

## **TURNPRO SIGNAL SYSTEMS MINIMUM ADVERTISED PRICING POLICY (MAP)**

TurnPro Signal Systems Minimum Advertised Pricing (MAP). MAP TurnPro Products which we is required for our resellers to remain competitive in the marketplace and generate sufficient margins to support our brand. TurnPro firmly believes that this MAP Policy will maximize new product innovation success and overall competitiveness throughout the various sales channels. Please see below for the terms of our MAP Policy:

- All resellers who wish to sell MAP Products will be required to comply with the MAP Policy. • Compliance with this MAP Policy means that MAP Products may not be advertised at a price below the MAP established by TurnPro Signals.
- The MAP Policy applies to all advertisements of MAP TurnPro Products in any and all media, including, without limitation, flyers, posters, discount codes, coupons, mailers, inserts, newspapers, magazines, catalog, mail order, internet/e-commerce or including websites, Facebook, Facebook Messenger, email newsletters, email solicitations, television, radio and public signage.
- From time to time, TurnPro will issue a written, updated list of MAP associated pricing.
- TurnPro Signal Systems reserves the right to modify the MAP Policy and list of MAP Products at any time and for any reason and will inform our resellers in writing of any such changes at least 72 hours before the change is effective.
- The TurnPro MAP Policy and current list of MAP products can be found in the form of pdf file download on the dealer portal section of our website [www.turnprosignals.com/dealer-login](http://www.turnprosignals.com/dealer-login)
- TurnPro Signal Systems will inform resellers if and when a MAP expires for any MAP Product. Expiration will remove all MAP requirements for the specified product(s).

If a MAP Product is advertised below the MAP, TurnPro Signal Systems will notify the reseller in violation of the Policy who shall be required to correct the below MAP advertised price(s) within 24 hours of written notification. If the violation is not corrected to satisfaction within 24 hours, TurnPro Signal Systems may, in its sole discretion, impose penalties including suspending shipment to the reseller of said product category until the violation is corrected. Upon learning of a 2nd violation by the reseller, TurnPro Signal Systems may, in its sole discretion, impose penalties including suspending shipments and refusing to accept further orders. This may impact until satisfaction of resolution has been met, then shipments and order acceptance can recommence. Upon learning of a 3rd violation by the reseller involved, TurnPro Signal Systems may, in its sole discretion, impose penalties such as account suspension, including suspending shipments and refusing to accept further orders.

- MAP Policy compliance will be monitored by TurnPro Signal Systems, and affiliates strictly enforce MAP Policy and uniformly.
- The MAP Policy will operate independently of any other program.
- TurnPro resellers remain solely responsible for setting the price at which they sell all TurnPro products. All questions about the policy should be in writing and directed to [info@turnprosignals.com](mailto:info@turnprosignals.com).