



## 2020 Minimum Advertised Price (MAP) Policy - Canada

Effective: November 2020

As an authorized dealer or distributor of equipment for Doyon & NU-VU brands, be it through a buying group affiliation or through an independent relationship, all dealers (also referred to as our partner) must comply with our mandatory MAP program. We ask them to follow our policy and to remain in good standing. The program is in place to solidify brand equity and ensure our dealer partners are as competitive and profitable with our brands as possible.

### MINIMUM ADVERTISED PRICING

**The Minimum Advertised Price is 23% off current list pricing.**

All advertised, displayed, or listed prices on the Internet or in print of Doyon & NU-VU products in any format on the Dealer's Internet website, or Internet-based account, are subject to this policy. Refer to the most current Doyon & NU-VU Price Book(s), including amendments as may develop between printings.

### MAP POLICY

Our policy was created to develop strong brand equity, which is beneficial to our company and those of our partners. Dealers who have found additional ways to represent lower available pricing for our products are working against our policy, and working against development of our brand equity.

If you wish to represent a Doyon & NU-VU product, either through electronic or printed media, the pricing must be listed clearly at or above the MAP price. Any exemptions from this policy are solely at the discretion of Doyon & NU-VU, with written approval by a Vice President.

A Dealer may sell or distribute to another Dealer, but is responsible for ensuring the subsequent reseller is also following our MAP policy as all serial numbers are tracked through you. If a MAP violation is identified but cannot be traced to a Doyon & NU-VU account holder through reasonable means, Doyon & NU-VU may track the violator via purchase of equipment from the site to audit serial number(s). In this case, the cost of the purchase may be debited from the account of any Doyon & NU-VU Dealer found to be the source of the equipment, and constitutes an immediate 2<sup>nd</sup> Violation as outlined below.

Mechanisms to circumvent MAP policy evolve over time. Below are guidelines that include violations and exceptions, though any means of representing product price is expected to adhere to the intent of this policy, even if a specific practice is not explicitly prohibited.

#### Violations to MAP Policy

- Showing a product price with a slash line through it in a manner that suggests or states that the price is less than MAP pricing
- Offering an instant rebate or \$ or % off in such a manner that would state or suggest that pricing is less than MAP pricing.
- Any items being offered as "a gift" "gifts" or "free"
- The usage of any of the following words or terms: Sale Price, New Low Price, or anything leading to the idea that the listed MAP Pricing is being discounted.
- Call or Email for better price is also prohibited



#### Exceptions to MAP Policy

- Used Equipment
- Dedicated Customer Accounts
  - Internet-based sites with a dedicated customer login, indicative of pre-existing and ongoing private business relationship. This includes chain accounts, dedicated private networks, terminals and/or kiosks. In all cases the pricing listed through these means must not be accessible to the casual internet user or search engine.
- Personalized Contact
  - Doyon & NU-VU endorses and encourages personalized customer contact that supports development of brand equity, superior customer service and support. More 'traditional' face-to-face customer interaction and sales techniques can now often be handled by an individual over the phone or through a chat-box (or equivalent) via the Internet. This contact must always be conducted by a human being – artificial mechanisms such as 'bots' or interactive voice systems of any type are excluded. For the purposes of MAP, this level of contact is considered equal to face-to-face communication.
  - Phone Sales, negotiations in the field or at a Dealer's place of business
- Pricing that requires a customer to sign in to access pricing in the cart

#### ENFORCEMENT OF MAP POLICY

If a dealer is marketing our brand that directly violates or is in direct contradiction of our MAP policy, we will ask the violating dealer to change the manner in which they represent our products. If a violation is detected, we will send a notice in writing to have the violation corrected within 72 hours. If the violation is not resolved within 72 hours, Doyon/NU-VU reserves the right to take further action. Further action can include, but is not limited to:

- Suspension of all shipments for a predetermined time period till resolved
- Forfeiture of all rebates (including buying group)
- Loss of Discounts
- Termination any all Dealer Programs or Special Pricing Agreements
- Termination of all distribution rights
- Termination of all Marketing

Within the guidelines as written, *a Dealer is free to sell any product at any price.*

Any questions, comments, or concerns please contact us either by phone at (800) 338-9886 or via email at [sales@NU-VU.com](mailto:sales@NU-VU.com).

Sincerely,  
David Abi  
President, Doyon, NU-VU, Carter-Hoffmann & Cooktek  
[dabi@middleby.com](mailto:dabi@middleby.com)