



## Wholesale E-Commerce Policy & Procedure

### E-Commerce Resellers

E-Commerce is a valuable channel in today's retail mix. We recognize e-commerce and online marketplaces are an important selling channel for many resellers. Our goal is to help our wholesalers succeed in selling Bambu products online by setting clear parameters and providing assets that create a professional presentation of quality, consistency and differentiation.

Bambu® will review and evaluate all e-commerce wholesaler or reseller applications either direct or through sales representative before approving to set up the reseller as a Bambu Wholesale account. Please refer to *Bambu Wholesale Customer Terms and Conditions*.

### Brand Assets and Use Requirements

Approved online resellers will have access to the Bambu Photo Database of high-quality, digital optimized images to be used to promote and sell Bambu products. The database contains a wide assortment of professionally produced product images and lifestyle images to be used in conjunction with the respective product. We require that you use at least one Bambu database image per product. If you wish to also use your own images, these must be submitted for approval before publishing to photos@bambuhome.com.

Bambu images can be shared on Social platforms as long as Bambu is tagged (#bambuhome on Twitter and Facebook, and #bambuliving on Instagram).

Resellers are required to use product naming and description text consistent with Bambu's online presentation.

It is mandatory that the reseller reference Bambu (or bambu®, or Bambu®) as the manufacturing source of the product.

It is also required to reference Bambu (or bambu®, or Bambu®) in the naming of or product description in the header and/or the body text.

### Pricing Requirements & Conditions

Online resellers will agree to and abide by the company's MAP pricing terms. Please refer to *Bambu MAP Pricing Agreement*. Violation of this policy will be cause for Bambu to revoke reseller's wholesale status, and demand products to be removed from the seller's online platform.

Bambu will notify resellers of any price changes in advance best we can, but reserve the right to change without notice. Bambu® products may not be resold on Amazon, Jet, Alibaba, Newegg, Houzz, eBay, Etsy, or other 3rd party platforms.

**Please acknowledge your agreement to follow the above conditions.**

I accept Bambu wholesaler E-Commerce Policy

Date\*

Signature \*

---