

Minimum Advertised Price (MAP) Policy

Effective September 1, 2017
Revised May 1, 2023

Visioneer has a **Minimum Advertised Price (MAP)** Policy that applies to Visioneer® products and Xerox® scanners to create the most equitable environment within our sales channels. All resellers who comply with Visioneer's MAP Policy will enjoy an up-front MAP pricing incentive, allowing resellers to provide post-sales support, training, installation and services for successful implementation of all Visioneer products and Xerox® scanners for end users. All sales of the Visioneer® products and Xerox® scanners listed on the MAP price list ("Covered Products") after the effective date will be subject to this MAP Policy. The MAP pricing incentive is contingent upon reseller's adherence to this Policy, which has been unilaterally adopted and will be enforced strictly and uniformly.

To prevent resellers from violating the MAP Policy on Amazon.com, Visioneer will take vigorous action to defend and secure the Amazon "buy box", including lowering Visioneer's sell price below the published MAP Policy pricing. Visioneer further aims to ensure that Amazon customers are not subject to unauthorized sellers. Visioneer will not offer price protection to resellers and customers due to these actions.

Although resellers are free to establish their own Advertised prices, Visioneer will take the following action immediately following Visioneer's verification to its satisfaction that such reseller has sold, offered or advertised any Covered Products at a net Advertised price less than the Minimum Advertised Price (MAP) established and announced by Visioneer from time to time. Any sales or advertisements below this price will be a violation of this Policy.

- **1st Offense:** A letter/notification from Visioneer® highlighting the offense will be sent to the reseller communicating that they will be suspended from receiving the MAP pricing incentive if advertised pricing is not corrected immediately.
- **2nd Offense:** A letter/notification from Visioneer® highlighting the offense will be sent to the reseller communicating that they have been suspended from receiving the MAP pricing incentive effective immediately.
- **3rd Offense:** A cease and desist letter from Visioneer® will be sent to the reseller communicating the permanent suspension from receiving the MAP pricing incentive effective immediately, removal of access to products via distribution partners and the submission of official removal request to Amazon for unauthorized use of the Visioneer(R) or Xerox® brand.

This MAP Policy applies to all Visioneer® newly manufactured scanners and Xerox® scanners. This Policy may be modified by Visioneer at any time, and the MAP may be affected by promotions announced by Visioneer or may change during promotional periods such as national industry events or as designated by Visioneer from time to time.

This Policy is a US Policy and is only in effect for sales of Covered Products in the US and to US end user customers by authorized Visioneer resellers of the Covered Products. All other terms and conditions of both the Visioneer US Partner Agreement and the Visioneer Global Partner Program pertaining to Covered Products governing the sale of these products still apply.

Visioneer® shall maintain full authority regarding conditions of acceptance related to this Policy. In addition, Visioneer neither solicits, nor will it accept, any assurance of compliance with this Policy. Nothing in this Policy shall constitute an agreement between Visioneer and any reseller that the reseller will comply with this Policy. Furthermore, neither Visioneer personnel nor representatives are authorized to modify or grant exceptions to the Policy. All questions regarding the interpretation of the Policy should be directed to Visioneer's MAP Policy coordinator at channelmarketing@visioneer.com.

The type of advertised pricing or advertising covered by this Policy:

- Print advertising such as newspapers, magazines, and multi-page inserts.
- Broadcast advertising such as radio and TV.
- Direct advertising such as catalogs, fliers, newsletters, direct mail pieces, and broadcast faxes. This applies to any piece whether mailed; hand delivered, or shipped in-box with product.
- Electronic mail (e-mail) advertising. Any web pages that link from the e-mail are considered part of the e-mail advertisement.
- Internet advertising such as banner, pop-up, and pop-under ads.
 - Any web site accessible to the public including traditional retailers, club membership sites,
 - E-tailers, vendors, portals, shopping sites, auction sites, marketplaces, etc. Any "level/click" of a web site including in cart and any pop-ups, mouse-over/mouse hover.
- Comparison Shopping Engines, Paid Search Advertising, and any and all Digital Media Advertising and any product listing ads.

In-store merchandising:

- Direct mail, e-mail, or web sites that support Employee or Academic Purchase programs — or other limited access programs such as "Friends & Family" or "Customer Loyalty" — are covered by this policy even though access to the promotions and pricing is restricted by a customer unique identification such as a user name/password and is not accessible to the general public (private sites).
- Prices provided to a unique buyer through a "name your own price" web site.

The type of advertised pricing or advertising not covered by this Policy:

- Prices negotiated between the reseller and a unique customer.
- Televised and owned affiliated televised website "today only" specials that are not advertised in advance of the promotion date.
- Loyalty or Award Programs when the award is based on "points" and not equated to a specific dollar denominated benefit or credit.

