

## Minimum Advertised Price Policy

Loftware Inc. has implemented a Minimum Advertised Price (“MAP”) policy, which establishes standards for media advertisements of Loftware NiceLabel products (“Products”). The MAP policy applies to all US and Canadian distributors, and members of the Loftware Partner Program (“Channel Partners”).

Loftware built a strong reputation in the market and is committed to protecting and advancing such reputation by positioning its value-added, high quality products effectively in the marketplace and by ensuring end users receive appropriate sales and product support. The Company has implemented this MAP policy to advance these goals. Further, Loftware wants its committed Channel Partners to have the appropriate incentive to invest resources into marketing Loftware NiceLabel products and servicing Loftware NiceLabel’s and our Channel Partners’ end users.

1. As a member of the Loftware Partner Program in good standing, Channel Partner agrees not to advertise on its website, or in any promotional communication to its existing or potential customers, the end user prices of Products at rates below the stated end user prices as posted on the NiceLabel site at [www.nicelabel.com/partners-pages](http://www.nicelabel.com/partners-pages).
2. Loftware at its sole discretion, without notice and from time to time, may add or delete items and may change the end user prices under the guidelines described in its Terms and Conditions.
3. This principle does not apply where a customer may access Channel Partner’s private website portal using a unique password.
4. The policy applies only to advertised prices and does not affect the price at which Channel Partner may sell Products.
5. Although Channel Partners remain free to establish their own actual resale prices, Loftware will, without assuming any liability, unilaterally impose sanctions as described in this policy against Channel Partners who advertise Loftware NiceLabel Products in violation of this MAP policy.
6. If Channel Partner advertises Products at below the stated end user prices, Loftware will bring Channel Partner’s attention to the matter and request a change. If Channel Partner persists in advertising Products at below the stated end user prices, Loftware will consider such practice as a material breach of its Terms and Conditions.
7. Loftware will not discuss with Channel Partners any conditions of acceptance related to this MAP policy, as it is unilateral and non-negotiable, and it will not be altered for any Channel Partner. Each Channel Partner is free to decide independently whether or not to follow this policy; Loftware does not ask for nor will it accept any assurance of compliance or agreement from a Channel Partner regarding this policy. Nothing in this MAP policy or in any other contract or agreement with Loftware shall constitute an agreement between Loftware and Channel Partner regarding this MAP policy or the resale prices at which Loftware NiceLabel Products are sold by any Channel Partner.