



Minimum Advertised Price Policy (MAP)

Effective December 1, 2021 through December 31, 2022

koi's **Minimum Advertised Price (MAP)** policy is designed to regulate the price for which koi, Betsey Johnson and Orange Standard products may be advertised in print, online, broadcast and any other forms of advertising. The policy applies to advertised prices and does not apply to actual retail prices. The policy is a unilateral statement of koi's preferences concerning the type of account to which koi chooses to distribute its products and is not intended or designed to restrict, coerce, force or reach an agreement with the retailer to charge any particular price.

koi believes that the MAP policy is an essential element in maintaining the quality image associated with koi's brand and the profit margins of our retail partners. Thus, the MAP policy protects both you and koi.

To eliminate any confusion, we have published this detailed explanation of the MAP policy.

koi's MAP policy centers around two pricing components, the **Suggested Retail Price (SRP)** and the **Internet Minimum Advertised Price (IMAP)**.



SUGGESTED RETAIL PRICE (SRP)

1. As a koi retailer, you are free to establish your own retail prices. However, we recommend that you use the **Suggested Retail Price (SRP)** provided by koi when pricing koi, Betsey Johnson and Orange Standard products for sale at a physical store location.
2. The SRP calculation for koi, Betsey Johnson and Orange Standard products is keystone + \$1, based on koi's wholesale prices. (Note: keystone is equal to twice the wholesale price.) We allow prices to be rounded down to 0.95.
3. koi, Betsey Johnson and Orange Standard products CANNOT be posted, promoted or presented in any PRINT advertising at a price lower than the established Suggested Retail Price.



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INTERNET MINIMUM ADVERTISED PRICE (IMAP)

4. The Internet **Minimum Advertised Price (IMAP)** is the minimum advertised price that a koi retailer can advertise current koi products online or over the Internet.
5. While each koi retailer is free to establish its own resale prices, a koi retailer **MAY NOT** advertise, post or promote current koi, Betsey Johnson and/or Orange Standard products **ONLINE OR OVER THE INTERNET** at a net price (final price paid by consumer net of any discounts, coupons, promotions) that is less than the **Internet Minimum Advertised Price (IMAP)** established by koi.
6. The **IMAP** calculation for koi, Betsey Johnson and Orange Standard products is keystone + \$3, based on koi's wholesale prices. (Note: keystone is equal to twice the wholesale price.) We allow prices to be rounded down to 0.95.

PRODUCTS COVERED BY koi's MAP POLICY

7. The MAP policy applies to all current season and reorderable styles for koi, Betsey Johnson and Orange Standard. Past-season fashion items that are eligible for markdown or have been published on koi's clearance list are excluded from the policy.
8. An updated koi Wholesale Price List is distributed to all retailers each season. This list clearly states the SRP and IMAP prices in the far right columns.

EXCEPTIONS TO koi's MAP POLICY (OFF-MAP PERIODS)

9. Current season and reorderable koi products may not be advertised at below the established minimum advertised price, except during the following designated promotion periods:

OFF-MAP DATES

WHAT'S ELIGIBLE

January 21–30, 2022	All koi and Betsey Johnson collections
April 29–May 15, 2022	All koi and Betsey Johnson collections
August 19–28, 2022	All koi and Betsey Johnson collections
Nov. 23–Dec. 4, 2022	All koi and Betsey Johnson collections



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10. Promotions, coupons and web specials that don't state a discount but advertise the product at a reduced price, such as "Buy One, Get One" or "Buy One, Get One Half Off" are not permitted on current koi, Betsey Johnson or Orange Standard products. If the promotion is site-wide or store-wide, koi's brands must be excluded from the advertised promotion, except for the dates noted in Section 9.
11. If an online, print or broadcast promotional offer extends beyond the designated promotion periods listed in Section 9, koi's products may not be advertised as part of the promotion.
12. Free freight promotions on koi, Betsey Johnson and Orange Standard are permitted.
13. The price posted in an online shopping cart cannot be below MAP price, except during the designated promotion periods. (See Sections 9.) At no time may the reseller make any statements or suggest in any way that a lower price may be found at the online checkout stage of a purchase including, but not limited to, making any of the following kinds of statements:
 - "click for lower price"
 - "add to cart for price"
 - "email for better price"
 - "email for price"
 - "log in for price"
 - "mouse over for price"
 - "see price in cart"
 - "check cart for lower price"
 - "call for a lower price"
 - "call for price"
14. However, the MAP policy does not apply to a reduced price that the reseller wishes to provide in the online shopping cart at the final stage of a purchase, as long as the purchaser enters the final stage of the purchase without being given any reference or suggestion that a lower price will be given at the final purchasing stage.
15. koi reserves the right to discontinue shipments of products to a retailer whose advertising is inconsistent with koi's MAP policy.
16. This MAP policy will be updated annually.