

**MINIMUM ADVERTISED PRICE (“MAP”) POLICY
SELECT SMARTPHONE AND TABLET ACCESSORY PRODUCTS
SAMSUNG AUTHORIZED RESELLERS**

Effective January 1, 2016

To maintain the value of the Samsung Brand and to properly position Samsung products in today's market, Samsung Electronics America, Inc. ("Samsung") is announcing a Minimum Advertised Price policy ("Policy") for select Samsung Smartphone and Tablet accessory products ("MAP Products")¹ This policy is intended to build upon Samsung's core commitment to excellence and to developing the best, highest quality products on the market, as exemplified by Samsung's significant investment in building a strong consumer following and establishing Samsung Mobile brand and product market value. Samsung's commitment to customer satisfaction is rooted in its innovation, quality, and progressive products, and the Samsung brand has become synonymous with world-class products, outstanding customer service, and product support. This policy applies to U.S. Authorized Resellers only.

In a unilateral policy decision concerning the marketing and sale of its products, Samsung has determined that MAP Products should not be advertised at a price less than the MAP price as designated by Samsung² (referred to herein as the "MAP Price") in Exhibit A. The Policy applies to all advertisements of MAP Products aimed at the general public in any and all media, including, without limitation, inserts, newspapers, magazines, catalog, mail-order catalogs, public signage, other print media, television, radio, e-mail, internet websites, e-commerce, flyers, posters, coupons, brochures, any method which uses the hypertext transfer protocol (http) or any internal link to a web based shopping cart, and other electronic media (collectively, the "Advertisements"). The price of MAP Products included in any Advertisement shall be the Advertised Price.

This policy in no way limits the Authorized Reseller from setting advertised or retail prices. Each Authorized Reseller remains free to independently establish its own retail prices and advertised pricing.

This policy applies to all U.S. Authorized Resellers and to all MAP Products. Advertisements that do not comply with Samsung's MAP Policy will be considered in violation and, without assuming any liability, Samsung will issue written notification of the failure to follow the Policy and execute the Schedule of Consequences as set forth below. Samsung reserves the right to revise any terms of the Policy at any time and in its sole discretion. This Policy document is provided for information and reference only. It is not incorporated into Authorized Reseller's Authorized Reseller Agreement by reference. The terms of this Policy are confidential and may not be disclosed to other parties.

**I.
MAP GUIDELINES**

This Policy applies to all MAP Products, as set forth in Exhibit A. Please note that, in the future, any additional MAP Products will be added by submission of a Bulletin Addendum to Exhibit A.

1. Authorized Resellers cannot publish any price in violation of the aforementioned Policy either online or offline at any publication including those of any third-party. Third-party includes retailers, price comparison websites, search engines, auction websites, distributors, or any company conducting commerce. Violations will be subject to the Schedule of Consequences as outlined below.
2. Any violation by an Authorized Reseller is the responsibility of that Authorized Reseller only.
3. A "click for price", "mouse over for price", "see price in-cart", "add to-cart for lowest price" button, or any other method on a website intended to solicit potential customers to put the product in a cart that ultimately displays a price lower than the MAP Guidelines is a violation of this Policy.

¹ A list of MAP Products is attached hereto as Exhibit A.

² Any updated MAP Prices for MAP Products can be found in the periodic Customer Bulletin Addenda provided by Samsung

4. All advertisements of MAP Products reflecting an Advertised Price must show the MSRP. Savings amount may be omitted, if desired.
5. At Authorized Reseller's option, the advertised price may be netted down to show the final price (in addition to showing the MSRP).
6. Free shipping and/or handling or free financing promotions do not violate this Policy.
7. Bundle promotions created by an Authorized Reseller that advertise specific Samsung items, and which are not sponsored by Samsung, shall meet the following guidelines:

If an Authorized Reseller advertises a bundle of products, which includes MAP Products, the Authorized Reseller must advertise the price or value of the MAP Products at or above MAP.

