

## **CAMERICH USA's Minimum Advertised Price Policy (MAP)**

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CAMERICH USA has determined that in the interest of protecting our brand as well as our clients, the adoption of a Minimum Advertised Price, (MAP), policy is necessary. This MAP policy is designed to protect reseller margins, market competitiveness, and sales process efficiency.

**Camerich MAP Price is -12% from our Suggested Retail Pricelist (SRP).**

### **MAP Policy Detail**

MAP applies only to Minimum Advertised Prices anywhere our Camerich prices are publically being displayed. It does not apply to the price at which the products are actually sold.

This MAP policy covers all Camerich resellers located in the North America territory. Although resellers remain free to establish their own resale prices, Camerich USA will, without assuming any liability, unilaterally impose sanctions as described in this policy against resellers who advertise Camerich products at prices below our MAP pricing policy. It is also our recommendation that prices are publically listed above Suggested Retail Prices. Camerich will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and cannot be altered for any reseller.

The MAP policy applies to all advertisements of Camerich products in and all media including, without limitation the following: internet, flyers, posters, coupons, (e)mailers, newspapers, magazines, catalogs, mail order catalogs, electronic media, television, radio, and public signage.

MAP policy may be changed from time to time at Camerich's sole discretion. Camerich USA's resellers are responsible for remaining current with MAP policy, products, and pricing. Each advertisement below the MAP will be a violation of the policy. Camerich furniture reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part, or designate promotional periods during which the terms of the policy may change, or designate periods of times during which the policy is not applicable. Exclusions may apply to Camerich's MAP Policy. For example: special promo periods, joint promotions with Camerich, special project orders, and overstock or floor sample promotions.

### **Policy Violations**

In the event that a reseller chooses not to follow the MAP policy, sanctions will be unilaterally imposed by Camerich USA. Camerich USA reserves the right to refuse service to anyone who violates MAP policy and continuous violations can result in termination of the account.

### **Unilateral Action**

Camerich Furniture is not seeking agreement from any resellers to adhere to this MAP policy. It is entirely within discretion of the reseller to comply.

### **Contact Information**

All questions and concerns regarding the MAP policy can be directed to [info@camerichusa.com](mailto:info@camerichusa.com).