

Tinsley Transfers Minimum Advertised Pricing and Marketplace Policy August 1, 2023

The Tinsley Transfers Brand stands for innovative and reliable item tracking products. Tinsley Transfers works hard to ensure the brand is recognized for quality and product value. Tinsley Transfers realizes that our valued retailer and reseller partners invest time and resources to deliver a positive customer experience for our products through effective merchandising, marketing and training of their sales staff that reinforce brand message and provide effective service and support to our respective customers.

Retailers' and resellers' advertising and sales practices that promote Tinsley Transfers products primarily on the basis of price could be detrimental to service and support efforts by our channel partners overall and allow some resellers to take advantage of the service and support efforts of others. Such activities can also be harmful to the Tinsley Transfers brand and reputation. Tinsley Transfers believes that these practices are unfair and thus discourages such efforts. To protect the investments made by our retailer and reseller partners, coupled with the need to protect the Tinsley Transfers brand, the company has instituted a Minimum Advertised Price Policy (MAP Policy).

Tinsley Transfers, in its unilateral discretion, will not do business with any retailer or reseller, as to the products covered by this MAP Policy, if that retailer or reseller intentionally advertises any MAP Product below its MAP price.

Official Policy and Guidelines:

1. TINSLEY TRANSFERS reserves the right, in its unilateral discretion, to take other action with respect to any reseller that violates this MAP Policy.
2. The MAP Policy will be enforced by TINSLEY TRANSFERS at its sole discretion.
3. TINSLEY TRANSFERS recognizes that any customer can make its own decisions to advertise and sell any product at any price it chooses without consulting or advising TINSLEY TRANSFERS. TINSLEY TRANSFERS similarly has the right to make its own independent decision regarding product allocations and reseller participation in marketing opportunities at any time.
4. TINSLEY TRANSFERS will maintain an updated list of products covered under this policy and associated "MAP Price" and distribute an updated MAP Policy to its customers as changes are made. TINSLEY TRANSFERS reserves the right to update or modify this list at any time.
5. All TINSLEY TRANSFERS Products listed below will have a MAP retail price. Listing a price lower than the MAP retail price next to the featured MAP Product in any advertising will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisement of MAP Products in all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines catalogs, mail order catalogs, internet or similar electronic media including websites, forums, email newsletters, email solicitations, television, radio, and public signage. Such website features as "Click for price", automated "bounce – back" pricing e-mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the reseller (rather than by the customer) and this constitutes "advertising" under this MAP Policy. This MAP Policy also applies to any activity which TINSLEY TRANSFERS determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for bulk purchases and the like.
6. It shall NOT be a violation of this MAP Policy to present a lower price than the MAP price once a product has been added to an online shopping cart, advertisements in general that the reseller has "the

lowest prices” or will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.

7. From time to time, TINSLEY TRANSFERS may permit resellers to advertise MAP Products at prices lower than the MAP retail price. In such events, TINSLEY TRANSFERS reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

8. From time-to-time TINSLEY TRANSFERS may offer a direct manufacturer’s rebate to customers. In such events, it shall not be a violation of this MAP Policy to advertise the availability of the manufacturer’s rebate, provided that (a) the advertisement include a MAP-compliant price, the rebate amount, and the net price after manufacturer’s rebate in the same type size and style; (b) an asterisk is placed next to the net price after manufacturer’s rebate; and (c) the “*After manufacturer’s rebate” appears in the same area of the advertisement as the advertised product.

9. It shall be a violation of this MAP Policy to advertise a TINSLEY TRANSFERS product with a published price lower than the MAP Price as a result of additional discounts, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise). Advertising that list discounts or promotional offers that may be applied broadly to reseller’s products, or are listed with more than TINSLEY TRANSFERS products shall be deemed acceptable under this MAP Policy. Advertising a TINSLEY TRANSFERS product as part of a bundle promotion is also acceptable under the terms of this policy, if the TINSLEY TRANSFERS product price is not shown to be lower than the MAP Price. Advertising that includes an additional discount, coupon, gift card, points, or any other incentive for future purchases (regardless of whether the future purchases is of a TINSLEY TRANSFERS product) shall also be deemed acceptable under this MAP Policy. For example, a gift card with purchase of a TINSLEY TRANSFERS product, if redeemable on a future purchase, would be considered acceptable.

10. If a reseller with multiple store locations violates this MAP Policy at any store location, then TINSLEY TRANSFERS will consider this to be a violation by all of the reseller’s locations.

11. Although resellers remain free to establish their own resale prices, TINSLEY TRANSFERS reserves the right to cancel all orders and indefinitely refuse to accept any new orders from any resellers following TINSLEY TRANSFERS’ verification that such reseller has advertised any MAP Products at a net retail sales price less than the then-current MAP retail price established by TINSLEY TRANSFERS, or if reseller has violated this policy in any other way.

Additionally, Tinsley Transfers strives to make a positive brand statement on Amazon and other marketplace sites. The quality of listings and support for Minimum Advertised Prices benefit our channel partners overall. Tinsley Transfers, in its unilateral discretion, will not do business with unauthorized sellers *or their suppliers*, selling Tinsley Transfers products on Amazon.com/.ca, Walmart.com, or similar marketplaces without prior authorization.

Products Covered Under Tinsley Transfers MAP Policy & Product Minimum Advertised Price:

*** Please reference the Tinsley Transfers Distributor Price List for accurate MAP Pricing.**