8. Importantly, this Policy does not apply to advertisements that simply announce discounts, rebates, coupons, and other promotions without including an Advertised Price for a specified MAP Product or Products. An advertisement only violates the Policy when (1) an Advertised Price for one or more MAP Products is specified in the advertisement and (2) the value of the discount, rebate, coupon, or other promotion results in a netted-down price that is below the MAP Price for that product or products.
9. The Policy does not in any way limit the ability of any Authorized Reseller to advertise that "they have the lowest prices", that they "will meet or beat any competitors price", that prices are "too low to show", or that consumers should "call or e-mail for a price", provided the Advertised Price is not less than MAP.
10. The Policy does not in any way limit the ability of Authorized Resellers to advertise any Samsung sponsored national rebate offer, when applicable, and to offer that rebate in addition to any discount offered as part of the MAP Price.
11. The Policy shall not apply to the final "Checkout" stage for online purchases, provided that:
 - The consumer has acted in a deliberate manner to "go to Checkout" or "make purchase payment," by clicking on buttons designed for such purpose;
 - The consumer's personal information is required, most commonly name and address, or login information that is inclusive of this personal information; and
 - Security measures are in place where all data is encrypted for security against fraudulent activity and product price is not accessible by price comparison engines or "spiders."
12. Promotional codes or coupons may be entered only at the "Checkout" stage. The manner in which an Authorized Reseller communicates the existence of such coupons or additional discounts is subject to the Policy.
13. At its own discretion, Samsung may, from time to time, allow Authorized Resellers to advertise specified MAP products below MAP, such as during a defined promotional period. In that event, Samsung will notify Authorized Resellers through an authorization letter, issued in writing, via email, or through such additional means as designated by Samsung under the terms of this MAP Policy, defining the promotional period and any applicable terms and conditions.
14. Samsung reserves the right to revise this MAP Policy or its list of MAP products and price list at any time and in any respect. When and if it does, those revisions will be provided to Authorized Resellers in writing, via email, or through such additional means as designated by Samsung under the terms of this MAP Policy.

15. **Unilateral Policy.** Samsung has adopted this Policy unilaterally in furtherance of its independent business strategy and reserves, at its sole discretion, the right to change this Policy and to interpret, enforce and otherwise handle all questions and issues related to the Policy. Authorized Resellers are free to determine on their own the prices at which they will advertise Samsung products. Nothing in Samsung's MAP Policy or Price List is to be construed as an agreement between Samsung and any Authorized Reseller on the resale price of Samsung products. Samsung does not seek and will not accept any such agreement. To be eligible for uninterrupted and continuous supply of Samsung products, Authorized Resellers must be in compliance with Samsung's MAP Policy. If any Authorized Reseller believes that any person associated with Samsung has attempted to depart from this Policy by attempting to agree or agreeing on a price at which the Authorized Reseller will advertise, quote, or sell a Samsung product, then the Authorized Reseller should immediately notify Samsung in writing at the address provided below in Paragraph 18. Interpretation and application of this Policy shall be made exclusively by Samsung in its sole discretion, and Samsung alone is responsible for enforcing its MAP policy when it determines that the Policy has been violated.
16. Samsung has unilaterally implemented this MAP Policy in accordance with its right to choose the Authorized Resellers with whom it wishes to deal. Samsung is not asking or requiring Authorized Resellers to agree to any aspect of this MAP Policy. Samsung is implementing the MAP Policy as its own policy and advising Authorized Resellers that there will be certain consequences if they advertise Samsung products at prices less than the applicable designated MAP Price. Importantly, Authorized Resellers remain free to determine if they wish to follow the Samsung MAP Policy or not.
17. The details of Samsung's enforcement decisions will be strictly between the Authorized Reseller that has violated the MAP Policy and Samsung. Samsung salespeople are not allowed to discuss those details with other Authorized Resellers, and they cannot modify the Policy's provisions.
18. If you have questions regarding Samsung's MAP Policy, all communications should be directed to Samsung's Minimum Advertised Price Policy Administrator by e-mail at mappadministrator@sea.samsung.com or in writing at the following address for verification:

MAP Administrator
Samsung Electronics America, Inc.
1301 E. Lookout Drive
Richardson, Texas 75082
19. Authorized Resellers will be notified in writing or by e-mail if they have violated the MAP Policy. Samsung will consider each violation based on its own facts, and any decision by Samsung to impose a penalty pursuant to this Policy cannot be appealed. Samsung may, however, unilaterally decide to review an Authorized Reseller's status after an independently determined period of time.
20. This MAP Policy is effective immediately and will remain in effect until further written notice from Samsung's MAP Administrator. Samsung reserves the right to terminate or amend this Policy in its sole discretion at any time without prior notice. This MAP Policy supersedes any and all prior policies established by Samsung on the same subjects.

