



ACCENT DECOR

## Accent Decor - IMAP Pricing Policy - Eric & Eloise Collection

July 2024

To maintain the highest value and pricing integrity on Eric & Eloise products for our customers, we are introducing an Internet Minimum Advertised Price (IMAP) policy for this collection of AD-designed products. We take great pride in the story and craft that has gone into these beloved products and aim to encourage sales and success for our customers by putting this policy into place.

*\*This policy is subject to change as additional Eric & Eloise products are designed and added to our line. Please reach out to your sales representative or customer support (support @accentdecor.com) with any questions or concerns.*

### **Details of Agreement:**

- All digitally advertised Eric & Eloise products must be sold at our Manufacturer's Suggested Retail Price (MSRP) of 2.2x our list price.
- Current items included in our policy from the Eric & Eloise collection are listed below with their expected MSRP.
- The IMAP Policy applies to pre-tax advertised price (i.e., IMAP prices are exclusive of any applicable taxes).

### **Definition of Advertising:**

Under AD's IMAP Policy, "Advertising" includes, but is not limited to, promotions and advertising in the following formats:

- Internet and online advertisements appearing on websites, blogs, social media, and affiliate marketing networks/comparison shopping engines (static banners, floating banners, sidebars, static images, text, wallpaper, popup ads, flash ads, videos, Retailer-sponsored listings, customer paid search ads, shopping comparison ads, pay-per-click ads, mobile ads, sponsored links);
- Mobile, smart phone, and other digital applications (special offers, special deals, membership deals or loyalty offers);
- "In basket", "shopping cart", and similar check-out web pages or windows on websites and mobile applications;
- E-mail (flyers, inserts, circulars, direct email, out of store Retailer coupons);
- Ads in any other media in a digital format that is conveyed via the internet and any other marketing or promotional materials displayed online;
- Permitting any third-party to alter the advertised price for any product covered by the IMAP Policy; and
- Direct or indirect attempts to circumvent this IMAP Policy.

The following are examples of types of advertised promotions subject to AD's IMAP Policy:

- "Buy one-get one", "buy-save", "spend-get" type promotions that list, picture or cite an AD product subject to the IMAP Policy where the advertisement displays or implies a unit price for that AD product that is below IMAP.
- Retailer gift cards, loyalty reward offers, rebates or coupons expressly tied to the purchase of an AD product subject to IMAP, or whose advertisement lists, pictures or cites an AD product subject to IMAP, where the advertisement displays or implies a unit price (including "free", "zero" or its equivalent) for that AD product that is below IMAP.
  - For example, you cannot run a sale that notes, "if you buy 3 Frankie wall mounts then you get one free." None of the listed styles may be advertised as "free. "

This policy allows for value-added incentives including:

- Free Shipping
- Loyalty or Rewards program credits or redemption used as cash as opposed to discounting the products included in the policy.

### Consequences for Violations of IMAP Policy:

- 1<sup>st</sup> Violation - Written warning with a 48-hour window to correct the pricing on any related platform advertising below IMAP.
- 2<sup>nd</sup> and Following Violations - Shipments will be held until all pricing is corrected to meet this IMAP policy.

### Current Products included in the AD Eric & Eloise Collection:

Supplier ID	Description	AD Base Cost	2.2x MSRP
75100.00	E+E Wall Mount 10"x 6.5"x15.5 Eloise	\$54.00	\$118.80
75101.00	E+E Wall Mount 16"x 11"x 27 Eric	\$98.00	\$215.60
75102.00	E+E Wall Mount Louie 5.5" x 10.5"	\$29.95	\$65.89
75103.00	E+E Wall Mount 13"x 8"x 47" Frankie	\$240.00	\$528.00
75104.00	E+E Wall Mount Beatrice 13.5"x 7"x 16.5"	\$98.00	\$215.60
75105.00	E+E Wall Mount Margie 9.25"x 11.5"x 26.75"	\$112.00	\$246.40
75106.00	E+E Wall Mount Eugene 43.5"x 27"x 46.5"	\$650.00	\$1,430.00
75107.00	E+E Wall Mount Emerson 8.25"x 27.25"	\$78.00	\$171.60
75108.00	E+E Wall Mount Charlie 6.75"x 18"	\$58.00	\$127.60
75240.00	E+E Stocking Holder 4"x 6.75" Mouse	\$18.00	\$39.60
75241.00	E+E Stocking Holder 2.75"x 7.75" Fox	\$18.00	\$39.60
75242.00	E+E Stocking Holder 2.75"x 8.75" har	\$18.00	\$39.60
75243.00	E+E Stocking Holder 2.75"x 9.5" Fra	\$18.00	\$39.60
75244.00	E+E Stocking Holder 4.75"x 6.5" Bear	\$18.00	\$39.60
75245.00	E+E Stocking Holder Eugene 7"x 8"x 10"	\$25.00	\$55.00
75246.00	E+E Stocking Holder Charlie 4.75"x 4"x 8"	\$18.00	\$39.60
75247.00	E+E Stocking Holder Emerson 4.75"x 4.5"x 9"	\$18.00	\$39.60
75670.00	E+E Bust Louie 5"x 12.75"	\$35.00	\$77.00
75671.00	E+E Bust Eloise 7"x 6.5"x 14"	\$50.00	\$110.00
75672.00	E+E Bust Eric 6.75"x 4"x 17.75"	\$40.00	\$88.00
75673.00	E+E Bust Frankie 10.75"x 5.5"x 22.75"	\$68.00	\$149.60
75674.00	E+E Bust Eugene 14"x 7.75"x 18"	\$70.00	\$154.00