



Minimum Advertised Price Policy (MAPP)

In order to protect Design Ideas' designs, preserve the opportunity for competitive margins and avoid channel conflict between our Retail Partners, Design Ideas (DI) enforces a MAP (Minimum Advertised Price) Policy for all web advertised pricing of DI Products (Design Ideas, Qualy, and MoMA products).

Design Ideas will, without assuming any liability, impose the sanctions described below against any Retail Partner advertising DI Products at less than MAP (list of items and minimum advertised pricing can be accessed at www.designideas.net/policies). DI will not discuss any conditions of acceptance related to the MAPP guidelines, as they are non-negotiable and will not be altered for any Retail Partner.

This policy is applicable to all online advertised prices made by Retail Partners advertising DI Products. An online advertised price includes the price for a product shown on a web browser search; a Retail Partner's home page; content on a webpage within the Retail Partner's site or domain, or if the Retail Partner is conducting e-commerce through a third party or subsidiary site or domain, content on a third party or subsidiary site or domain; or any other electronic media source including Apps, social media forums and internet actions.

Value-added promotions on DI Products can be advertised without violating MAPP as long as the DI Product is advertised at or above MAPP guidelines. Retail Partners may not use shipping and handling incentives to circumvent MAPP. Product promotions with a price below MAPP guidelines will not violate this policy if they are advertised in conjunction with DI approved promotional activities.

In the event a Retail Partner chooses not to follow MAPP, sanctions will be imposed by DI in the following manner:

- 1. First Notification:** DI will send the Retail Partner a communication noting the MAPP violation and will allow five business days to cure the infraction without further sanctions.
- 2. Second Notification:** In the event the Retail Partner does not cure the infraction within five business days, DI will send the Retail Partner a communication noting the continued MAPP violation, and inform them that if not cured after five additional business days, their account with DI will be suspended for 90 days.
- 3. Third Notification:** If violation is not cured after five additional days, DI will send the Retail Partner a communication noting the continued MAPP violation and allow five additional business days to cure the infraction or their account will be suspended indefinitely.

Note: Repeat violations of the policy may result in escalation to the next notification level.

Design Ideas reserves the right at any time to modify, suspend, or discontinue the MAPP in whole or in part. Subject to the gravity and nature of the infraction, DI, at its discretion, may accelerate the sanction level. All matters of interpretation and application of the terms of the MAPP shall remain within the sole discretion of Design Ideas.