

Amerex Minimum Advertised Price Policy

Effective Date: February 3, 2021; Updated October 1, 2026

Introduction: Amerex is committed to supporting a healthy, competitive, and sustainable marketplace for our distributor partners. Our Minimum Advertised Price (MAP) Policy is designed to protect the value of the Amerex brand while fostering fair competition among distributors, regardless of size, geography, or purchasing volume.

By establishing a consistent minimum advertised price, Amerex helps ensure that distributors can compete based on the quality of their service, product expertise, customer support, and overall value proposition, rather than being forced into unsustainable price competition. This approach creates a more level playing field across our distribution network, allowing partners in all pricing tiers to maintain reasonable margins and invest in the resources, inventory, training, and support necessary to serve their customers effectively.

The MAP Policy also benefits end users by preserving the value associated with Amerex products and ensuring continued access to knowledgeable distributors who can provide guidance, service, and support for fire safety equipment. Through this policy, Amerex seeks to strengthen long-term partnerships, promote responsible market practices, and support the mutual success of both our distributors and the customers who rely on Amerex products every day.

Outline: The Minimum Advertised Price (MAP) is the lowest price at which an Amerex MAP-covered product may be advertised. Amerex is solely responsible for establishing the MAP for each covered product and communicating this policy to distributors, dealers, resellers, and other sellers.

This policy does not restrict the price at which a seller may ultimately sell a product. Distributors remain free to determine their own resale prices. However, advertising a covered product below its established MAP constitutes a violation of this policy.

This policy applies to all forms of advertising, whether conducted in-store or through any printed, audio, video, email, digital, or online medium. The policy also applies to all methods used to advertise a price below MAP, including, but not limited to, coupons, rebates, vouchers, promotional codes, loyalty rewards, redemption programs, bulk discounts, bundled offers, tied products, and similar pricing incentives.

MAP applies at the individual SKU level. As a result, different package configurations of the same product may have different MAP prices. For example, a single-unit SKU may have one MAP price, while a multi-unit package SKU may have a different MAP price that is not necessarily equal to a multiple of the MAP price for the single-unit SKU. Each SKU's MAP price is established independently and must be advertised accordingly.

Enforcement of Policy: Amerex will monitor the practices of our distributors either directly or using third parties, including using analytical tools and tracking programs. Distributors are expected to provide reasonable cooperation in any Amerex efforts to determine potential MAP Policy violations. Hindering or otherwise failing to cooperate with any Amerex effort to determine compliance with our MAP Policy will be considered a violation of our MAP Policy.

If Amerex determines that a distributor is engaging in any practice that violates our MAP Policy, Amerex will unilaterally take the actions outlined below without consultation or agreement with the violating distributor or any other distributor. Note that in instances of a MAP violation by a reseller who is not an authorized Amerex distributor or does not buy directly from Amerex, Amerex will enforce its MAP Policy against the authorized distributor or direct-purchasing distributor who resold our product to another customer without regard for our MAP Policy.

Violations escalate through the enforcement levels set out below. A distributor moves to the next enforcement level if either of the following occurs: (1) the distributor fails to correct the affected advertised pricing within the time allotted for correction; or (2) the distributor receives more than one violation on the same product within the same calendar year.

- First Violation

- Amerex will issue a letter to the violating distributor requesting that the affected advertised pricing be corrected to comply with this MAP Policy within three business days. If the distributor fails to correct the pricing within that period, Amerex will place a shipping hold on the products in violation of this MAP Policy from the distributor for a period of 30 days.

- Second Violation

- Amerex will place a 45-day shipping hold on the products in violation of this MAP Policy.

- Third Violation

- Amerex will place an indefinite shipping hold on all product orders from the distributor until a resolution determined by Amerex in its sole discretion has been reached. Amerex will not accept new orders from the distributor for any products during that period.

Amerex reserves the unilateral right to take any of the actions above with distributors who violate our MAP Policy, including but not limited to the right to hold orders of affected products in multiple violations for the remainder of the calendar year or to its terminate business relationship with the distributor. Such a decision will be made by the Amerex management team, without consultation or agreement with the violating distributor or any other distributor.