



sliquid®

Sliquid, LLC - Minimum Advertised Price (MAP) Policy

This Minimum Advertised Price policy has been unilaterally drafted and adopted by Sliquid, LLC. Nothing in this policy constitutes an agreement between Sliquid, LLC and any retailer. Each retailer, at its own discretion, can choose to acquiesce or not acquiesce with this policy. Sliquid, LLC will not discuss conditions of acceptance related to this policy. This policy is non-negotiable and will not be altered, modified, or amended for any retailer.

This policy applies to all resellers selling directly to the end user, on all platforms. The Minimum Advertised Price for all Sliquid, LLC products, whether sold in brick and mortar stores, on company websites or third party reseller sites including but not limited to Amazon.com is established at 20% below MSRP. MSRP rates are set in the official Sliquid, LLC Price List, which can be downloaded at <https://sliquid.com/retailer-resources> or by contacting your sales representative.

This Minimum Advertised Price policy does not restrict the retailer's right to establish independent advertised and/or resale prices of Sliquid, LLC's products. This policy was not developed in coordination with, or with input from, any of Sliquid, LLC's retailers.

We reserve the right to determine whether a retailer has advertised our products at a net advertised price less than the MAP price established in this policy. If we make such a determination, Sliquid, LLC may, without assuming any liability, issue consequences, including cancelling open orders and indefinitely refusing to accept new orders from the retailer. This includes instructing official Sliquid, LLC wholesale distributors to cease future sales to retailers found to have violated this policy.

Sliquid, LLC sales representatives do not have authority to modify or grant exceptions to the terms of this MAP policy. All questions regarding interpretation of this policy should be addressed to the Policy Administrator: colin@sliquid.com

We recognize that our high-quality retailers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling vendor presentation. To support these efforts, Sliquid, LLC wishes to establish policies that allow our resale partners to earn the profits necessary to maintain the high level of customer excellence people have come to expect from Sliquid, LLC retailers.

Advertising approaches that do not comply with this MAP policy include:

- Ads that requests End User to "see price in cart," "click to see price," "add to cart for lowest price"
- An advertised price that is struck through or otherwise crossed out
- An advertised price not shown at all, for example with language asking, "Why don't we show a price?"
- Any type of advertising on the product's main sales listing page from which the End User can infer that by clicking through to the cart they will see a lower price, and where that price will be below the price established in this MAP policy

Temporary exceptions to the MAP policy for short term promotions or holiday sales are expected and acknowledged. Retailers can expect not to incur any penalty for advertised prices below MAP when said pricing is established to be limited in duration (no more than 15 days, limited to no more than 4 times per calendar year), and advertised pricing returns to MAP rates after the established duration.

If you find or suspect a retailer of violating the Sliquid, LLC MAP Policy, you can reach our to your sales representative or contact Sliquid, LLC at legal@sliquid.com