

Lenova®, Inc. actively supports the advertising and promotion of its products by its domestic dealers and distributors through materials provided by Lenova®, Inc. at no or nominal cost. Lenova®, Inc. has built a strong reputation and following among consumers. Lenova®, Inc. has determined that it shall not support through advertising or promotional materials, cooperative advertising or otherwise, advertisements or promotional materials that have the effect of diminishing or detracting from the perceived value of Lenova®, Inc. products.

Effective as of January 1, 2020, Lenova®, Inc. has updated their established a minimum advertised price (“MAP”) on all Lenova®, Inc. brand products. The policy applies only to U.S. and Canadian dealers and distributors. See below for current MAP discount(s).

The MAP policy shall work under the following guidelines:

1. The MAP for all Lenova®, Inc. brand products shall not be less than **20% off** the current published Lenova®, Inc. list price sheet for authorized dealers and distributors. MAP pricing is established by Lenova®, Inc. for all their brand products and may be adjusted by Lenova®, Inc. at its sole discretion.
2. The MAP policy applies to all advertisements of Lenova®, Inc. brand products in any and all media, including, without limitation, flyers, poster, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is not distributed to any customer.
3. The inclusion in advertising of free or discounted products (whether made by Lenova®, Inc. or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. MAP applies only to advertised prices and does not apply to the price at which the products are sold or offered for sale to an individual consumer within the dealer’s retail location or over the telephone. Lenova®, Inc. authorized dealers and distributors remain free to sell these products at any prices they elect; however, it is encouraged to stay within the published list price.
5. MAP does not establish maximum advertised prices. All authorized dealers and distributors may offer Lenova®, Inc.’s brand products at any price in excess of the MAP established for such product, however, it is encouraged to stay within the published list price.
6. Lenova®, Inc.’s MAP policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices” or, they “will meet or beat any competitor’s price”, that consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
7. From time to time Lenova®, Inc. may discontinue models or engage in promotions with respect to certain products. In such events, Lenova®, Inc. reserves the right to modify or suspend the MAP with respect to the affected products by notifying all authorized dealers and distributors of such change. Lenova®, Inc. further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advance written notice to their authorized dealers and distributors, provided that such changes shall apply equally to all Lenova®, Inc. authorized dealers and distributors.
8. Lenova®, Inc. reserves the right to ship direct for any sales thru the internet to a consumer should an authorized dealer or distributor fail to offer any or all of Lenova®, Inc.’s products.

- 9. Intentional and/or repeated failure to abide by this policy will result in termination of authorized dealership or distributorship. Lenova®, Inc. does not intend to do business with authorized dealers or distributors who degrade the image of Lenova® and its products. Lenova®, Inc. will not provide prior notice or issue warnings before taking any action under this policy.

- 10. The terms of this MAP policy are confidential and should not be disclosed to other parties. This MAP policy has been established by Lenova®, Inc. to help ensure the legacy of Lenova®, Inc. as a top producer of high-quality sinks and to protect the reputation of its name and products. The MAP policy is also designed to ensure authorized dealers and distributors have the incentive to invest resources into services for Lenova®, Inc. customers.

Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Authorized Dealer/Distributor: _____ / Auth. Name (Printed)_____

Authorized Representative: _____ / Date: _____
(Signature Required)