



Customer Bulletin

Bulletin No: 25-0203
Date: March 17, 2025
Attn: Airmar Customers
Subject: MAP Pricing Policy
Effective: March 17th, 2025

AIRMAR Announces MAP Pricing in North America

Effective immediately, we've implemented a unilateral **Minimum Advertised Price (MAP)** for certain Airmar products.

We are introducing this policy to help maintain Airmar Technology Corporation's reputation for high-quality products, preserve its brand image, promote fair competition, and support retailer marketing efforts.

Airmar will independently administer this policy and will begin enforcement on **Monday, March 17, 2025**. If you have any questions, we encourage you to review the policy or contact us for clarification.

Thank you for your support and for being a valued part of our dealer network. We appreciate your commitment to offering Airmar products and look forward to continued success together. Our team is here to support you and we are excited for a prosperous year ahead.

All correspondence regarding this policy should be forwarded to:
MAP@airmar.com

Minimum Advertised Price Policy

Airmar Technology Corporation has unilaterally established a policy regarding the Minimum Advertised Price for certain of its products advertised in the United States and Canada (the "MAP Policy"). The MAP Policy is necessary for Airmar Technology Corporation to maintain its reputation for high-quality products, preserve its brand image, ensure fair competition, and encourage retailer promotion of Airmar products.

Terms

1. The MAP Policy applies to all advertised prices for Airmar Technology Corporation transducer products (the "MAP Products"), including sub-components thereof. The Minimum Advertised Price for any MAP Product shall not be less than the MAP Price published on the MAP Price Sheet, which Airmar Technology Corporation may modify in its sole discretion from time to time, attached here as Appendix A. The MAP Policy does not apply to the actual price at which MAP Products are sold. Instead, while Airmar strongly encourages actual retail prices to be in-line with MAP, distributors, dealers and resellers are free to determine the actual retail prices for the MAP Products.

2. Airmar Technology Corporation, in its sole discretion and at any time, may permit its distributors, dealers, and resellers to advertise MAP Products at prices below the MAP Price for limited periods of time. In such events, Airmar Technology Corporation reserves the right to modify or suspend the MAP Price for the affected products for a specified period of time by providing advance notice to all distributors, dealers, and resellers of such changes.

3. The MAP Policy applies to all advertisements of MAP Products in all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio and public signage.

4. In all advertisements for two or more MAP Products that are part of a bundled sale (whether the bundle includes other non-MAP products), distributors, dealers and resellers must advertise: (a) a price for each MAP Product in the bundle, the total of which is equal to or greater than the applicable MAP Price for all MAP Products in the bundle; or (b) a single combined price for the bundle that is equal to or greater than the combined MAP Prices for all MAP Products in the bundle.

5. Distributors, dealers and resellers may not:

(a) remove items, such as accessories from a kit, in order to advertise a MAP Product at a price lower than the MAP Price;

(b) advertise "Price too low to show/advertise/mention" or other language implying a price below MAP;

(c) require customers to "Add to Cart" for pricing;

(d) advertise a coupon that makes the price below MAP;

(e) advertise a strike through of the MAP price in order to indicate that customers will receive a lower price; or

(f) advertise MAP Products as part of a liquidation sale.

6. The MAP Policy does not establish maximum advertised prices. Distributors, dealers and resellers may offer MAP Products at prices greater than the MAP Prices.

7. For e-Bay and other auction web sites: (a) "Buy it Now" options must be listed at a price equal to or greater than the MAP Price; (b) the minimum bid for Auctions must start at the MAP Price; and (c) "Best Offer" options are not allowed.

Enforcement

8. In response to violations of the MAP Policy, Airmar Technology Corporation, in its sole discretion, may take the following actions but not limited to:

1st. Offense – Airmar Technology Corporation will notify the violator of the violation and, if the violation is not corrected within 72 hours of notification, suspend all shipments until MAP has been corrected to Airmar Technology Corporation's satisfaction.

Enforcement of subsequent offenses will be at the discretion of Airmar Technology Corporation and could include discontinuing promotional support, termination of supply or distribution agreements, and cessation of supply.

Unilateral Nature of Policy

9. Airmar Technology Corporation does not seek, nor will it accept, any agreement or assent from you regarding this MAP Policy. This MAP Policy is established unilaterally by Airmar Technology Corporation and, therefore, is not subject to negotiation. No representative of Airmar Technology Corporation or any other company is permitted to make agreements regarding this MAP Policy, and any attempt to do so should be reported to Airmar management immediately.