



MUSIC SHIP LLC MAP POLICY

Effective December 1, 2021, Music Ship LLC (“the Company”) has established a Minimum Advertised Price (“MAP”) policy for all associated brands offered by the Company (“branded Products”):

- AER Amplification
- Outlaw Effects
- Animals Pedals

A MAP policy protects and accentuates the individual brand’s equity in the marketplace, presents higher perceived value for the consumer, while providing equal pricing and profit opportunities for all retailers regardless of size and buying power.

This policy is not intended to limit the ability of any Dealer to advertise that “they have the lowest price” or “will meet or beat any competitor’s price,” as long as the price advertised or listed for the branded Products is not less than MAP. This policy does not extend to the Dealer’s actual resale price, which the Dealer may set in its sole discretion.

MAP Policy Guidelines

1. Any advertisement that depicts, pictures, references, or otherwise describes a Company brand is subject to this MAP policy, which applies to all advertisements of Company’s branded Products in any and all media, including without limitation:

- Print advertising, including newspapers, magazines, posters, and signage
- Broadcast advertising on FCC-licensed radio, television and streaming services
- Direct mail advertising, including catalogs, flyers, newsletters, magazines, coupons, posters, mailers, inserts, and broadcast facsimiles
- Online or electronic media including promotional email blasts, website advertisements, destination pages, third-party websites, and pricing search engines.

2. The MAP policy does not apply to in-store merchandising and website shopping carts, where the customer makes their final purchase.

3. Advertisements featuring Company’s brands shall not offer a price that is less than the MAP, nor imply that a product is being sold below the MAP (*i.e.*, “price before discount”).

4. Advertisements featuring terms such as “B Stock”, “Demo Model”, and “Blemished” may not offer a price reduced by more than 20% of the regular MAP for such Products.

5. The current MAP applicable to the marketing and advertising of Company's branded Products is set forth in the individual price lists. Company shall reserve the right to modify prices to Dealer without notice.

6. Dealers may only sell Company's branded Products in the United States. Dealers are not authorized to advertise, solicit, or consummate sales of branded Products outside the United States. Dealers may not trans-ship or sell Company's branded Products to other dealers or distributors.

7. Company's branded Products shall not be "bundled" with any other product, discount offer, or similar variation, unless the combined offer remains at MAP for the products, or such bundles are pre-approved in writing by the Company.

8. The statements "Email for Price," "Click for Price" or "Add to Cart for Price" are not acceptable terms in Dealer's advertisements of Company's branded Products. "Call for Price" is acceptable, provided that such conversation is limited to a live, one-on-one telephonic communication initiated by a customer, and provided that regular MAP pricing for Company branded Products is listed on the site or advertisement itself.

Non-Compliance with the Music Ship LLC MAP Policy:

9. Company will unilaterally enforce this policy. Violation(s) of this MAP policy may result in the following actions:

- **1st Violation:** Dealer may be restricted from purchasing Company branded Products for a period of 60 days or the duration of the violation, at Company's sole discretion.
- **2nd Violation:** Company may terminate Dealer's purchasing privileges of the branded Products.
- **3rd and Continuing Violations:** Company, in its sole discretion, may terminate all business with Dealer.

Please indicate your understanding and acknowledgement of this policy by your signature below:

Dealer: _____

Signature: _____

Print Name: _____ Title _____

DBA (if applicable): _____

Dealer Website URL: _____