	27.99	673419376907		
	STAR WARS TM	75347	TIE Bomber™	64.99	51.99	51.99	673419376914		
	STAR WARS TM	75348	Mandalorian Fang Fighter vs. TIE Interceptor™	99.99	79.99	79.99	673419376921	673419376860	
	STAR WARS TM	75349	Captain Rex™ Helmet	69.99	55.99	55.99	673419376938		
	STAR WARS TM	75350	Clone Commander Cody™ Helmet	69.99	55.99	55.99	673419376945		
	STAR WARS TM	75352	Emperor's Throne Room™ Diorama	99.99	79.99	79.99	673419376952		
	STAR WARS TM	75353	Endor™ Speeder Chase Diorama	79.99	63.99	63.99	673419376969		
	STAR WARS TM	75354	Coruscant Guard Gunship™	139.99	139.95	139.95	673419379038		
	STAR WARS TM	75359	352nd Ahsoka's Clone Trooper™ Battle Pack	19.99	15.99	15.99	673419376990		
	STAR WARS TM	75360	Yoda's Jedi Starfighter™	34.99	27.99	27.99	673419377003		
	STAR WARS TM	75361	Spider Tank	49.99	39.99	39.99	673419377010		
	STAR WARS TM	75362	Ahsoka Tano's T-6 Jedi Shuttle	79.99	79.95	79.95	673419377027		
	STAR WARS TM	75364	New Republic E-Wing™ vs. Shin Hati's Starfighter™	109.99	109.95	109.95	673419377041	673419376877	
	STAR WARS TM	75365	Yavin 4 Rebel Base	169.99	169.95	169.95	673419377058		
	STAR WARS TM	75371	Chewbacca™	199.99	199.95	199.95	673419381376		
	STAR WARS TM	75372	Clone Trooper™ & Battle Droid™ Battle Pack	29.99	29.95	23.99	673419389457		
	STAR WARS TM	75375	tbd-LSW-IP-4-2025	84.99	84.95	84.95	673419389488		
	STAR WARS TM	75376	tbd-LSW-IP-5-2024	79.99	79.95	79.95	673419389495		
	STAR WARS TM	75378	BARC Speeder™ Escape	29.99	29.95	29.95	673419389501		
	STAR WARS TM	75379	tbd-LSW-IP-8-2024	99.99	99.95	99.95	673419389518		
	STAR WARS TM	75380	tbd-LSW-IP-9-2024	79.99	79.95	79.95	673419389525		
	STAR WARS TM	75381	tbd-LSW-IP-10-2024	64.99	64.95	64.95	673419389532		
	STAR WARS TM	75384	The Crimson Firehawk™	49.99	49.95	39.99	673419389549		
	STAR WARS TM	75387	tbd-LSW-IP-16-2024	54.99	54.95	54.95	673419389570		
	AVATAR	75572	Jake & Neytiri's First Banshee Flight	59.99	47.99	47.99	673419340472		
	AVATAR	75574	Toruk Makto & Tree of Souls	169.99	119.99	119.99	673419340571	6734193746849	
	AVATAR	75575	Ilu Discovery	24.99	19.99	19.99	673419377133		
	AVATAR	75578	Skimwing Adventure	34.99	27.99	27.99	673419377140		
	PT IP 2 2024 ORANGE	75580	75580 tbd New IP 2 2024 1 V39	24.99	24.95	24.95	673419390885		
	PT IP 2 2024 ORANGE	75581	75581 tbd PT IP 2 2024 2 V39	39.99	39.95	39.95	673419390199		
	PT IP 2 2024 ORANGE	75582	75582 tbd PT IP 2 2024 3 V39	54.99	54.95	54.95	673419391108		
	PT IP 2 2024 ORANGE	75583	75583 tbd PT IP 2 2024 4 V39	99.99	99.95	99.95	673419391115		
	HARRY POTTER TM	75949	Hogwarts™ Astronomy Tower	99.99	79.99	79.99	673419317917	673419326308	
	SUPER HEROES	76191	Infinity Gauntlet	79.99	63.99	63.99	673419339872		
	SUPER HEROES	76217	Lam Groot	54.99	43.99	43.99	673419356534		
	SUPER HEROES	76224	Batmobile™: Batman™ vs. The Joker™ Chase	47.99	38.39	38.39	673419384032		
	SUPER HEROES	76226	Spider-Man Figure	24.99	19.99	19.99	673419356596		
	SUPER HEROES	76244	Miles Morales vs. Morbius	24.99	19.99	19.99	673419376594		
	SUPER HEROES	76245	Ghost Rider Mech & Bike	34.99	27.99	27.99	673419376600		