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FAQs:

Q: How do I get assistance on questions in regards to this Policy?

A: All questions regarding this Policy should be directed exclusively to Visioneer 's MAP Policy coordinator at channelmarketing@visioneer.com

Q: Will there be any warnings sent to a reseller in violation of the Policy?

A: Distributors and resellers will be made aware of the Policy but will not be warned in the event of a Policy violation. Any violations of the Policy will be subject to the sanctions outlined in the Policy.

Q: Can a reseller appeal or negotiate a notification of a violation?

A: All decisions on Policy violations shall be considered final..

Q: How can Visioneer-sponsored end user specials or promotions be combined with the MAP?

A: The Covered Product needs to be shown as a separate line item on the invoice or advertisement at no lower than the MAP with the Visioneer-sponsored end user allowances or promotions for that Covered Product detailed as a deduction on a separate line item.

For Example, if Visioneer offers a \$50 end user instant rebate on the Visioneer scanner, a net sales price of \$249 would not be a violation of this Policy (MAP of \$299 less the Visioneer instant rebate amount of \$50) as long as the Covered Product was shown on a separate line item at or above the MAP with the Visioneer-sponsored end user promotion shown as a deduction on a separate line item. Prices provided to a unique buyer through a "name your own price" web site.

Advertising Example 1: This is NOT a violation:

Description	Price
Xerox® Scanner	\$299
Xerox Instant Rebate	<\$50>
Net Price	\$249

Another example, if Visioneer offers a \$100 Upgrade to a new Visioneer Product end user trade-in rebate on the similar products, a net sales price of \$499 would not be a violation of this Policy (MAP of \$599 less the Visioneer trade-in rebate amount of \$100) as long as the Covered Product was shown on a separate line item at or above the MAP with the Visioneer-sponsored end user promotion shown as a deduction on a separate line item on the invoice or ad.

Advertising Example 2: This is NOT a violation:

Description	Price
Visioneer® Scanner	\$599
Visioneer scanner "Upgrade to New Product"	<\$100>
Net Price	\$499

Visioneer-sponsored end user promotions will be communicated directly to the reseller via the Visioneer Partner Portal. All sales must comply with the promotional terms and conditions.

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Q: Can the program Global Partner Program rebates be combined with or deducted from MAP to offer a net price below MAP?

A: No. It is a violation of this Policy when a reseller is passing through programmatic reseller rebates of any kind to offer or sell a Covered Product below the MAP. Only Visioneer-sponsored end user promotions can be combined with MAP to offer or sell a Covered Product below MAP and remain in compliance with this Policy.

Q: Can Volume Discounts or multi-unit opportunities be combined with Covered Products offered at or above MAP?

A: No discounts for unit volume sales that result in an offer or sale with a net sale price below the MAP should not be advertised and constitute a violation of this Policy.

Advertising Example 3: This IS a violation:

Description	Price
Qty. 2 Visioneer® Scanners @ \$599 each	\$1,198
Volume Discount	<\$200>
Net Price	\$998
Net Price per unit	\$499

Visioneer sponsored end user promotions shown as itemized deductions on separate line items on the invoice or ad.

Advertising Example 4: This is NOT a violation:

Description	Price
Qty. 2 Visioneer® Scanners @ \$599 each	\$1,198
Visioneer-sponsored Trade-In Rebate / unit	<\$100>
Visioneer-sponsored Instant Rebate / unit	<\$100>
Net Price per unit	\$399

Q: If I purchase a Covered Product during a Visioneer-sponsored End User Promotion and receive the Visioneer-sponsored End User Promotion discount up front in the purchase price, can I deduct that promotional discount from MAP?

A: No. You can only deduct a Visioneer-sponsored End User promotion from MAP during the stated time period for which that promotion is current. You must also abide by the stated Terms & Conditions of that Visioneer-sponsored End User Promotion.

For Example, it would be a violation of this Policy to purchase Covered Products in Period 1 under a Visioneer-sponsored End User Promotion, and then apply that promotional discount against MAP in Period 2 if the promotional Period 1 was expired and the promotional terms and condition stated that the end user must purchase the covered product in Period 1 to be eligible for that specific promotion, regardless of any promotions running in Period 2.

Contact Us

You can find the latest policy guidelines and product price list on the Visioneer Partners web site at: www.visioneer.com/partnerprogram. If you wish to be notified by e-mail when updates have been posted to the web site, or if you have questions about the policy, please send a written request email contact. You may also contact Visioneer at the following address: Visioneer Inc. 5696 Stewart Avenue, Fremont, CA, 94538

