



U.S. UNILATERAL ADVERTISED PRICE POLICY

Updated and Effective April 20, 2020

In order to successfully compete in the marketplace and to maintain its premium brand image, GN Audio ("Jabra") has adopted this Unilateral Policy. Hereafter, all advertisements for sales from Authorized Resellers to End Users of new products set forth in Jabra's Unilateral Price Grid (UP Products) inside the United States shall be subject to this Unilateral Policy.

Jabra products covered and their coordinating minimum advertised prices are set forth in the Unilateral Price Grid found on Jabra's Web Portal or shall be delivered or otherwise made available by Jabra to the Authorized Reseller. Jabra reserves the right from time to time to alter, modify, suspend, or cancel this Unilateral Policy, the products covered, and/or the minimum advertised prices.

This policy does not restrict the Authorized Reseller's right to establish independent advertised and resale prices of Jabra products. Jabra reserves the right to determine whether an Authorized Reseller has advertised Jabra's products at a net advertised price less than the minimum advertised price established in this Unilateral Policy. Upon such determination Jabra may, without assuming any liability, cancel all direct orders or indirect distribution orders and may instruct distributors to indefinitely refuse to accept new orders from the Authorized Reseller.

This policy has been unilaterally adopted by Jabra. Jabra neither solicits nor will it accept assurances by an Authorized Reseller of acquiescence with this policy. Nothing in this policy shall constitute an agreement between Jabra and any Authorized Reseller of compliance with this policy. **The Authorized Reseller within its own discretion can choose to acquiesce or not acquiesce with this policy. Jabra will not discuss the administration of, or conditions of acceptance related to this policy.** This policy is non-negotiable and will not be altered, modified, or amended for any Authorized Reseller.

Actions that constitute acquiescence with Jabra's Unilateral Policy:

- The offer of free shipping or financing on UP Products
- The offer of a gift card redeemable for value on a future purchase with the purchase of UP Products
- Jabra, from time to time within its sole discretion may announce promotion prices and bundles of the UP Products
- Advertising of "Call to Order" or "Call for Price" or "Request Quote"

Actions that do not constitute acquiescence with Jabra's Unilateral Policy:

- Advertising that informs or requests the End User to (including but not limited to) "see price in cart", "click to see price", "add to cart for best price", "Why we do not show a price?" or a price that is struck through, no price listed or any language or graphic representation that implies, or from which the End User can infer, that the End User click through to the cart to see a price lower than that set forth in the *Unilateral Price Grid*
- Prices displayed at Check Out /In Cart lower than that set forth in the Unilateral Price Grid
- The issuance of non-Jabra announced rebates (in any form) on UP Products

Jabra's sales personnel have no authority to modify or grant exceptions to this policy. All questions regarding interpretation of this policy should be directed to the Jabra Policy Coordinator at UPcoordinator@Jabra.com. **Jabra will not discuss the administration of this policy relating to other resellers' advertised prices.**

