

# INTERNET MINIMUM ADVERTISED PRICE (IMAP) POLICY, UNITED STATES

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Franklin Electric is a global leader in the manufacture and distribution of products and systems focused on the movement and management of water and fuel. Our success is a direct reflection of the investments and work of our distribution network and selected partners. We understand that many of our distribution partners spend a significant amount of effort and resources on providing the highest customer experience. To protect this effort, Franklin Electric has implemented a unilateral internet minimum advertised price (iMAP) policy to minimize disparities and support brand equity for all distributors and resellers.

## Franklin Electric iMAP Statement

- Franklin Electric does not regulate pricing – it means our customers have complete discretion to sell our iMAP Products at prices of their choosing.
- The iMAP Policy only applies to online advertised prices, and our distribution partners are free to decide whether or not to follow this iMAP Policy.
- Please visit the iMAP Policy site to download our iMAP pricing schedule. Franklin Electric reserves the right to modify the iMAP pricing schedule at any time. Any online advertised price below this schedule will constitute a violation of this iMAP policy. For more details, please see our Online Advertisement Violation Guidelines and Policy Enforcement sections below.
- To report a violation, please send an email with links, screenshots, and other pertinent details to Franklin Electric at [iMAP@fele.com](mailto:iMAP@fele.com).
- This iMAP Policy is unilateral to all distributors or resellers that advertise or sell our products. Franklin Electric does not seek nor will accept any agreement, assurance or compliance, or consent to carry out the policy.
- Franklin Electric reserves the right to suspend, modify or cancel this iMAP Policy, in whole or in part, at any time upon reasonable notice.
- In limited circumstances, Franklin Electric's iMAP Policy Administrators may grant a waiver to the iMAP Policy. Only the Franklin Electric iMAP Policy Administrator is permitted to grant such a waiver, which must be in writing.

## Online Advertisement Violation Guidelines

The violation guideline below applies to all distribution channels, including distributors, dealers, sellers and resellers that sell and distribute Franklin Electric products whether through their own website or via a third-party website including but not limited to Amazon or eBay.

- It is a violation of this iMAP Policy to:
  - Advertise any Franklin Electric product online, including but not limited to websites, applications, or social media, at a price below Franklin Electric's iMAP pricing.
  - Advertise Franklin Electric products as “free”, “gift”, or “take away”.
  - Advertise discounts including but not limited to rebates, discounts, membership discounts, coupons, bundle sales, groups sales with other products that result in products being advertised effectively at a discounted price below iMAP price.
  - Sell, distribute or otherwise provide Franklin Electric product to any person or company identified on Franklin Electric's Do Not Sell List.

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## Online Advertisement Violation Guidelines (cont.)

- The following are considered online advertisement features and may constitute a violation of the iMAP policy if the effective advertised price is below Franklin Electric iMAP prices.

*Click Buy for price*

*Send me price*

*Chat/Email for information*

*Click for quote*

*Add to cart for price*

*Call for price*

- Use of the following terms that results in an effective advertised price below Franklin Electric's iMAP prices are considered in violation of this iMAP Policy.

*Price too low to show*

*Instant discount*

*Instant rebates*

*New low price*

*So low we can't advertise*

*% off*

- Any other intentional activities that are designed to circumvent our iMAP Policy are also considered to be violations.
- Occasionally, Franklin Electric may allow sellers to advertise below our iMAP prices. In those events, Franklin Electric reserves the rights to modify or suspend the iMAP prices concerning a specific product(s) for a specified period by providing advance notice to all distributors, sellers, and resellers of such changes.

## Policy Enforcement

Franklin Electric iMAP Policy implementation and enforcement include the followings.

- All distributors are expected to be aware of our iMAP Policy & and responsible to communicate our policy to any customers of theirs that may resell our products.
- Franklin Electric iMAP Policy Administrator is responsible for determining whether a violation of the iMAP Policy has occurred, as well as for deciding suitable actions taken in response to any violation.
- In addition to the violations identified in the Violation Schedule of this policy, Franklin Electric reserves the right to cancel any pending orders, future orders, or suspend the involved customer's account in the event of multiple iMAP violation occurred.
- Franklin Electric monitors online advertised prices via the use of third-party agencies or tools. Any activity including hindering, obstructing, postponing, or otherwise failing to cooperate with a Franklin Electric iMAP Policy investigation is a violation of this iMAP Policy.
- Any and all questions or concerns regarding this policy's enforcement can be submitted to [iMAP@fele.com](mailto:iMAP@fele.com).

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## Violation Schedule(s)

Violations of Franklin Electric's iMAP Policy will have the following consequences.

	Direct Customer(s)	Indirect Customer(s)
Definition	Direct customers are our distribution channel, dealers, and selected partners who buy and receive products directly from Franklin Electric.	Indirect customers are entities including but not limited to distribution channels, dealers, seller and resellers that sell or distribute Franklin Electric's products purchased from a third party.
First Violation	Upon identifying the first violation, a warning of the violation will be sent to the Direct Customer with the required remediation. The Direct Customer will have to correct their advertising within three (3) business days or it will be considered a second violation.	Upon identifying the first violation, a warning of the violation will be sent to the Indirect Customer with the required remediation. The Indirect Customer will have to correct their advertising within three (3) business days or it will be considered a second violation.
Second Violation	If a second violation occurs from the same Direct Customer within 18 months of the first violation, or the first violation has not been corrected, a second warning will be sent to the Direct Customer with the required remediation. The Direct Customer will have to correct their advertising within three (3) business days or it will be considered a third violation.	If a second violation occurs from the same Indirect Customer within 18 months of the first violation, or the first violation has not been corrected, Franklin Electric will place the Indirect Customer on Franklin Electric's Do Not Sell (DNS) List for 90 days. The Indirect Customer will have to correct their advertising within three (3) business days or it will be considered a third violation.
Third Violation	If a third violation occurs from the same Direct Customer within 18 months of the first violation, or the second violation has not been addressed, Franklin Electric reserves the right to modify, remove or revoke any rebates, co-op advertising, promo discount, trade show expense or other marketing programs which may have been offered to the Direct Customer. In addition, Franklin Electric reserves the right to suspend shipments to the Direct Customer for a period of 30 days.	If a third violation occurs from the same Indirect Customer within 18 months of the first violation, or the second violation has not been corrected, Franklin Electric will immediately place the Indirect Customer on Franklin Electric's Do Not Sell (DNS) List indefinitely. Any Indirect Customer who is placed on the DNS List is prohibited from using any Franklin Electric Intellectual Property (IP) including any Franklin Electric trademark, logo, product picture or any other marketing material referencing Franklin Electric.
Fourth Violation	If a fourth violation occurs from the same Direct Customer within 18 months of the first violation, or the third violation has not been addressed, Franklin Electric reserves the right to suspend shipment of all products to the Direct Customer indefinitely.	

## Do Not Sell List

In support of this policy, Franklin Electric will regularly produce and distribute a Do Not Sell (DNS) List. Providing Franklin Electric product to any entity featured on the DNS List is considered a violation of this policy. For the most current version of the DNS List, please visit the iMAP Policy site.