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## *RKI Internet Minimum Advertised Price Policy*

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Effective 1/30/2023

### ***Internet MAP Policy Statement***

Fully authorized RKI distributors who advertise online pricing of any RKI portable products through a website or online market place shall not advertise below RKI's Internet Minimum Advertised Price (Internet MAP).

RKI's Internet MAP policy does not place any restrictions on the final price you charge for RKI's products and strictly pertains to online advertised prices.

### ***Internet MAP Pricing***

RKI's Internet Minimum Advertised Price cannot be lower than 20% off the current published list price for all portable product lines (with the exception of the 03 Series and 04 Series).

Advertising 'Contact Us for Pricing' in lieu of advertising a price is permissible.

RKI reserves the right to change the Internet MAP policy at any time.

Offering free shipping does not violate RKI's Internet MAP Policy.

### ***Products Covered***

All portable product lines may utilize RKI's Internet MAP policy. This includes parts and accessories intended for portable instruments.

Fixed product lines may not utilize RKI's Internet MAP policy and must not be advertised online for lower than the current published list price.

### ***Shipping within the US or Canada***

This Internet MAP Policy applies to the US and Canadian markets only. RKI products cannot be advertised for sale outside of the USA and Canada at any price.

Online-generated business can be shipped anywhere within the US and Canada. Sales intended for end users outside of the US or Canada are not permitted.

This Internet MAP Policy affects all Distributor Agreements with RKI. RKI has previously sent out a Distributor Agreement Amendment to reflect this change.

If shipping out of state, orders must utilize RKI's drop-shipment service unless monthly point of sale reporting is provided by the 5<sup>th</sup> of each month for all out of state shipments from the previous month.

### ***Internet MAP Policy Violations***

If you are violating any RKI MAP Policy, RKI will ask you to correct the violation within 5 days. If the violation has not been resolved, RKI reserves the right to reduce or suspend all product discounts.