



ALTO-SHAAM INTERNET MINIMUM ADVERTISED PRICE (IMAP) POLICY

Effective 1-1-2020

Alto-Shaam's Minimum Internet Advertised Price (IMAP) policy is intended to help protect its brand reputation as a premium manufacturer of high quality products and to maximize the customer buying experience. The manner in which Alto-Shaam products are advertised or promoted and how price is implied relative to list price by its dealers and distributors can impact its brand perception. The IMAP policy is designed to ensure that dealers and distributors continue to invest the resources required to provide the necessary pre- and post-sale support for our customers.

POLICY

Alto-Shaam dealers and distributors may not advertise or promote Alto-Shaam products less than 20 percent off of the current list price. Pricing may not be rounded down to the nearest dollar. Dealers and distributors are responsible for adhering to the IMAP policy and current list prices. In addition, Alto-Shaam dealers and distributors are responsible for upholding the Alto-Shaam brand with current products, logo and imagery on their web site and in any advertising or promotional activity.

This IMAP policy applies only to price advertising and promotion of current, new Alto-Shaam products in the United States. It may be updated or discontinued by Alto-Shaam at its sole discretion and thirty (30) days advance notice will be given on any updated pricing before deemed applicable. The terms and conditions are confidential and may only be disclosed to dealers and distributors in the United States.

This IMAP policy does not apply to in-store promotions, such as displays, banners or price markings; quotes, contracts or bids. Nor does this IMAP policy apply to telephone calls or emails from customers, made directly to a dealer and distributor, wherein a price quote is sought by the customer as to a specific product(s). Nor does this IMAP policy apply to discounts specific to a dealer or distributor, such as customer rewards, applied at checkout.

Alto-Shaam may offer special price promotions on specific products at its discretion that may lie outside of IMAP. Dealers and distributors will be notified in advance of such promotions.

MINIMUM ADVERTISED INTERNET CART PRICE POLICY

Alto-Shaam dealer and distributor e-commerce sites must adhere to a minimum advertised internet cart price at no more than 34 percent off of the current list price, excluding the Alto-Shaam Multi-Cook oven, which must adhere to a minimum advertised internet cart price at no more than 30 percent off of the current list price. The dealer or distributor may not substitute phrasing, such as "call for pricing," "text for pricing," or any phrasing that implies a different price.

GSA ADVANTAGE WEBSITE ONLY

Alto-Shaam dealers holding a current GSA Multiple Award Schedule Contract and a current letter of commitment/supply from Alto-Shaam can advertise 36 percent off of list price, excluding the Alto-Shaam Multi-Cook oven which must adhere to a minimum advertised price at no more than 30 percent off of the current list price, on the GSA Advantage U.S. General Services Administration website.

POLICY APPLICATIONS AND LIST PRICES

This IMAP policy applies to any and all advertising media. Examples include, but are not limited to: print, such as flyers, magazines, and newspapers; digital, such as dealer, distributor or third party websites, chat, banner/interstitial/take-over ads, search engines, retargeting, social media posts, SMS, and email; broadcast, such as radio and television; and display, such as billboards and signs.



Alto-Shaam dealers and distributors that sell online may not display or link to another website or third-party with any pricing lower than IMAP. This IMAP policy does not apply to password-protected sites for a single end-user that shows pricing negotiated between a dealer or distributor and that specific end-user. Alto-Shaam prohibits the use of competitive or like product advertising or promotion, such as pop-ups, split-screens, side-by-sides or redirects.

Alto-Shaam dealers and distributors may not advertise product as free or a gift.

Alto-Shaam dealers and distributors may not respond to an individual customer's specific request for pricing information relating to a specific Alto-Shaam product by sending that customer pricing information relating to any other Alto-Shaam product, including any master list of prices.

CORPORATE IDENTITY: TRADEMARKS, LOGOS, IMAGERY

Alto-Shaam permits the usage of our trademarks, corporate logo, product imagery, general imagery and content to our dealers and distributors. Dealers and distributors are required to maintain the Alto-Shaam brand image with accurate trademark usage and current products, logo and imagery on their web site and in any other promotional activity.

IMAP POLICY ENFORCEMENT

While dealers and distributors are free to promote, advertise, and sell products at any price they choose, Alto-Shaam will do business only with dealers and distributors that promote, advertise, and sell Alto-Shaam products in accordance with the terms of this IMAP policy. Alto-Shaam does not seek and will not accept any agreement by any dealer or distributor to comply with this IMAP Policy.

This IMAP policy will be strictly enforced. Alto-Shaam is committed to upholding its brand image and optimizing the customer buying experience. Alto-Shaam will actively investigate any potential violations and requires cooperation from dealers and distributors in the process. Obstructing or hindering any investigation will be considered a violation of this policy.

Intentional and/or repeated failure to abide by this IMAP policy (in a 12-month period) by dealers and distributors discredits and degrades the Alto-Shaam brand and will result in the following:

First violation: Violation must be corrected within 2 business days.

Second violation: Forfeit of quarterly dealer or distributor rebate program (where applicable) or suspension of account for 90 days.

Third violation: Forfeit of dealer or distributor rebate program (where applicable) or suspension of account for one year.

Alto-Shaam is not required to provide notice or issue warnings before taking action under this policy. Violations will be investigated, reviewed and acted upon at the discretion of Alto-Shaam.