



Minimum Advertised Price Policy

Effective November 18, 2022, a minimum advertised price policy (MAP Policy) on all Virginia Abrasives Corporation ("Virginia Abrasives") products will be in effect. International accounts must reflect pricing as translated into their local currency.

Virginia Abrasives® has spent an extensive amount of time building a brand of strong recognition and a high perceived value. In order to, among other things, ensure Virginia Abrasive's reputation for providing customers with high value products and to encourage Virginia Abrasive's dealers, distributors and resellers of certain products to invest time and resources in providing information and services to consumers of such products, Virginia Abrasives has unilaterally established this MAP Policy.

The terms of the MAP Policy are as follows:

1. The minimum advertised price (MAP) for any Virginia Abrasives product listed on Exhibit A shall be as set forth on Exhibit A. The MAP for any Virginia Abrasives product not listed on Exhibit A will be no less than 35% off the MSRP list price.
2. The products listed on Exhibit A, the MAP for such products and the MAP for all other Virginia Abrasives products are established by Virginia Abrasives and may be adjusted by Virginia Abrasives at its sole discretion, including without limitation by including additional products at its sole discretion on Exhibit A.
3. The MAP Policy applies to all advertisements of Virginia Abrasives products in any and all media, including, but not limited to, internet listings including, but not limited to, Amazon and Ebay, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, television, radio, and public signage. The MAP Policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
4. The inclusion in advertising of free or discounted products (whether made by Virginia Abrasives or another manufacturer) with a Virginia Abrasives' product would be contrary to the policy if it has the effect of discounting the advertised price of the product below the MAP for such product.
5. If pricing is displayed in other than a brick-and-mortar retail store, any strike-through or other alteration of the MAP is inconsistent with the MAP Policy.
6. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Virginia Abrasives' dealers and sales representatives remain free to sell these products at any prices they choose.



7. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer Virginia Abrasives products at any price in excess of the MAP for such products.
8. The MAP policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices” or, they “will meet or beat any competitors price,” that consumers should “call for a price,” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
9. All trademarks of Virginia Abrasives are solely the property of Virginia Abrasives. As the property of Virginia Abrasives, the use of advertising materials provided by Virginia Abrasives maybe done in an authorized manner only.
10. Virginia Abrasives may monitor the advertised price of dealers and sales representatives, either directly or via third party agencies. In the event a dealer or sales representative chooses not to follow the MAP Policy, sanctions may be unilaterally imposed by Virginia Abrasives, including without limitation termination of dealership or sales representatives. Virginia Abrasives reserves the right, in its unilateral desertion, to take other actions against any dealer or sales representative that violates the MAP Policy, including to prevent such reseller from using Virginia Abrasives brand, trademarks and logos. Virginia Abrasives will enforce the MAP Policy in its sole discretion.
11. E-Bay, Amazon, Etsy, and other Auction Websites Policy:
 - a. “Buy it Now” options must be listed at a price equal to MAP or greater.
 - b. For auctions the reserve and/or opening bids must start at MAP without a “Buy it Now” option.
 - c. Best Offer Auctions are not allowed
12. Without limiting the generality of Section 2 of this MAP Policy, Virginia Abrasives may elect to offer a sale from time to time and in such case the MAP will be the same as the sale price on those particular items and on those particular dates.
13. Sales representatives of Virginia Abrasives products will supply a copy of the MAP Policy to any new or existing reseller



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Exhibit A

			MSP
Bonded Wheels			Min Price
VAPN	UPC	ASIN	
424-15714	809916000148	B01FWIINF1	\$ 90.50
424-16114	809916000155	B0186EKAWY	\$ 90.50
424-10814	809916000049	B002PIC99U	\$ 90.50
Core Drill Bits			
VAPN	UPC	ASIN	
425-03040	809916030404	B088XFQCD0	\$ 125.18
425-03041	809916030411	B088XTS7KF	\$ 189.94
425-05211	809916052116	B088Y16H45	\$ 231.99
425-03042	809916030428	B0B43Y6VV3	\$ 261.09
425-03107	809916031074	B0B44BV3Y3	\$ 451.11
Core Drills			
VAPN	UPC	ASIN	
433-22000	809916088139	B088ZH4FP4	\$ 858.19
433-20000	809916072404	B088ZH4FP4	\$ 858.19
Diamond Blades			
VAPN	UPC	ASIN	
425-04177	809916041776	B00699GLEA	\$ 69.99
425-06026	809916060265	B07KYQWNJF	\$ 54.99
425-06321	809916063211	B072L3HS84	\$ 190.14
425-07831	809916078314	B0B4465CZ7	\$ 174.30
425-06264	809916062641	B0B43737Y4	\$ 380.31
425-08087	809916080874	B0B43SXRTZ	\$ 245.61
425-07388	809916073883	B0B448T193	\$ 142.61
425-03078	809916030787	B0B43N82KG	\$ 102.99
425-03074	809916030749	B0B43QF9Q6	\$ 174.30
425-08408	809916084087	B0B43YL2YX	\$ 68.57
425-06315	809916063150	B0BHJQ113K	\$ 79.22
425-08804	809916088047	B0BQPLH5VN	\$ 99.03
Floor Maintenance Pads			
VAPN	UPC	ASIN	
416-50174	809916020917	B01CDLDGOU	\$ 50.19
416-50177	809916020948	B01CDMPAQQ	\$ 50.19
416-50175	809916020924	B01CDMPAQQ	\$ 50.19
Power Trowel Blades			
VAPN	UPC	ASIN	
423-CB0818	809916064416	B0B43Y4HRF	\$ 123.08
423-CB0814	809916064409	B00PCYN0E2	\$ 94.48
TCAD			
VAPN	UPC	ASIN	
421-80017	809916063396	B0042L0GZC	\$ 271.52