

TRENDnet's Minimum Advertised Price (MAP) Policy

INTRODUCTION

TRENDnet, Inc. sells products through various channels, including TRENDnet authorized resellers (herein referred to collectively as “Resellers”).

In order to ensure that all product advertising focuses on the product’s features, benefits, specifications, warranties, and quality, TRENDnet has unilaterally established this Minimum Advertised Price (“MAP”) Policy.

The word “unilaterally” means one-sided, independent and/or by itself. In the context of this MAP Policy, this means there is no agreement, side agreement or any mutual decision between a Reseller and TRENDnet to resell, market and/or advertise products at any price. Each Reseller must independently set its own pricing for TRENDnet products.

Nothing in this MAP Policy or in any other contract or agreement with TRENDnet shall constitute an agreement between TRENDnet and a Reseller that the Reseller will comply with this MAP Policy. It is entirely within the discretion of a Reseller whether or not to comply with this MAP Policy.

TRENDnet, in its sole discretion, reserves the right to discontinue doing business with any Reseller that advertises any product(s) covered by this MAP Policy at a price lower than the MAP.

PRODUCTS COVERED BY MAP POLICY

This MAP Policy applies to all TRENDnet products for which a Minimum Advertised Price (“MAP”) is specified on the current TRENDnet Price List provided to Resellers (herein “MAP Products”). TRENDnet may, in its sole discretion, modify the content of the Price List from time to time, including which products are subject to this MAP Policy and the MAP. TRENDnet will provide Resellers with written notice of any changes to the Price List.

This MAP Policy does not apply to any discontinued products, refurbished products, closeouts, demonstration, or other refurbished or used merchandise.

GENERAL GUIDELINES

TRENDnet recognizes that Resellers are free to make their own decisions to advertise and sell any TRENDnet product at any price they choose, without consulting or advising TRENDnet. Similarly, TRENDnet will exercise its right to make its own decision regarding TRENDnet authorized resellers, product allocation and new product availability.

This MAP Policy applies to advertised prices, not the price at which MAP Products are actually sold or offered for sale to an individual in-store or over the telephone. Each Reseller is expected

to unilaterally and independently determine the price at which it sells MAP Products to consumers.

ADVERTISING GUIDELINES

This MAP Policy covers all advertisements of MAP Products in any and all media, including but not limited to, publications (including newspapers, inserts, weekly circulars, magazines, periodicals and other print media), direct mailers, flyers, newsletters, preprinted materials (including posters, brochures or in-box inserts, banners, and faxes), broadcasts (including radio and television advertisements), billboards, mail-order catalogs, alternative media, Internet sites (including banner advertisements), social media sites, apps, and any other electronic media.

This MAP Policy does not cover in-store advertising such as POPs, POS, shelf-talkers, pricing tags, end-cap displays, and window displays.

This MAP Policy requires that a price no less than the MAP price be shown on all Internet advertising.

Website features such as "Click for Price," automated "bounce-back" pricing e-mails, preformatted e-mail responses, forms, and automatic price display for any MAP Products prior to being placed in a customer's online shopping cart, and other similar features, are considered to be communications initiated by the Reseller (rather than by the customer) and thereby constitute "advertising" under this MAP Policy.

It is a violation of this MAP Policy for an advertisement to include language or graphics that state or suggest that a MAP Product is being promoted at a price less than the MAP.

Examples of MAP Policy violations include, but are not limited to:

- Showing the price of the MAP Product with a slash line through it in a manner that states or suggests that the advertised offer is less than the MAP.
- Offer an instant rebate or "\$X or X% off" in a manner that states or suggests that the advertised offer is less than the MAP (unless MAP Products are specifically identified as excluded from the offer).
- Offer any MAP Products as a free or gift item.
- Use language such as "sale price" or "new low price" or words such as "subtract," "less" or "take away" in a manner that states or suggests the advertised offer is less than the MAP.
- Include language such as "price too low to print."
- Offer a discount for using a certain type of credit card.

It shall not be a violation of this MAP Policy to advertise that a customer may "call for price" or "e-mail for price" so long as no price is listed.

POLICY ENFORCEMENT

TRENDnet reserves the right to cancel any pending orders, restrict future orders, or suspend a Reseller's account if TRENDnet reasonably believes that a Reseller has violated the provisions of this MAP Policy.

TRENDnet is solely responsible for determining whether a violation of this MAP Policy has occurred, as well as determining appropriate sanctions, which may include terminating Reseller's relationship with TRENDnet.