



SpotSee Minimum Advertised Price (MAP) Policy

At SpotSee, we are committed to maintaining the integrity of our brand and ensuring a fair and competitive market for all our authorized distributors. To uphold these standards, we have implemented a Minimum Advertised Price (MAP) Policy that applies to our distributors, sub-distributors, and resellers. This policy is designed to ensure that our products are advertised at prices that reflect the value and quality they represent.

What is MAP?

Minimum Advertised Price (MAP) is the lowest price at which SpotSee products may be publicly advertised by our distributors, their sub-distributors, and resellers. This policy helps maintain a level playing field among all authorized distributors and ensures that our products' perceived value is not undermined by excessively low advertised prices.

Key Points of the MAP Policy

- 1. Minimum Advertised Price:** Distributors and secondary resellers must not advertise SpotSee products at prices below the Manufacturer's Suggested Retail Price (MSRP). The MSRP for each product is listed in the SpotSee price list, which is provided to all authorized distributors.
- 2. Advertising Channels:** The MAP Policy applies to all forms of public advertising, including but not limited to:
 - a. Online marketplaces (e.g., Amazon, eBay, Alibaba)
 - b. Distributor, sub-distributors and reseller websites
 - c. Social media platforms
 - d. Print advertisements
 - e. Email marketing campaigns
- 3. Price Display:** While the MAP Policy governs advertised prices, it does not dictate the actual selling price. Distributors and resellers are free to sell SpotSee products at any price they choose, provided the advertised price complies with the MAP Policy.
- 4. Authorized Sales Methods:** Sales through electronic auction houses (e.g., eBay, Craigslist) are not authorized sales methods for SpotSee products.
- 5. Policy Enforcement:** SpotSee actively monitors advertised prices to ensure compliance with the MAP Policy. If a distributor or reseller is found to be in violation of this policy, SpotSee will issue a warning to change the advertised pricing within 30 days. If the requested changes are not made within 30 days, SpotSee will withhold purchase orders for products with advertised prices that are outside of the policy. Repeated refusal to adhere to the MAP Policy may result in termination of the distributor or reseller agreement.

Benefits of the MAP Policy



- **Brand Integrity:** Maintains the perceived value and quality of SpotSee products.
- **Fair Competition:** Ensures a level playing field for all authorized distributors, preventing price wars and promoting fair competition.
- **Market Stability:** Helps to stabilize market prices, ensuring distributors can operate profitably.

Compliance and Reporting

SpotSee takes MAP Policy compliance seriously. Distributors and resellers are encouraged to report any violations of this policy to SpotSee's MAP Policy Compliance Team at support@spotsee.io. All reports will be investigated thoroughly and treated confidentially.

Contact Us

For any questions or further clarification regarding the MAP Policy, please contact your SpotSee sales representative or email our support team at support@spotsee.io.

Thank you for your cooperation and commitment to maintaining the high standards associated with the SpotSee brand. Together, we can ensure a consistent and fair market for all our valued distributors and resellers.