



## **Svakom Minimum Advertised Pricing (MAP) Policy**

The Svakom Minimum Advertised Pricing (MAP) policy applies to, but is not limited to, advertising in catalogs, direct mail, websites, in-store displays and any and all other forms of advertising media, including, without limitation, the internet and any other electronic medium available to the general public.

**(MAP) Policy** – MAP is 10% off base on MSRP on Every Product(Refer to attached current price list)

Rebates, coupons, credits, percentage discounts or any manner of discounting which results in a net advertised price of a Svakom Product below (MAP) policy, regardless of any other circumstances, will be considered as noncomplying with the (MAP) policy.

In the event that **Svakom Design USA Limited** receives information that a party is advertising an **Svakom** product below the minimum advertised price (MAP), **Svakom Design USA Limited** will contact the noncompliant party. **Svakom Design USA Limited** will then request the noncompliant party to comply with the minimum price within three (3) days. If after three (3) days the pricing has not been corrected, **Svakom Design USA Limited** may, at its sole discretion, cease future supply of the product to the noncompliant party or its distributor.

This policy may be modified by **Svakom Design USA Limited** as it deems necessary.

Customer: \_\_\_\_\_

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

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