**II.
SCHEDULE OF CONSEQUENCES FOR VIOLATING MAP POLICY**

General

- Counting of Violations applies once for each Advertisement Vehicle containing a Violation, regardless of whether that Advertisement contains more than one Violation. For example, if two Smartphone or handset accessory models on one circular advertisement are found to be in Violation, that would constitute as one Violation. For online advertising, each day of Violation would constitute as one Violation. For example, if two Tablet accessory models listed online are found to be in Violation in one calendar day; that would constitute as one Violation.
- If an Authorized Reseller is under Violation, as set forth in the table below, but does not satisfy the complete terms of the corresponding Consequence specified in this Policy, such would count towards a new instance of Violation.
- Samsung shall, at its sole discretion, determine the MAP Product among the MAP Products that have been in non-compliance of this Policy, for which the Consequence of Violation applies. For example, First Violation was on MAP Product “A” and Second Violation was on MAP Product “B”. Samsung shall have the discretion to choose whether MAP Product “A” or “B” cannot be listed in Advertisements for the designated period of time.
- At the end of each calendar year, effective midnight on the 31st of December of that year, all Violations are dismissed such that Authorized Reseller shall have no Violations.
- The Violation schedule applies to each of the MAP Products.
- In addition to the specific Consequences outlined in the tables below, without assuming any liability, Samsung may:
 - a. In the event of printing error, require an immediate, formal retraction on all offending Advertisements (such retraction must be issued no later than one week after the error).
 - b. After the fourth violation, Samsung, at its sole discretion, may buy back any remaining sellable inventory of a MAP Product (as determined by Samsung according to the guideline above) of the Authorized Reseller via one of its Distributors.
 - c. Terminate the Authorized Reseller Agreement.

Violation on Print and Online Advertising

Violation	Consequence
First Violation	Warning
Second Violation	Cannot list MAP Product online or in any Advertisements for 6 weeks
Third Violation	Loss of ability to purchase MAP Product for the life of that Product AND cannot list that MAP Product online or in any Advertisements for the life of that Product.
Fourth Violation	Loss of ability to purchase all MAP Products for the life of all MAP Products AND cannot list any MAP Product online or in any Advertisements for the life of all MAP Products.

**EXHIBIT "A" MAP
PRODUCTS**

Samsung products included in the aforementioned MAP Policy are listed below:

WEARABLES

Type	Description	MSRP	MAP Price
EP-OR720BB	GEAR S2 CHARGER, BLACK	\$39.99	\$39.99
ET-SLR73MA	Gear S2 Classic Band, Brown	\$59.99	\$59.99
ET-SLR73MS	Gear S2 Classic Band, Gray	\$59.99	\$59.99
ET-SRR72ML	Gear S2 Band, Mendini Blue Black	\$49.99	\$49.99
ET-SRR72MN	Gear S2 Band, Mendini Navy	\$49.99	\$49.99
ET-SUR72MR	Gear S2 Band, Red	\$39.99	\$39.99
ET-SUR72MU	Gear S2 Band, Warm Gray	\$39.99	\$39.99
SM-R322NZW	MOBILE, SM-R322, VR3 USC	\$99.99	\$99.99

