

Minimum Advertised Price Policy

Effective July 2026

A partner who erodes your price is not a partner. This policy sets out how AINA Distribution treats advertised pricing — both for the brands we distribute and for the businesses that buy from us.

PART ONE

Our commitment to the brands we distribute

Where a brand maintains a Minimum Advertised Price policy, AINA observes it. In practice that means:

- **We uphold your policy**
We advertise your products at or above the minimum price you set, across every channel we operate — retail, marketplace and distributor networks alike.
- **We do not compete on price**
Discounting is not how we move volume. Where we take on a brand, we grow it through channel access, placement and operational execution — not by undercutting the market.
- **We monitor the channels we operate in**
We watch advertised pricing where we are active, and we report what we see — including violations we did not cause. A brand cannot enforce a policy it cannot observe.
- **We pass the policy down**
Businesses that purchase from us are made aware of the applicable MAP terms before they buy. The commitment does not stop at our own conduct.

PART TWO

What we ask of brand partners

A MAP policy only holds if it is clear and applied consistently. We ask three things.

- **Give us the policy in writing**
Current pricing, the products covered, and any permitted promotional exceptions. We cannot uphold terms we have not been given.
- **Keep it current**
Tell us when pricing changes. Outdated policies cause accidental violations and are the most common source of channel disputes.
- **Apply it to every partner**
Enforce equally across all partners. A policy enforced selectively collapses — compliant partners lose sales to non-compliant ones and eventually stop complying too.

PART THREE

Expectations of partners who buy from us

Where products supplied by AINA are covered by a brand's MAP policy, the following applies to resale.

- **Advertised pricing**
Products must be advertised at or above the minimum advertised price specified by the brand. This governs advertised price only — you remain free to set your own final selling price.
- **Where it applies**
All public-facing advertising: websites, marketplace listings, search and social advertising, email campaigns, catalogues and print.
- **If terms are not observed**
AINA may decline future orders, withdraw access to affected products, or end the supply relationship. These decisions are made independently by AINA.
- **Reporting a violation**
If you observe pricing that appears to breach a brand's policy, contact partnerships@ainadistribution.com. We pass verified reports to the brand.

QUESTIONS ABOUT THIS POLICY

partnerships@ainadistribution.com

ainadistribution.com/map-policy

This policy is adopted unilaterally by AINA Distribution. It is not an agreement between AINA and any brand, customer or other party, and AINA makes decisions regarding it independently. AINA may modify or withdraw this policy at any time.