

## **Minimum Advertised Pricing Policy**

Dahua Technology USA Inc. (“Dahua”) will unilaterally establish and enforce a Minimum Advertised Pricing Policy (“MAP”) on all Dahua products. This MAP will apply to all United States and Canada dealers and distributors.

This MAP shall work under the following guidelines:

1. The MAP for Dahua products shall be no less than ten percent (10%) off the Manufacture’s Suggested Retail Price (“MSRP”) as listed on the current Dahua price list. The MAP may also be changed from time to time solely at the discretion of Dahua.
2. The MAP applies to all Dahua products broadcasted through any and all forms of media, which includes but will not be limited to, fliers, posters, pricing stickers or displays, coupons, mailers (electronic or postal), inserts (magazine, newspapers, or any other forms of publication), advertisements (internet, magazines, newspapers, or any other forms of publication), electronic media, internet portals (public or private), television, or radio. There will be absolutely no broadcasting of any prices that would be in violation of this MAP through any of the aforementioned mediums or related mediums.
3. Promotional offers and advertising, such as “Bundling”, “Rebates”, or “Discount” that would bring any of the products covered within the MAP below the MAP shall have the same effect as if the price of a product is advertised and/or broadcasted to be in violation of the MAP.
4. All prices listed on any website or along with any product displays will be considered “advertised” and “broadcasted” and must adhere to the MAP. However, when, and only when, the product becomes associated with an actual purchase (which is the final stage of a purchase), that price is no longer bound by the MAP.
5. The MAP only applies to the advertised or broadcasted price. MAP does not apply to the prices for which a product is actually sold to an individual consumer. Dealers and Distributors may sell products that are bound by the MAP at whichever price they decide to so long as the advertised or broadcasted price adheres to the MAP.
6. Statements such as, “We have the lowest prices”, “We will match any price”, “Ask us about our price”, “Call for pricing”, or the like are all acceptable statements to be advertised or broadcasted so long as any prices that would be in violation of the MAP are not attached, or associated, with such statements in said advertising or broadcasting.
7. Dahua may, at its sole discretion, discontinue models (temporarily or permanently) from certain markets or engage in various promotions that may conflict with the MAP. In these circumstances, the MAP is still in effect for all the respective dealers and/or distributors. Additionally, Dahua reserves the right to modify or suspend the MAP. Dahua will provide

timely notice to all dealers and/or distributors that may be affected by said modification and/or suspension of the affected MAP within seven (7) days prior to the modification and/or suspension of the applicable MAP.

8. Repeated failure to adhere to Dahua's MAP may result in automatic termination of Partner or Distributor Relationship. Additionally, this may result in that Distributor or Dealer to be classified and listed as an unauthorized reseller of Dahua products. If a Distributor or Dealer is listed as an unauthorized reseller of Dahua products, Dahua will not provide any support for any of the products sold from that Distributor or Dealer. Additionally, that Distributor or Dealer will be listed on Dahua's unauthorized list, which can be found at:  
<http://www.dahuasecurity.com/en/us/map.php>

If you have any questions as to the MAP, please contact your regional sales manager.