Type	Description	MSRP	MAP Price
EF-CG920BB	GS6 FLAT S-VIEW BLACK	\$49.99	\$39.99
EF-CG920BF	GS6 FLAT S-VIEW GOLD	\$49.99	\$39.99
EF-CG920BL	GS6 FLAT S-VIEW BLUE	\$49.99	\$39.99
EF-CG920BS	GS6 FLAT S-VIEW SILVER	\$49.99	\$39.99
EF-CG920PB	GS6 FLAT S-VIEW BLACK	\$49.99	\$39.99
EF-CG920PF	GS6 FLAT S-VIEW GOLD	\$49.99	\$39.99
EF-CG920PL	GS6 FLAT S-VIEW BLUE	\$49.99	\$39.99
EF-CG920PW	GS6 FLAT S-VIEW WHITE	\$49.99	\$39.99
EF-CG928PB	GS6 EDGE+ S-View Blue Black	\$49.99	\$39.99
EF-CG928PF	GS6 EDGE+ S-View Gold	\$49.99	\$39.99
EF-CG928PS	GS6 EDGE+ S-View Silver	\$49.99	\$39.99
EF-CG928PW	GS6 EDGE+ S-View White	\$49.99	\$39.99
EF-CN920PB	NOTE 5 S-View Blue Black	\$49.99	\$39.99
EF-CN920PF	NOTE 5 S-View Gold	\$49.99	\$39.99
EF-CN920PS	NOTE 5 S-View Silver	\$49.99	\$39.99
EF-CN920PW	NOTE 5 S-View White	\$49.99	\$39.99
EF-QG920BB	GS6 FLAT CLEAR PROT COVER, BLACK	\$34.99	\$27.99
EF-QG920BF	GS6 FLAT CLEAR PROT COVER, GOLD	\$34.99	\$27.99
EF-QG920BS	GS6 FLAT CLEAR PROT COVER, SILVER	\$34.99	\$27.99
EF-QG925BB	GS6 EDGE CLEAR PROT COVER, BLACK	\$34.99	\$27.99
EF-QG925BF	GS6 EDGE CLEAR PROT COVER, GOLD	\$34.99	\$27.99
EF-QG925BG	GS6 EDGE CLEAR PROT COVER, GREEN	\$34.99	\$27.99
EF-QG925BS	GS6 EDGE CLEAR PROT COVER, SILVER	\$34.99	\$27.99
EF-QG928CB	GS6 EDGE+ Clear Cover Blue Black	\$34.99	\$27.99
EF-QG928CF	GS6 EDGE+ Clear Cover Gold	\$34.99	\$27.99
EF-QG928CS	GS6 EDGE+ Clear Cover Silver	\$34.99	\$27.99
EF-QG928MB	GS6 EDGE+ PROT COV GLOSSY BL SAPPHIRE	\$34.99	\$27.99
EF-QN920CB	NOTE 5 Clear Cover Blue Black	\$34.99	\$27.99
EF-QN920CF	NOTE 5 Clear Cover Gold	\$34.99	\$27.99
EF-QN920CS	NOTE 5 Clear Cover Silver	\$34.99	\$27.99
EF-QN920MB	NOTE 5 PROT COV GLOSSY BL SAPPHIRE	\$34.99	\$27.99
EF-WG925BB	GS6 EDGE WALLET BLACK	\$34.99	\$27.99

