

## **Minimum Advertised Pricing Policy/Agreement**

Effective October 1, 2020 a Minimum Advertised Price (MAP) on all Schmid Inside products will be in effect.

Schmid Inside has been building a brand of strong recognition and a high perceived value since 1943. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the Schmid Inside brand and its products.

The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if Schmid Inside agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any Schmid Inside product shall not be less than 25% below the current Manufacturer's Suggested Retail Price (MSRP) as published on the Schmid Inside price sheet. MAP pricing is established by Schmid Inside and may be adjusted by Schmid Inside at its sole discretion.
- 2) The MAP for all Schmid Inside products shall be no more than the MSRP provided in the Schmid Inside Price Sheet.
- 3) The MAP policy applies to all advertisements of Schmid Inside products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.
- 4) The MAP policy is not applicable to:
  - 1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store
  - 2) Any email newsletters sent to your customer database.
- 5) The inclusion in advertising of free or discounted products (whether made by Schmid Inside or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
- 6) If pricing is displayed in other than a brick and mortar retail store, any strikethrough or other alteration of the Minimum Advertised Price is prohibited.
- 7) MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Dealers and sales representatives remain free to sell these products at any price they choose.
- 8) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer Schmid Inside products at any price in excess of the MAP.

- 9) Schmid Inside's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
- 10) Dealer agrees to hold all trademarks and copyrights of Schmid Inside as the property of Schmid Inside and use advertising materials provided by Schmid Inside in an authorized manner only.
- 11) Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. Schmid Inside does not intend to do business with dealers or sales representatives who degrade the image of Schmid Inside and its products. It is Schmid Inside's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.**
- 12) E-Bay and Other Auction Web Sites Policy:
- "Buy it Now" options must be listed at a price equal to MAP or greater.
  - For auctions the reserve and/or opening bids must start at MAP without a "Buy it Now" option.
  - Best Offer Auctions Are Not Allowed
- 13) Negotiated Contracts:  
From time to time it may be explicitly approved by Schmid Inside in writing to sell certain Schmid Inside products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Schmid Inside
- 14) Schmid Inside may run a sale from time to time and in such case the MAP will be the same as the sale price on those particular items and on those particular dates. Schmid Inside will send out a notice in advance with details of the special.
- 15) Schmid Inside products may be advertised as free, provided there is no obligation on the customer to make any other purchase in order to receive the products.
- 16) Sales representatives of Schmid Inside products will supply a copy of the Schmid Inside MAP policy to any new or existing reseller to be filled out, acknowledged and returned to Schmid Inside. This form shall be signed and returned to Schmid Inside and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

MAP Agreement Confirmation this MAP policy has been established by Schmid Inside to help ensure the legacy of Schmid Inside as a top producer of firearm components and accessories and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for Schmid Inside customers. Please indicate your understanding of this policy and your willingness To abide by its terms and conditions by signing and listing the name of your company below.

Agreed to by:

Company name:

\_\_\_\_\_

Any and all other names by which this company operates (including names used on EBay, Amazon, etc.): \_\_\_\_\_

Principal name printed:

\_\_\_\_\_  
Principal Signature:

\_\_\_\_\_  
Date signed:

\_\_\_\_\_  
Dealer Address:

\_\_\_\_\_

Dealer City/State/Postal Code:

\_\_\_\_\_

Phone:

\_\_\_\_\_

Email:

\_\_\_\_\_

Website URL:

\_\_\_\_\_

If in agreement with this policy then please fill out the requested information and sign it.