	SUPER HEROES	76247	The Hulkbuster: The Battle of Wakanda	49.99	39.99	39.99	673419376617		
	SUPER HEROES	76248	The Avengers Quintet	99.99	79.99	79.99	673419376624	673419376426	
	SUPER HEROES	76249	Venomized Groot	49.99	39.99	39.99	673419376631		
	SUPER HEROES	76254	Baby Rocket's Ship	34.99	27.99	27.99	673419376662		
	SUPER HEROES	76257	Wolverine Construction Figure	32.99	26.39	26.39	673419376686		
	SUPER HEROES	76258	Captain America Construction Figure	32.99	26.39	26.39	673419376693		
	SUPER HEROES	76259	Batman™ Construction Figure	32.99	26.39	26.39	673419376709		
	SUPER HEROES	76261	Spider-Man Final Battle	109.99	109.95	109.95	673419376723	673419376440	
	SUPER HEROES	76263	Iron Man Hulkbuster vs. Thanos	26.99	21.59	21.59	673419376747		
	SUPER HEROES	76264	Batmobile™ Pursuit: Batman™ vs. The Joker™	26.99	21.59	21.59	673419376754		
	SUPER HEROES	76265	Batwing: Batman™ vs. The Joker™	37.99	30.39	30.39	673419376761		
	SUPER HEROES	76266	Endgame Final Battle	99.99	99.95	99.95	673419376778	673419376556	
	SUPER HEROES	76278	tbd-SH-2024-Marvel-4	37.99	37.95	30.39	673419390873		
	SUPER HEROES	76279	tbd-SH-2024-Marvel-5	34.99	34.95	27.99	673419390880		
	SUPER HEROES	76280	tbd-SH-2024-Marvel-6	37.99	37.95	30.39	673419390887		
	SUPER HEROES	76281	tbd-SH-2024-Marvel-7	84.99	84.95	84.95	673419390903		
	SUPER HEROES	76282	tbd-SH-2024-Marvel-8	59.99	59.95	47.99	673419390910		
	SUPER HEROES	76284	tbd-SH-2024-Marvel-10	34.99	34.95	34.95	673419390927		
	SUPER HEROES	76292	tbd-extra-LSH	54.99	54.95	54.95	673419394246		
	SUPER HEROES	76296	tbd-SH-2024-Marvel-22	34.99	34.95	34.95	673419393713		
	SUPER HEROES	76298	tbd-SH-2024-Marvel-24	29.99	29.95	29.95	673419391009		
	HARRY POTTER TM	76388	Hogsmeade™ Village Visit	89.99	71.99	71.99	673419340458	673419347266	
	HARRY POTTER TM	76389	Hogwarts™ Chamber of Secrets	149.99	119.99	119.99	673419340113	673419347273	
	HARRY POTTER TM	76402	Hogwarts™ Dumbledores Office	79.99	63.99	63.99	673419355513	673419358611	
	HARRY POTTER TM	76413	Hogwarts™: Room of Requirement	49.99	39.99	39.99	673419375795		
	HARRY POTTER TM	76414	Expecto Patronum	69.99	55.99	55.99	673419375801		
	HARRY POTTER TM	76415	The Battle of Hogwarts™	79.99	79.95	79.95	673419375818		
	HARRY POTTER TM	76416	Quidditch™ Trunk	67.99	54.39	54.39	673419375849		
	HARRY POTTER TM	76419	Hogwarts™ Castle and Grounds	169.99	169.95	169.95	673419375863		
	HARRY POTTER TM	76420	Triwizard Tournament: The Black Lake	44.99	35.99	35.99	673419375870		
	HARRY POTTER TM	76421	Dobby™ the House-Elf	34.99	27.99	27.99	673419381178		
	HARRY POTTER TM	76423	Hogwarts Express™ & Hogsmeade™ Station	129.99	129.95	129.95	673419379281	673419379366	
	HARRY POTTER TM	76425	Hedwig™ at 4 Privet Drive	19.99	19.95	19.95	673419389849		
	HARRY POTTER TM	76426	Hogwarts™ Castle Boathouse	37.99	37.95	37.95	673419389874		
	HARRY POTTER TM	76428	Hagrid's Hut: An Unexpected Visit	74.99	74.95	74.95	673419389883		
	HARRY POTTER TM	76429	Talking Sorting Hat™	99.99	99.95	99.95	673419389890		
	HARRY POTTER TM	76430	Hogwarts™ Castle Owlery	44.99	44.95	44.95	673419389906		
	HARRY POTTER TM	76432	Forbidden Forest: Magical Creatures	29.99	29.95	29.95	673419393539		