EF-WG925BF	GS6 EDGE WALLET GOLD	\$34.99	\$27.99
EF-WG925BG	GS6 EDGE WALLET GREEN	\$34.99	\$27.99
EF-WG925BS	GS6 EDGE WALLET SILVER	\$34.99	\$27.99
EF-WG925PB	GS6 EDGE WALLET BLACK	\$34.99	\$27.99
EF-WG925PF	GS6 EDGE WALLET GOLD	\$34.99	\$27.99
EF-WG925PG	GS6 EDGE WALLET GREEN	\$34.99	\$27.99
EF-WG925PW	GS6 EDGE WALLET WHITE	\$34.99	\$27.99
EF-WG928PB	GS6 EDGE+ Flip Wallet Blue Black	\$34.99	\$27.99
EF-WG928PF	GS6 EDGE+ Flip Wallet Gold	\$34.99	\$27.99
EF-WG928PS	GS6 EDGE+ Flip Wallet Silver	\$34.99	\$27.99
EF-WG928PW	GS6 EDGE+ Flip Wallet White	\$34.99	\$27.99
EF-WJ320PB	J320 Flip Cover, Black	\$24.99	\$24.99
EF-WJ320PW	J320 Flip Cover, White	\$24.99	\$24.99
EF-WN920PB	NOTE 5 Flip Wallet Blue Black	\$34.99	\$27.99
EF-WN920PF	NOTE 5 Flip Wallet Gold	\$34.99	\$27.99
EF-WN920PS	NOTE 5 Flip Wallet Silver	\$34.99	\$27.99
EF-WN920PW	NOTE 5 Flip Wallet White	\$34.99	\$27.99
EF-XG928CB	GS6 EDGE+ GLITTER COV BLACK SAPPHIRE	\$34.99	\$27.99
EF-XG928CF	GS6 EDGE+ GLITTER COV GOLD	\$34.99	\$27.99
EF-XG928CL	GS6 EDGE++ GLITTER COV BLUE	\$44.99	\$35.99
EF-XG928CS	GS6 EDGE+ GLITTER COV SILVER	\$44.99	\$35.99
EF-XG928RL	GS6 EDGE+, PROTECTIVE COVER, E: ENG, UNIT	\$44.99	\$35.99
EF-XG928RP	GS6 EDGE+, PROTECTIVE COVER, E: ENG, UNIT	\$44.99	\$35.99
EF-XN920CB	NOTE 5 GLITTER COV BLACK SAPPHIRE	\$44.99	\$35.99
EF-XN920CF	NOTE 5 GLITTER COV GOLD	\$44.99	\$35.99
EF-XN920CL	NOTE 5 GLITTER COV BLUE	\$44.99	\$35.99
EF-XN920CS	NOTE 5 GLITTER COV SILVER	\$44.99	\$35.99
EF-XN920RL	NOTE 5, PROTECTIVE COVER, E: ENG, UNIT	\$44.99	\$35.99
EF-XN920RP	NOTE 5, PROTECTIVE COVER, E: ENG, UNIT	\$44.99	\$35.99
EF-YG920BB	GS6 FLAT PROT COVER, BLACK	\$29.99	\$23.99
EF-YG920BF	GS6 FLAT PROT COVER, GOLD	\$29.99	\$23.99
EF-YG920BL	GS6 FLAT PROT COVER, BLUE	\$29.99	\$23.99
EF-YG925BB	GS6 EDGE PROT COVER, BLACK	\$29.99	\$23.99
EF-YG925BF	GS6 EDGE PROT COVER, GOLD	\$29.99	\$23.99
EF-YG925BG	GS6 EDGE PROT COVER, GREEN	\$29.99	\$23.99
EF-ZG920BB	GS6 FLAT CLEAR FLIP, BLACK	\$59.99	\$47.99
EF-ZG920BF	GS6 FLAT CLEAR FLIP, GOLD	\$59.99	\$47.99
EF-ZG920BL	GS6 FLAT CLEAR FLIP, BLUE	\$59.99	\$47.99
EF-ZG920BS	GS6 FLAT CLEAR FLIP, SILVER	\$59.99	\$47.99
EF-ZG925BB	GS6 EDGE CLEAR FLIP, BLACK	\$59.99	\$47.99
EF-ZG925BF	GS6 EDGE CLEAR FLIP, GOLD	\$59.99	\$47.99
EF-ZG925BG	GS6 EDGE CLEAR FLIP, GREEN	\$59.99	\$47.99
EF-ZG925BS	GS6 EDGE CLEAR FLIP, SILVER	\$59.99	\$47.99
EF-ZG928CB	GS6 EDGE+ Clear View Blue Black	\$59.99	\$47.99
EF-ZG928CF	GS6 EDGE+ Clear View Gold	\$59.99	\$47.99
EF-ZG928CS	GS6 EDGE+ Clear View Silver	\$59.99	\$47.99
EF-ZG928CW	GS6 EDGE+ Clear View White	\$59.99	\$47.99
EF-ZN920CB	NOTE 5 Clear View Blue Black	\$59.99	\$47.99
EF-ZN920CF	NOTE 5 Clear View Gold	\$59.99	\$47.99
EF-ZN920CS	NOTE 5 Clear View Silver	\$59.99	\$47.99
EF-ZN920CW	NOTE 5 Clear View White	\$59.99	\$47.99

