

### Glen Dimplex Americas IMAP Policy

Effective October 1, 2021, the Glen Dimplex America's (GDAm) IMAP Policy will be effective to all Internet Resellers of Glen Dimplex America's. This Policy replaces and supersedes all prior Internet Minimum Advertised Price policies ("IMAP" or "Policy") issued by Dimplex North America and Cadet, (collectively, the "Company") and applies to all Company distributors, wholesalers, retailers, dealers, and other resellers, located in the United States and/or Canada (collectively, the "Resellers"), including Resellers who obtain GDAm product from a party other than the Company. Distributors, wholesalers, retailers, dealers who sell GDAm products to other resellers, including Fulfillment by Amazon (FBA), are responsible for enforcing this policy as well.

1. Resellers who advertise any or all GDAm's products must comply with this IMAP Policy. This policy is independent from any other agreements or contracts with GDAm and would overrule in a conflict. GDAm reserves the right to discontinue doing business with any Reseller without liability in the event of violations of the IMAP Policy. There will be no communication between GDAm and a Reseller about any other Reseller's advertised price and GDAm reserves the right to strictly enforce this policy should there be violations.
2. The Reseller is solely responsible for their compliance to the IMAP Policy. We are not obligated to issue any non-compliance warnings and will not enter any negotiation between GDAm and the Reseller on this matter. Any website that features GDAm products with advertised pricing must not be advertised below the MAP pricing as stated on the GDAm Price List.
3. Violations of the IMAP Policy include and are not limited to internet advertisements; emails, banner ads, third party sites either sponsored or paid by the Reseller, unauthorized couponing and hyperlinks to any other shopping carts. GDAm must be excluded from all coupons and discounts unless authorized and promoted by GDAm.
4. Permitted under this IMAP policy is Free shipping, Free installation, We Pay the Tax, any gift with purchase, instructing shoppers to "e-mail or call for best price" is not a violation of IMAP policy if no price is listed.
5. Advertisements that do not comply with GDAm's IMAP Policy will be considered a violation. Strike-through advertised pricing or similar advertised pricing mechanisms where the advertising would lead the consumer to reasonably believe the product price is being promoted or advertised for less than the IMAP price will be considered a violation. Compliance with the IMAP Policy will be determined solely by GDAm's IMAP Policy administrator.
6. From time to time, GDAm may, in its sole and absolute discretion, allow Resellers to suspend the IMAP policy and list or advertise IMAP products at lower prices.
7. GDAm will monitor Reseller's pricing on the Internet. Should there be a violation of the IMAP Policy; GDAm may give either a verbal or written notice to a representative of the Reseller. There is no response needed to this notice.

8. GDAm will be enforcing a “zero” tolerance policy to uphold the minimum advertised price. In the event of a violation of this IMAP Policy, without assuming any liability, GDAm may issue written or verbal notification of failure to follow the IMAP Policy.
9. If a seller is in violation of the policy, GDAm will, at its initiative, email the seller a copy of a report regarding the violation. At this time, the seller has two (2) days to bring the listing into IMAP policy compliance.
  - a. If the violation is not corrected within two (2) days, GDAm reserves the right to refuse purchase orders or stop future shipments of the specific GDAm product(s) in violation.
  - b. If the seller has not corrected the violation within four (4) days, GDAm will suspend shipping on all GDAm branded products, including orders and pending orders. Suspension is at GDAm’s discretion and may or may not be permanent.
10. GDAm reserves the right to stop shipment on any and all items if a Reseller is perceived to be “gaming the system” or consistently demonstrating behavior that violates the integrity and intention of this policy.

The IMAP Policy is confidential and GDAm requests that no Reseller disclose the terms and conditions of this policy. GDAm’s marketing representatives, agents, customer service personnel or other employees have no authority to discuss, modify or grant exceptions to this IMAP Policy. Should you have any concerns or need clarification about IMAP please contact [Ami.Stevens@GlenDimplexAmericas.com](mailto:Ami.Stevens@GlenDimplexAmericas.com).