

## **KAVIO MINIMUM ADVERTISED PRICE (MAP) POLICY ANNOUNCEMENT**

Dear Valued Kavio! Customer,

We'd like to thank you for your business and mutual partnership over the years and would like to announce an upcoming update.

While the continuous growth of internet-based commerce has been increasingly successful for consumers over the years, it has come to our attention that it has been a major problem for some of our online resellers. At Kavio!, while we are dedicated to providing quality merchandise and value, we also want to ensure quality experiences for all consumers purchasing their goods. We take pride on our brand and source the highest quality products without ever compromising on our materials and high standards. As part of our continual efforts to ensure customer satisfaction and brand image protection, we will be implementing a new policy to all wholesale accounts immediately.

Beginning January 2016, Kavio! will start enforcing **Minimum Advertised Price (MAP) Policy to all online resellers**. To preserve and protect the brand "Kavio!" the MAP Policy will discourage online discounters and the undercutting of product prices that would be a degradation to our brand image as well as to our online resellers. Establishing the MAP Policy will ensure a fair e-commerce trade and equal buying opportunities to all consumers.

We are aware that online resellers are free to make their own decisions to advertise and sell any Kavio! product at any price they choose without advising Kavio!. Equally, Kavio! reserves the right to discontinue doing business with any online reseller that advertises any of our products at a price lower than the displayed MAP Price. If Kavio! believes the reseller has violated the provisions of our MAP Policy or intends to violate, we reserve the right to cancel any pending orders, restrict future orders and/or suspend resellers' wholesale account.

**To view MAP Pricing on our products, [click here](#) - note this document is password protected.**  
If you have any questions regarding our MAP Policy, please contact us at kv@kavio.com.

Thank you for your business and cooperation.

Kavio!