EJ-CG920UL	GS6 KEYBOARD COVER, BL SAPPHIRE	\$59.99	\$47.99
EJ-CG925UL	GS6 EDGE KEYBOARD COVER, BL SAPPHIRE	\$59.99	\$47.99
EJ-CG928UB	GS6 EDGE+ KEYBOARD COV BLK SAPPHIRE	\$59.99	\$47.99
EJ-CG928US	GS6 EDGE+ KEYBOARD COV SILVER	\$59.99	\$47.99
EJ-CN920UB	NOTE 5 KEYBOARD COV BLK SAPPHIRE	\$59.99	\$47.99
EJ-CN920UF	NOTE 5 Keyboard Cover	\$59.99	\$47.99
EJ-PN920BB	NOTE 5 S-PEN BLACK	\$34.99	\$27.99
EJ-PN920BW	NOTE 5 S-PEN WHITE	\$34.99	\$27.99
EP-PN920BB	NOTE 5 WCP Black	\$69.99	\$55.99
EP-PN920BW	NOTE 5 WCP White	\$69.99	\$55.99
EP-PN920TB	NOTE 5 FAST WC PAD BLACK	\$69.99	\$55.99
EP-PN920TW	NOTE 5 FAST WC PAD WHITE	\$69.99	\$55.99
EP-TG928BF	GS6 EDGE+ WC BATTERY PACK, GOLD	\$89.99	\$89.99
EP-TG928BS	GS6 EDGE+ WC BATTERY PACK, SILVER	\$89.99	\$89.99
EP-TN920BF	NOTE 5 WC BATTERY PACK, GOLD	\$89.99	\$89.99
GP-G920SWC	Swarovski- GS6 Flat Aurora Green	\$99.99	\$79.99
GP-G925SWC	Swarovski- GS6 Edge Aurora Green	\$99.99	\$79.99
GP-G928SWC	SWAROVSKI, GALAXY S6 EDGE PLUS, CRYSTAL	\$99.99	\$79.99
GP-N920SWC	NOTE 5 SWAROVSKI, CRYSTAL SILVER,	\$99.99	\$79.99

Type	Description	MSRP	MAP Price
EO-BG920BB	Mass BT Stereo, Blue Black	\$69.99	\$55.99
EO-BG920BF	Mass BT Stereo, Gold	\$69.99	\$55.99
EO-BG920BG	Mass BT Stereo, Gold	\$69.99	\$55.99
EO-BG920BL	Mass BT Stereo, Blue	\$69.99	\$55.99
EO-BG920BR	Mass BT Stereo, Red	\$69.99	\$55.99
EO-BG920BW	Mass BT Stereo, White	\$69.99	\$55.99
EO-BG920YB	LEVEL U BLACK BBY- HQ PKG	\$69.99	\$55.99
EO-BG920YF	LEVEL U GOLD BBY- HQ PKG	\$69.99	\$55.99
EO-BG920YL	LEVEL U ROYAL BLUE BBY- HQ PKG	\$69.99	\$55.99
EO-BG920YW	LEVEL U WHITE BBY- HQ PKG	\$69.99	\$55.99
EO-BN920CB	LEVEL U PRO, BLACK, HQ PKG	\$99.99	\$99.99
EO-BN920CF	LEVEL U PRO, BRONZE, HQ PKG	\$99.99	\$99.99
EO-PN900BB	LEVEL ON- WIRELESS BLACK SAPPHIRE	\$249.99	\$249.99
EO-PN900BL	LEVEL ON- WIRELESS BLUE	\$249.99	\$249.99
EO-PN900BR	LEVEL ON- WIRELESS RED	\$249.99	\$249.99
EO-PN900BW	LEVEL ON- WIRELESS WHITE	\$249.99	\$249.99
EO-PN920CB	LEVEL ON WIRELESS PRO, BLACK	\$299.99	\$299.99
EO-PN920CF	LEVEL ON WIRELESS PRO, GOLD	\$299.99	\$299.99
EO-SG900DB	LEVEL BOX MINI, BLACK	\$99.99	\$79.99
EO-SG900DL	Blue Tooth Speaker MINI, Blue	\$99.99	\$79.99
EO-SG900DR	LEVEL BOX MINI, RED	\$99.99	\$79.99
EO-SG900DS	LEVEL BOX MINI, SILVER	\$99.99	\$79.99

Type	Description	MSRP	MAP Price
EO-EG920LB	HYBRID EARPHONES. BLACK	\$29.99	\$23.99
EO-EG920LL	HYBRID EARPHONES. BLUE	\$29.99	\$23.99
EO-EG920LR	HYBRID EARPHONES. RED	\$29.99	\$23.99
EO-EG920LW	HYBRID EARPHONES. WHITE	\$29.99	\$23.99

