

MINIMUM ADVERTISED PRICE (“MAP”) POLICY

The MAP Policy applies to all resellers, dealers, and distributors. Goal Zero actively supports the advertising and promotion of its products with significant financial resources and has built a strong reputation and following among consumers. This MAP Policy is adopted for the benefit of all resellers and will be uniformly enforced.

The MAP policy shall work under the following guidelines:

1. The MAP for all Goal Zero products shall be listed on each Goal Zero price list and may be adjusted or amended by Goal Zero at any time in its sole discretion. MAP Prices are SKU specific and all products listed will have a MAP Price. Goal Zero distributors are responsible for providing clear understanding of the MAP Policy to their resellers, as well as making sure that this policy is adhered to in its entirety throughout all their sales channels.
2. The MAP Policy applies to all advertisements of Goal Zero products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, all product landing pages and listings on websites, and public signage. The MAP Policy is not applicable to any physical in-store advertising that is not distributed to any consumer.
3. Goal Zero’s MAP policy does not in any way limit the ability of any dealer to advertise in a physical retail location, that “they have the lowest prices” or, they “will meet or beat any competitors price,” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP. Such advertisements Online are not permitted.
4. Online Auctions, “Make me an offer”, publicly advertised “add to cart for lower price”, or hiding prices until added to cart methods of selling are not allowed. Resellers may display a “Call for price” or “Contact us for price”, but only when the MAP price is also displayed on product listing advertisements, and there is not a suggestion that the price can be or will be lower than the established MAP pricing.
5. Goal Zero will supply product for resale on 3rd party marketplaces only to those authorized to do so by Goal Zero. Resellers who are authorized to resell on 3rd party marketplaces will be notified in advance by Goal Zero, or at the time a new reseller account is established. Listing Goal Zero products on 3rd party marketplaces by a reseller who is not authorized to do so will result in an official MAP Violation.
6. From time to time Goal Zero may discontinue models or engage in promotions with respect to certain products. In such events, Goal Zero reserves the right to modify or suspend the MAP with respect to the affected products by notifying all resellers of such change. Goal Zero further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon advance written notice to the resellers, provided that such changes shall apply equally to all Goal Zero resellers.
7. Goal Zero recognizes that any authorized Goal Zero reseller can make its own decisions to advertise and sell any Goal Zero product at any price it chooses without consulting or advising Goal Zero. Goal Zero similarly has the right to make its own decision regarding its product allocations and reseller participation at any time.
8. Intentional failure to abide by this policy will result in sanctions unilaterally imposed by Goal Zero. The level of sanctions will be determined by Goal Zero in its sole discretion. Goal Zero does not intend to do business with resellers who degrade the image of Goal Zero and its products. Goal Zero may choose to, but need not provide prior notice or issue warnings before taking any action under this MAP Policy.

The MAP Policy is solely within Goal Zero’s discretion and authority acting through the duly authorized managers of Goal Zero. No employee or sales representative of Goal Zero has any authority to discuss, modify or grant exceptions to this MAP Policy. Any representation or action by any employee, sales representative or persons not specifically authorized to discuss, modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid. All questions about this MAP Policy should be in writing and directed via email to resellercompliance@goalzero.com who will respond only in writing. No oral communications about this MAP Policy are authorized. The MAP Policy Administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to resellers regarding the policy and receiving any communications regarding sanctions imposed under this MAP Policy. Any action taken by Goal Zero under this MAP Policy shall be without liability to Goal Zero.