



METAL STYLE BOUVET LTD  
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Longueuil, November 24<sup>th</sup> 2016

## Internet Minimum Advertised Pricing (IMAP) Policy

Dear Client,

Metal Style Bouvet Ltd ("MSB") has adopted this Policy applicable to all Metal Style Bouvet Ltd customers effective January 1<sup>st</sup> 2017 with respect to the customers' advertising over the Internet of products supplied by MSB.

1. Each MSB customer remains free to establish its own resale prices. However, a customer may not (a) advertise or otherwise promote MSB products over the Internet at a net price (final price paid net of any discounts, coupons, promotions) that is less than the Internet Minimum Advertised Price (IMAP) established by MSB or (b) sell MSB product to any other person who advertises or otherwise promotes MSB products over the Internet at a net price less than the IMAP established by MSB.

**Metal Style Bouvet Ltd (MSB) has established an Internet Minimum Advertised Price of 10% off List Prices.**

**Example: \$100.00 = Retail Price per MSB Price list  
\$90.00 = IMAP Price**

2. If a customer violates this IMAP policy, MSB will request that the customer cease advertising or promoting products on the Internet in violation of IMAP policy. MSB will allow 48 hours for the client to comply. Should a customer fail to comply with MSB's policy, appropriate measures will be taken to correct the situation.

3. In executing this policy, MSB will act at all times unilaterally, and will neither solicit, consider nor agree to any recommendation, request or demand of any other person. All matters of interpretation and application of the terms of this policy and all matters concerning enforcement of this policy shall remain with the sole, unilateral authority of MSB.

For details, comments or questions concerning this policy please contact us.

Best regards,

Christophe Guérinot  
President and owner,  
Metal Style Bouvet Ltd  
1-800-282-6883

www.metalstylebouvet.com  
www.bouvet.com