## Schedule A: Products [continued from previous page]

New	Theme	Product No	Product Description	MSRP	UMAP (\$) Effective 1/1/24-2/29/24	UMAP (\$) Effective 3/1/24	EAN/UPC (PC) VERSION 1	EAN/UPC (PC) VERSION 2	EAN/UPC (PC) VERSION 3
	SPEED CHAMPIONS	76906	1970 Ferrari 512 M	19.99	15.99	15.99	673419353663		
	SPEED CHAMPIONS	76907	Lotus Evija	19.99	15.99	15.99	673419358729		
	SPEED CHAMPIONS	76908	Lamborghini Countach	19.99	15.99	15.99	673419358736		
	SPEED CHAMPIONS	76909	Mercedes-AMG F1 W12 E Performance & Mercedes-AMG GT3	34.99	27.99	27.99	673419358989		
	SPEED CHAMPIONS	76914	Ferrari 812 Competizione	24.99	19.99	19.99	673419378635		
	SPEED CHAMPIONS	76915	Pagani Utopia	24.99	19.99	19.99	673419378642		
	SPEED CHAMPIONS	76916	Porsche 963	24.99	19.99	19.99	673419378659		
	SPEED CHAMPIONS	76917	2 Fast 2 Furious Nissan Skyline GT-R (R34)	24.99	19.99	19.99	673419378666		
	SPEED CHAMPIONS	76918	McLaren Solus GT & McLaren F1 LM	34.99	27.99	27.99	673419378673		
*	SPEED CHAMPIONS	76919	tbd-SC-1-2024	26.99	26.95	26.95	673419389068		
*	SPEED CHAMPIONS	76920	Ford Mustang Dark Horse Sports Car	26.99	26.95	26.95	673419389075		
*	SPEED CHAMPIONS	76921	Audi S1 e-tron quattro Race Car	26.99	26.95	26.95	673419389099		
*	SPEED CHAMPIONS	76922	BMW M4 GT3 & BMW M Hybrid V8 Race Cars	44.99	44.95	44.95	673419389105		
	JURASSIC WORLD	76944	T. rex Dinosaur Breakout	49.99	39.99	39.99	673419340199		
	JURASSIC WORLD	76946	Blue & Beta Velociraptor Capture	34.99	27.99	27.99	673419340410		
	JURASSIC WORLD	76949	Giganotosaurus & Therizinosaurus Attack	139.99	111.99	111.99	673419340441	673419347228	
	JURASSIC WORLD	76957	Velociraptor Escape	39.99	31.99	31.99	673419377485		
	JURASSIC WORLD	76958	Dilophosaurus Ambush	19.99	15.99	15.99	673419377492		
	JURASSIC WORLD	76959	Triceratops Research	49.99	39.99	39.99	673419377508		
	JURASSIC WORLD	76960	Brachiosaurus Discovery	79.99	63.99	63.99	673419377515		
*	JURASSIC WORLD	76963	Baby Dinosaur Rescue Center	39.99	39.95	31.99	673419387262		
*	JURASSIC WORLD	76964	tbd-JW-2024-3	39.99	39.95	31.99	673419388399		
	SONIC	76990	Sonic's Speed Sphere Challenge	34.99	27.99	27.99	673419375993		
	SONIC	76991	Tails' Workshop and Tornado Plane	39.99	31.99	31.99	673419376006		
	SONIC	76992	Amy's Animal Rescue Island	49.99	39.99	39.99	673419376013		
	SONIC	76993	Sonic vs. Dr. Eggman's Death Egg Robot	59.99	47.99	47.99	673419376020		
	SONIC	76994	Sonic's Green Hill Zone Loop Challenge	99.99	99.95	99.95	673419376037	673419376044	
*	SONIC	76995	tbd-Gaming-IP-Lemon-1	19.99	19.95	15.99	673419391665		
*	SONIC	76996	tbd-Gaming-IP-Lemon-2	34.99	34.95	27.99	673419391672		
	INDIANA JONES	77012	Fighter Plane Chase	34.99	27.99	27.99	673419361958		
	INDIANA JONES	77013	Escape from the Lost Tomb	39.99	31.99	31.99	673419361965		
	INDIANA JONES	77015	Temple of the Golden Idol	149.99	119.99	119.99	673419361989		
*	GAMING IP GUMDROP 2024	77047	Bunnie's Outdoor Activities	19.99	19.95	19.95	673419391610		
*	GAMING IP GUMDROP 2024	77048	Kapp'n's Island Boat Tour	29.99	29.95	29.95	673419391146		
*	GAMING IP GUMDROP 2024	77049	Isabelle's House Visit	39.99	39.95	39.95	673419391627		
*	GAMING IP GUMDROP 2024	77050	Nook's Cranny & Rosie's House	74.99	74.95	74.95	673419391634		
*	CHINESE FESTIVALS	80112	tbd-CTF-2024-1	89.99	89.95	89.95	673419391276		
*	CHINESE FESTIVALS	80113	tbd-CTF-2024-2	129.99	129.95	129.95	673419391283		



