

GI.METAL USA INC. UNILATERAL MINIMUM ADVERTISED PRICE (MAP) POLICY

Effective Date: February 1, 2026]

Issuing Company: Gi.Metal USA Inc.

Address: 203 Commercial Dr, Yorkville, IL.

Website: www.gimetalusa.com

1. Introduction

Gi.Metal USA Inc. (hereafter referred simply as "*Gi.Metal*") is a leading manufacturer of professional tools for the pizzeria and hospitality sectors. To protect our brand reputation for quality and innovation, and to support our network of authorized resellers in providing excellent customer service, Gi.Metal has unilaterally adopted this Minimum Advertised Price Policy ("*MAP Policy*").

2. Scope

This Policy applies to all distributors, dealers, and resellers (collectively, "*Resellers*") located in the United States or with business in the US Market. It applies to all products listed in the Gi.Metal USA website "www.gimetalusa.com" and in its downloadable PDF Price List (hereafter referred as "*Covered Products*").

3. Minimum Advertised Price (MAP)

The MAP for all Covered Products is established as follows:

MAP Price = Current MSRP (List Price) less 10% discount.

Resellers may advertise Covered Products at a price equal to or higher than this calculated MAP.

4. Advertising Guidelines

This Policy applies to all "Advertised Prices" in any media, including but not limited to:

Websites, social media, and third-party marketplaces (e.g., Amazon, eBay).

Printed flyers, catalogs, and direct mail.

Search engine ads (Google Shopping, Bing).

Prohibited Practices:

Displaying a price lower than the MAP on any product listing page.

Using strikethroughs (e.g., ~~\$100.00~~) that reveal a price below MAP next to the image.

Permitted Practices:

The "Checkout" Exception: Pricing information displayed only at the final stage of a transaction (i.e., when the product is in the secure shopping cart or on the checkout page ready for payment) is considered the "selling price" and is NOT subject to this MAP Policy. However, statements such as "See Price in Cart" or "Click for Lower Price" are monitored to ensure they are not used deceptively to circumvent the intent of this Policy.

Exemption for Discontinued and Closeout Products: MAP guidelines do not apply to products that Gi.Metal USA has officially designated as "Discontinued," "Closeout," or "Clearance" items. To qualify for this exemption, the product must be clearly identified in the advertisement as "Discontinued," "Closeout," or "While Supplies Last." and must be removed from the Reseller's primary listing of current in-line products. Gi.Metal USA will communicate the list of discontinued items to Resellers periodically.

5. Enforcement

Gi.Metal will enforce this Policy unilaterally. Violations will result in the following sanctions:

1st Violation: Written warning. Reseller has 24 hours to correct the pricing.

2nd Violation: Suspension of shipping for 30 days.

3rd Violation: Indefinite termination of the reseller account.

6. General Terms

This Policy is not negotiable. Gi.Metal does not seek and will not accept any agreement from any Reseller to comply with this Policy. Each Reseller is free to set its own selling prices; this Policy strictly restricts the advertised prices.

Authorized Promotional Periods: From time to time, Gi.Metal may designate specific periods (e.g., Black Friday, Cyber Monday) or specific products for a temporary suspension or reduction of the MAP. During these authorized periods, Resellers may advertise products at the promotional price established by Gi.Metal. Gi.Metal reserves the right to offer promotions on its own direct-to-consumer channels; in such cases, Gi.Metal will communicate equivalent promotional opportunities to authorized Resellers to ensure fair competition.

7. Contact

All inquiries regarding this Policy shall be directed in writing to: MAP Policy Administrator:

sales@gimetalusa.com