



Minimum Advertised Price Policy

Introduction

GoConex is proud to pioneer switching without wire. Where people can move, add or change how switches work to enhance their spaces and the way they live.

We recognize that our high-quality resellers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff, product availability and sharing our brand message. GoConex wishes to enter an agreement to earn support through healthy profits, marketing allowances and incentives.

To protect the investment of our high-quality dealers and the GoConex brand reputation, we have adopted a minimum advertised price policy ("MAP Policy"). The GoConex MAP Policy will discourage advertising and sales practices to promote GoConex products primarily on the basis of price, where this practice could be detrimental to our resellers' service and support efforts of the GoConex brand.

GoConex, agrees not to do business with any reseller, as to the products covered by this MAP Policy, if that reseller intentionally advertises any MAP Product below its MAP price. GoConex is confident that this program will strengthen its competitiveness and benefit all of its resellers.

Official Policy and Guidelines

Additional guidelines related to this MAP Policy are as follows:

1. GoConex reserves the right, in its unilateral discretion, to take other action with respect to any reseller that violates this MAP Policy.
2. The MAP Policy will be enforced by GoConex in its sole discretion.
3. GoConex recognizes an authorized GoConex account can make its own decisions to advertise and sell GoConex product at any price it chooses without consulting or advising GoConex. GoConex similarly reserves the right to make its own independent decision relating to product allocation and reseller participation as a member of the GoConex Authorized Reseller Program at any time.
4. GoConex will maintain an updated "MAP Products" list of those products that will fall under this MAP Policy. GoConex reserves the right to update or modify this list at any time.
5. All Products listed will have a MAP price. Listing a price other than the MAP price next to the featured MAP Product in any advertising will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisement of MAP Products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines catalogs, mail order catalogs, internet or similar electronic media including websites, forums, email newsletters, email solicitations, television, radio, and public signage. Such website features as "Click for price", automated "bounce – back" pricing e-mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the reseller (rather than by the customer)



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and this constitutes “advertising” under this MAP Policy. This MAP Policy also applies to any activity which GoConex determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for ‘group purchases’ and the like.

6. It shall not be a violation of this MAP Policy to advertise in general that the reseller has “the lowest prices” or will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.
7. From time to time, GoConex may permit resellers to advertise MAP Products at prices lower than the MAP retail price. In such events, GoConex reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.
8. From time to time GoConex may offer a direct manufacturer’s rebate to customers. In such events, it shall not be a violation of this MAP Policy to advertise the availability of the manufacturer’s rebate, provided that (a) the advertisement include a MAP-compliant price, the rebate amount, and the net price after manufacturer’s rebate in the same type size and style; (b) an asterisk is placed next to the net price after manufacturer’s rebate; and (c) the “*After manufacturer’s rebate” appears in the same area of the advertisement as the advertised product.
9. Where GoConex products are bundled with or sold as part of a package that includes other products (whether or not manufactured by GoConex), it shall be a violation of this MAP Policy to sell or advertise the bundle (or package) at a price that: (a) is lower than the total Minimum Advertised Price of the GoConex product or (b) violates the letter or spirit of the MAP Policy. It shall be a violation of this MAP Policy if products are bundled with or sold as part of a package that includes products not pre-approved by GoConex. Pre-approved products have been tested and approved by GoConex engineers to ensure the product is up to GoConex standards. Ask your GoConex sales representative for a list of approved products.
10. Its shall be a violation of this MAP Policy to include in any advertising for GoConex Products any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any MAP Product below MAP. Advertising that includes an additional discount, coupon, gift card, points, or any other incentive for future purchases (regardless of whether the future purchases is of a GoConex product) shall be evaluated under the same guidelines as described in Section 9 regarding product bundling. For example, a gift card redeemable on a future purchase would be considered an “other product” under Section 9. This Section 10 shall not apply to any manufacturer’s rebate from GoConex on GoConex Products or its partners’ products.
11. It shall not be a violation of this MAP Policy to advertise that a customer may “call for price” or “email for price”, or to use similar language, specifically with respect to GoConex Products, so long as no price is listed.
12. If a reseller with multiple store locations violates this MAP Policy at any particular store location, then GoConex will consider this to be a violation by all of the reseller’s locations.
13. Although resellers remain free to establish their own resale prices, GoConex reserves the right to cancel all orders and indefinitely refuse to accept any new orders from any



resellers following GoConex's verification that such reseller has advertised any MAP Products at a net retail sales price less than the then-current MAP retail price established by GoConex, or if reseller has violated this policy in any other way.

14. GoConex's sales representatives are NOT permitted to discuss this Policy or make any agreements or assurances with respect to GoConex's Policy regarding reseller advertising or pricing. This also includes any consumer program or promotion that affects the below-listed MAP Products.



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