



CBC AMERICA LLC Minimum Advertised Pricing Policy

This Minimum Advertised Price ("MAP") Policy is made by CBC America and shall take effect as of January 1, 2020.

In order to build and maintain the integrity of the Computar/Ganz brands and build brand equity, CBCA has established a MAP Policy which all authorized resellers are required to follow in advertising and marketing Products.

This MAP Policy pertains to prices of CBCA's Computar/Ganz CCTV & IP products and accessories ("Products").

This MAP Policy applies to all resale prices of Products which are advertised by resellers, companies affiliated with resellers, and customers of resellers acting with the knowledge of resellers.

This MAP Policy is intended to encourage competition in the sale of Products in a manner that is consistent with the long-term interests of resellers and their customers and the maintenance of an orderly market.

All CBCA authorized resellers of Products must abide by the terms and conditions of the following MAP Policy to preserve the benefits and privileges associated with being an authorized reseller of Products.

CBCA's MAP Policy Guidelines:

CBCA does not require resellers to list prices in advertising Products. If a reseller chooses, however, to advertise a price for a Product, the price advertised must be at or above the MAP for that Product.

Speak to your CBC sales REP to obtain a copy of the MAP pricing. To determine the MAP for a product, the MSRP should be discounted by 42% (forty-two percent) and rounded to the nearest dollar.

Advertised prices must be at or above the MAP for all Products. Any advertisement for a Product which shows a price more than 42 percent below the MSRP for the Product will be considered a violation of CBCA's MAP policy.

For Products that have no MSRP assigned to them, the reseller will be free to advertise the Products at any price which the reseller chooses.

If a reseller does not wish to advertise a price at or above MAP level, it has the option of not advertising any price and including in its advertisement statements such as "call for price" or "call for quote."

Resellers are responsible for ensuring their pricing is at or above MAP on any and all Internet search engines.



CBCA's MAP policy is directed at advertised prices only and not at the prices actually charged by resellers. Resellers remain free to determine the actual resale prices of any and all Products based on their own preferences.

CBCA's MAP policy for Products applies to all advertising placements, including but not limited to print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.); broadcast (radio and TV), direct mail, faxes, etc.

Internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites); Internet placements on resellers own website and elsewhere; and any flyers, posters or coupons.

Internet Site Pricing

Pricing listed on an Internet site is considered to be "advertised" and must conform to CBCA's MAP Policy.

Price Mark-Outs

Resellers are permitted to advertise CBCA products with price "mark-outs," "mark-throughs" and "strike-throughs," provided the prices shown in such advertisements are at or above the MAP.

CBCA Promotional Discounts

If a CBCA authorized promotional discount program is underway and applies to any Product, resellers may advertise a price for that Product which is lower than MAP, provided the reseller includes in the advertisement a note, below the price and on the same page, reflecting the amount of the promotional discount and showing its deduction from the advertised price.

Advertising a promotional discount outside of the authorized discount time frame is not allowed and is considered a violation of the MAP Policy.

Bundles: CBCA-authorized bundles of Products must also be advertised at or above MAP price for such bundles.

Free Offers Associated with CBCA Product

Free shipping and/or handling, sales tax inapplicability and free financing promotions are not within CBCA's MAP Policy and shall not be considered in determining whether a price was advertised at or above MAP level.

Price Matching Policies

Price matching cannot be accepted as a valid reason for violations of CBCA's MAP Policy. Resellers should not consider it permissible to advertise prices below the MAP in order to meet competition.



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Failure to Comply with the MAP Policy

CBCA shall have discretion in enforcing its MAP Policy and imposing sanctions for violations.

Failure to abide by CBCA's MAP Policy can result in any or all of the sanctions listed below being imposed:

- Loss of authorized reseller status, (which, among other things, will result in loss of the right to purchase any Products from CBCA)
- Loss of eligibility to receive special project or bid pricing
- Loss of marketing support

Upon imposing sanctions for violations of the MAP Policy, CBCA will send written notice to the offending reseller listing the sanctions imposed and stating when the sanctions will take effect.

CBCA appreciates your prompt attention to this matter, and your continued support for Computar/Ganz products.