



## 2022 Minimum Advertised Pricing Policy

Effective September 5, 2022, DAB Pumps has adopted a Minimum Advertised Pricing (MAP) Policy for DAB Pumps products. International accounts must reflect pricing as translated into their local currency.

DAB Pumps produces reliable products, technically advanced, easy to install and efficient, ensuring high energy savings in domestic and residential applications. DAB Pumps has made significant investments to provide top-end service and training. Through those investments, DAB Pumps has built a brand of strong recognition. We expect those who resell our products to make similar investments to enhance customer loyalty and provide first rate customer care.

In order to preserve our reputation for providing high quality products, and to further enhance our image and competitiveness in the marketplace, DAB Pumps has adopted this MAP Policy for all DAB Pumps products. Those resellers who advertise our products below our Minimum Advertised Prices can diminish or detract from the perceived value of the DAB brand and its ESYLINE products. Therefore, it is the policy of DAB Pumps that it will only sell products to those resellers who comply with the following:

1) Resellers shall not advertise products at prices below the Minimum Advertised Price (MAP) for any DAB product as established by DAB Pumps and made available to resellers from time to time at [www.dabpumps.us/USMAP](http://www.dabpumps.us/USMAP). DAB Pumps reserves the right to periodically update the products and prices covered by this MAP Policy at its sole discretion. This MAP Policy does not establish maximum advertised prices; resellers are free to advertise products at prices higher than the Minimum Advertised Prices.

2) The MAP policy applies to all advertisements of DAB products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet, social media, or similar electronic media, television, radio, and public signage. This MAP Policy does not apply to physical in-store advertising or the “shopping cart” area of any reseller’s website, and does not apply to the price at which products are actually sold or offered for sale to an individual customer within the physical store location of a reseller or “shopping cart” area of any reseller’s website. Nothing in this MAP Policy relates to the prices at which DAB Pumps products are actually sold, and resellers are free to determine the resale price of such products in their sole discretion.

3) DAB Pumps considers the advertising of “free” or “discounted” products (whether manufactured by DAB Pumps or another manufacturer) with a product covered by this MAP Policy to be the same as advertising that product at a price below the Minimum Advertised Price for that product. DAB Pumps also considers any strike-through or other alteration of the Minimum Advertised Price of a product to be the same as advertising that product at a price below the Minimum Advertised Price for that product. Advertising DAB products using phrases such as “we have lowest prices,” “our prices can’t be beat,” “call for lowest price,” “call for a

price,” or similar language as determined by DAB Pumps in its sole discretion also is inconsistent with this MAP Policy.

4) Resellers shall hold all trademarks and copyrights of DAB Pumps as the property of DAB Pumps and shall use advertising materials provided by DAB Pumps in an authorized manner only. Resellers are responsible for ensuring that customers of resellers who themselves engage in the resale of DAB products are aware of this MAP Policy. DAB Pumps will consider the advertising of DAB products at a price below the Minimum Advertised Price by a customer of a reseller to be the advertising of the reseller.

5) Pricing listed on any internet site is considered an "advertised price" and must comply with this MAP Policy. Resellers must seek written approval from DAB Pumps before selling DAB Pumps products online or on any third party website, including any auction website such as eBay. No DAB Pumps products may be advertised on eBay or other auction sites as “Reserve Price” or “Best Offer,” and any advertising of DAB Pumps products on eBay or other auction sites must be done as “Buy Now” at prices at or above the Minimum Advertised Price.

6) From time to time DAB Pumps may discontinue models or engage in promotions with respect to certain products, and reserves the right to modify or suspend this MAP Policy with respect to those products.

7) DAB Pumps may monitor the advertised price of resellers, and will unilaterally make all determinations relating to a violation of the MAP Policy, in its sole discretion. Violations of the MAP Policy, as determined by DAB Pumps, may result in consequences to the offending reseller, and may include removal of otherwise applicable discounts, rebates, or other terms; elimination of the right to use the DAB Pumps name in advertising; refusal by DAB Pumps to accept orders or supply products; or termination of the relationship between DAB Pumps and the offending reseller.