



## Grandstream's Minimum Advertised Price (MAP) Policy

**Grandstream values its strong relationships with resellers & Certified Partners and wants to do everything possible to assist them. Grandstream's Minimum Advertised Price (MAP) Policy was created to help prevent margin erosion, protect customer relationships, and support our channel partners**

- I. Authorized partners (Resellers, Certified Partners, and Service Providers) may sell Grandstream products at any price at their sole discretion. MAP policy applies only to advertised prices and does not apply to the price at which Grandstream products are actually sold.
- II. Grandstream MAP policy applies to all advertisements of Grandstream products in any and all media including, but not limited to: websites, flyers, third-party websites (including Amazon.com & eBay), posters, mailers, coupons, inserts, catalogs, mail-order, search engine advertising, social media, web stores and other print and electronic media.
- III. For each Grandstream Product, the Minimum Advertised Price is to be established by Grandstream and is always available via our Certified Partners. The MAP price is to be the lowest retail price advertised for sale of a single unit exclusive of any Value Added Taxes (VAT) or other Taxes. MAP does not pertain to volume discounts.
- IV. Bundling Grandstream products into packages is not subject to our MAP Policies. The bundled packages (e.g. Hardware and/or software) must represent a true savings opportunity to the Buyer to be categorized as a bundle.
- V. Grandstream partners may not advertise single units below MAP through "add to cart for lowest price," "too low to advertise," "call for pricing," or any other advertisements in this spirit, meant to circumvent stated MAP policy.

Grandstream's sole remedy with regard to MAP violators, rests with our Certified Partners. Certified Partners are companies that purchase Grandstream Products directly from Grandstream Networks, Inc. The details of these consequences are detailed to each of our Certified Partners.

Thank you for your continued support and compliance. Grandstream encourages the reporting of any violation of the stated MAP policy so it can be addressed as quickly as possible.

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