## **LSI/LBRI Policy Frequently Asked Questions (“FAQ’s”)**

**Note that these FAQs are illustrative only, and to the extent there is any conflict, the Policy controls.**

**Q: Are all forms of advertising covered by the Policy?**

**A: All forms of off-site advertising are covered (not in-store).**

**Q: Are all SKU’s/products covered by the Policy?**

**A: No. Only the SKU’s listed in the Policy.**

**Q: What if my printed weekly circular advertises a SKU price below the UMAP Price?**

**A: You are in violation of the Policy.**

**Q: How often are the UMAP SKU’s updated in the Policy?**

**A: They are updated at the unilateral discretion of LSI and LBRI.**

**Q: Can I advertise a price higher than your UMAP Price without violating the Policy?**

**A: Yes.**

**Q: What types of advertising violate the Policy?**

**A: It is a violation of this Policy to advertise a Product below the UMAP Price, in any form, including, but not limited to any rebates, membership discounts, banner discounts, store-wide or department sales (e.g. 25% off, buy-one-get-one-50% off), gift cards (unless otherwise permitted by this Policy) or any other advertised discount on the Products. These violations also include, but are not limited to, the following situations:**

- **On-line advertisement of a discount (e.g. \$10 off upon in-store pickup), if subtracting the \$10 from the advertised price would reduce the Product price below the UMAP Price**

- Advertising a discount (e.g. \$10 off upon purchase above a certain monetary threshold such as \$30 or \$40), where subtracting the discount (\$10) from the advertised price would reduce the Product price below the UMAP Price;
- A banner ad advertising a discount on Products if the discount would reduce Product price below the UMAP Price;
- A storewide coupon advertising a discount (e.g. 25% off everything in the store) if the Products are advertised together with the coupon and the advertised coupon would reduce the Product price below UMAP Price;
- A generic “\$5 Off” a certain category of LEGO sets (e.g., Star Wars), where some of the products are covered by the MAP Policy and some of them are not if the Products are advertised together with the generic offer and the advertised offer would reduce the Product price below the UMAP Price; and/or
- Any combination of the above.

**Q: What types of advertising are permitted?**

- “We have the lowest prices”; “Will meet or beat any competitors price”; “Call for Price.” Note that advertisements submitted to LEGO for proofing will not include proofing of prices contained in the advertisements.
- Advertising a Gift Card with purchase is permitted as long as:
  - The advertised Gift Card is not advertised to apply to this specific purchase transaction of LEGO® products, it must be advertised to apply to a future purchase; and
  - The advertised Gift Card is offered/redeemable on all products sold by that Retailer (not just LEGO® products); or
  - Subtracting the value of the gift card from the advertised price would not reduce the Product price below UMAP (e.g. equivalent of 25% off versus 20%).

**Q: What if we mistakenly list a SKU below the UMAP Price on the Internet?**

**A: The Policy does not permit us to determine whether an advertisement was a “mistake” or not. Accordingly, the Policy will apply according to its clear terms.**

**Q: What if I have been cited for more than one SKU violation of the Policy?**

**A: The Policy will apply according to its clear terms for each SKU.**

**Q: What if we repeatedly violate the Policy?**

**A: A frequent violator of the Policy risks losing the privilege of selling our products and potentially being terminated as an account.**

**Q: What if we promise not to do it again?**

**A: Unfortunately, we cannot accept such promises, nor do we ask you to promise to comply. Such communications will not be acknowledged by LEGO. Reinstatement is a decision made unilaterally by LSI/LBRI.**

**Q: Does this Policy apply to the actual sale price of the products?**

**A: No. Every retailer is free to establish any sale price that they choose. This policy applies to the price at which the UMAP Products are advertised, including all advertised discounts and rebates. The Policy does not apply to the actual sales price reflected on any “shopping cart page” of the website.**

**Q: What if another retailer advertises a product below the UMAP Price and we match this advertised price in store?**

**A: This would not be a violation of the Policy, as long as you do not also advertise this price.**

**Q: What if I find someone else is advertising on the Internet below UMAP Pricing?**

**A: We do not ask for, nor will we accept, complaints from a retailer about another retailer's advertised prices.**

**Q: Can my salesperson help me appeal a Policy decision?**

**A: No. We believe the policy is clear and unambiguous. Employees and agents of LSI and LBRI, including sales representatives, do not have authority to modify or grant exceptions to this Policy. Should you have any inquiries regarding this Policy, however, please direct them in writing to the Pricing Policy Administrator, Legal Department: 100 Print Shop Road, Enfield, CT 06082-1600 or at [PricingPolicyAdmin@o365.corp.LEGO.com](mailto:PricingPolicyAdmin@o365.corp.LEGO.com).**