



## Ergotron, Inc. Minimum Advertised Price Policy

Effective January 15, 2020

Ergotron, Inc. (“Ergotron”) is a movement company. Since our founding in 1982, we’ve improved how people work, learn, play and care for others by creating environments that help people thrive. Our products, including sit-stand desks, monitor arms, charging carts, medical carts and more, are found in offices, homes, classrooms and hospitals around the globe. We’re a professional-grade brand with a commitment to quality and safety that’s unrivalled in this growing industry. Our products are well-designed and rigorously tested are long-lasting, which delivers a strong return on investment to our customers. Ergotron is proud of its well-deserved reputation and appreciates the efforts of our distributors and resellers who have supported our products and served our users by providing the essential services and value which have made us successful in a very competitive environment.

In order to successfully compete in the marketplace and to maintain its premium brand image, Ergotron has adopted this Minimum Advertised Price Policy (“MAP”). Hereafter, all advertisements for sales from Authorized Resellers to End-Users of Products as set forth in Ergotron’s Minimum Advertised Price Grid (attached) inside the United States and Canada shall be subject to this Policy.

Ergotron shall view it as a violation of this MAP for an Authorized Reseller to offer coupons, rebates, bulk discounts, credits or giveaways that have the effect of offering a price lower than what has been listed Ergotron’s Minimum Advertised Price Grid.

Ergotron will retain the option to take action against an Authorized Reseller that has acted inconsistently with this MAP. Such Ergotron actions may include, among other things:

(a) issuing a written warning; or

(b) prohibiting the Authorized Reseller from participation in, and receiving funds from: MDF, cooperative advertising funds, deal registration discounts and other benefits for periods of 30, 60 and 90 days.

SALES PERSONNEL OR OTHER EMPLOYEES HAVE NO AUTHORITY TO MODIFY OR GRANT EXCEPTIONS TO THIS MAP. The MAP Administrator shall be solely responsible for determining whether a violation of the MAP has occurred, communicating decisions to distributors or resellers regarding the MAP and receiving any communication regarding sanctions. Therefore, all questions or comments regarding this MAP are to be directed to the MAP Policy Administrator at [MAPadministrator@ergotron.com](mailto:MAPadministrator@ergotron.com).

Ergotron reserves the right at any time to modify, suspend, or discontinue this MAP in whole or in part, the Products covered, and/or the minimum prices or designate promotional periods during which the terms of the MAP change or designate periods of time during which the MAP is not applicable.



## Minimum Advertised Price Grid

See MAP price list attached