

## **MIFAB MINIMUM ADVERTISED PRICE US**

MIFAB is committed to be the innovator and market leader introducing new product and refining and improving on products across the wide spectrum of our offering. MIFAB is now implementing a MAP (Minimum Advertised Price) policy. MAP will protect MIFAB's products from being underpriced by resellers in the market. This will assure our current and new innovative products continue to be a market leader in the Plumbing industry. This policy goes into effect on January 1, 2023.

MIFAB policy and guidelines for MAP. This policy pertains to all MIFAB/Beeco product sold in the US that are listed on our web site under MAP pricing. This policy does not regulate the sell price of any product. This policy applies to advertisements in all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, radio, television, Twitter, Facebook, Internet or similar electronic media, Internet banner ads, broadcast email, and public signage. This includes any price published publicly on the Internet, including but not limited to, prices displayed through links, pop-ups, and other methods of publication on the Internet, even via other websites.

A reseller will be deemed to be in violation by advertising anywhere to anyone, a MIFAB product below the established MAP price. They will also be in violation by offering gifts, discounts, incentives or reduce expenses to the purchaser in any way thru any outlet. Products cannot be offered on any auction site without a reserve or with a reserve below MAP pricing.

Violations of the MIFAB MAP policy will be communicated by email or in writing. Violations can result in Suspension of shipments; continued violations can result in permanent suspension of all shipments at the discretion of MIFAB.

MIFAB reserves the right to add or remove product at its discretion. This MAP policy only pertains to advertised pricing and does not apply to what price a product can be sold. Below is the lowest advertised multiplier against our list prices that are allowed.

Current List Price	IMAP		Current List Price	IMAP
MPB-2022-USA	0.57		TSP-2022-08 (Electronic only)	0.60
CLPB-2022	0.66		DB-2022	0.60
BEECO-2022	0.40		INT-2023 - BIG MAX	0.63
CPORT-2023	0.60		INT-2023 - LIL MAX	0.63
TD-2023	0.54		INT-2023 - SUPERMAX	0.78
NH-2022-06 - MI-HUB	0.10		INT-2023 - MINI MAX	0.63
NH-2022-06 - MI-XHUB	0.29		INT-2023 - ACID NEUT	0.63
NH-2022-06- Transition Couplings	0.71		AD-2022-USA	0.60
NH-2022-06- Flex Couplings	0.32		BA/ARRA/PSA none MPB items	0.92
Quick Hub-2022-06	0.11		FILCOTEN-2020	0.48
Quick XHub-2022-06	0.38		ROOFGUARD-2020	0.60
TDSS-2023	0.60		MPB-2022-USA - BA Items	0.92
TSP-2022-08	0.60		MPB-2022-USA - ARRA Items	0.92
TD-PC-2023	0.60		TDSD-2023	0.60

MIFAB understands that market conditions and promotional needs may occasionally require pricing flexibility. Therefore, the following situational exceptions are allowed, subject to written approval:

**Situational Allowances (Require Prior Written Approval):**

- New Product Launch Promotions: Temporary introductory discounts may be granted during product rollouts.
- Excess or Aged Inventory Clearance: Discounts may be approved to clear outdated or discontinued products.
- Co-Op Advertising Programs: Specific campaigns funded by [Manufacturer Name] may include lower advertised prices.
- Competitive Price Matching: If a direct competitor is advertising a lower price for a substantially similar product, a request may be submitted for temporary MAP relief.
- Project-Based Quotations: For large-scale commercial or institutional projects where pricing is customized per bid or contract.

**Direct-To-Consumer (DTC) Promotional Events:**

Resellers may participate in time-limited promotions such as:

- Black Friday / Cyber Monday
- End-of-Year Clearance
- Plumbing Industry Trade Show Promotions

These events must be preapproved and pricing must return to MAP levels immediately after the promotion window.

**Request Process for MAP Allowances**

To request a MAP exception, the reseller must submit a written request to the MIFAB MAP Compliance Team.

- SKU(s) involved
  - Requested promotional price
    - Reason for exception
    - Duration of promotion
  - Supporting documentation (e.g., competitive ad, inventory report)
- Approval will be granted at the sole discretion of MIFAB, typically within 5 business days.