



December 2015

Mersen Minimum Advertised Pricing Policy

Mersen is committed to our channel partners and supporting promotional efforts to strengthen the local markets they serve. Due to the technical nature of the products offered by Mersen, a significant amount of training, learning, and sales program development is committed by our Distributors and as such, it allows our distributors to better compete and provide services to their customers. To support these efforts, Mersen has in place a Minimum Advertised Price (MAP) policy to support our Distributors that ensures they are able to compete at a profitable price point.

This MAP policy covers the following topics:

Advertising

All electronic advertising, including but not limited to websites, electronic store fronts, auction websites, 3rd party websites, e-mail campaigns, newsfeeds, search engines, and other related electronic forms of promotion must adhere to the MAP policy. The price displayed on any general public electronic advertising must be higher than or equal to the MAP price.

Sale

Sale of Mersen products is limited to Mersen Distributors. Any sale through a discount website or Auction site such as eBay is strictly prohibited.

Products

All products manufactured and purchased bearing the Mersen or associated Mersen sub-brands are covered under this MAP pricing policy.

Price

Minimum Advertised Price shall not be lower than Mersen's "\$400 Net & Over" price column on the most current price list. It is the Distributors' responsibility to ensure they are using the most current price list.

If any party, including a Mersen Distributor, advertises Mersen's products below the MAP, Mersen may discontinue the Distributors' ability to purchase Mersen's products and terminate agreement.

Best regards,

A handwritten signature in black ink, appearing to read "Janelle Woodfall". The signature is fluid and cursive.

Janelle Woodfall
Director of Product Management