Type	Description	MSRP	MAP Price
EE-MT800BB	TAB S2 9.7 MM DOCK 11 PIN BL	\$129.99	\$103.99
EF-BT377PB	Tab E 8.0 Bookcover Black	\$49.99	\$39.99
EF-BT810PB	TAB S2 9.7 BOOKCOVER BLACK	\$69.99	\$55.99
EF-BT810PF	TAB S2 9.7 BOOKCOVER GOLD	\$69.99	\$55.99
EF-BT810PM	TAB S2 9.7 BOOKCOVER MINT	\$69.99	\$55.99
EF-BT810PR	TAB S2 9.7 BOOKCOVER WINE RED	\$69.99	\$55.99
EF-BT810PW	TAB S2 9.7 BOOKCOVER WHITE	\$69.99	\$55.99
EF-LT670FB	Galaxy View Carrying Case	\$49.99	\$49.99
EJ-CT810UB	Tab S2 9.7 Hard-shell Keyboard, Black	\$129.99	\$129.99
EJ-FT810UB	Tab S 2 9.7 Keyboard Bookcover- Black	\$149.99	\$119.99
EJ-FT810UW	TAB S2 9.7 BOOKCOVER KEYBOARD WHITE	\$149.99	\$119.99

Type	Description	MSRP	MAP Price
EB-PJ200BB	2100 mAh BATTERY PACK mini BLK	\$24.99	\$24.99
EB-PJ200BL	2100 mAh BATTERY PACK mini BLU	\$24.99	\$24.99
EB-PJ200BW	2100 mAh BATTERY PACK mini WHT	\$24.99	\$24.99
EB-PN920UF	AFC Battery Pack- Gold	\$69.99	\$55.99
EB-PN920US	NOTE 5 AFC BATTERY PACK SILVER	\$69.99	\$55.99
EP-LN915UB	AFC CAR CHARGER	\$34.99	\$34.99
EP-PG905IB	WC PAD MINI 2, QI BLACK	\$39.99	\$34.99
EP-PG920AB	ACC HHP, POWER, E: ENG, BULK	\$49.99	\$39.99
EP-PG920IB	WIRELESS CHARGING PAD WHITE FFP	\$49.99	\$49.99
EP-PG920IW	WIRELESS CHARGING PAD BLK SAPPHIRE FFP	\$49.99	\$49.99
EP-TA20JWE	AFC TRAVEL CHARGER	\$34.99	\$34.99


The above list is subject to future modifications through submission of a Bulletin Addendum.

Visual Display Examples

Compliant

Ex. (A): Reseller Sponsored Promotion

Save \$10



Galaxy S III Desk Dock
Charging docking station, with audio-out capabilities.
Model Number:
ECR-D980BEG

\$49.99 MSRP
\$39.99 MAP-compliant price
\$10.00 Reseller Instant Savings
\$39.99 Final Price

\$10 instant savings is allowed discount amount given MAP-compliant price

Non-Compliant

Ex. (B): Reseller Sponsored Promotion

Save \$30



Galaxy S III Desk Dock
Charging docking station, with audio-out capabilities.
Model Number:
ECR-D980BEG

\$49.99 MSRP
\$39.99 MAP-compliant price
-\$20.00 Reseller's Instant Savings
\$29.99 Final Price

Violation: Reseller may not advertise a discount that results in final price lower than MAP-compliant price

Ex. (C): Manufacturer Sponsored Promo

TecTiles
Programmable NFC Tags




Model number:
ECR-K10AWEG

\$14.99 Everyday Price
\$11.99 MAP-compliant price
-\$2.99 Reseller's Instant Savings
-\$3.00 Manufacturer's Mail In Rebate
\$9.00 Final Price

Reseller discount results in MAP-compliant price before Manufacturer MIR

Ex. (D): Reseller Match of MFR Promotion

TecTiles
Programmable NFC Tags




Model number:
ECR-K10AWEG

\$14.99 MSRP
\$11.99 MAP-compliant price
-\$5.00 Reseller's Instant Savings
-\$3.00 Manufacturer's Mail In Rebate
\$6.99 Final Price

Violation: Advertised savings results in lower than MAP-compliant price before Manufacturer MIR

Example (E): Reseller Sponsored Promotion

Save \$10.00



Galaxy GSIII Flip Cover
Leather Notebook case
Model Number:
EF-C980NBEG

\$49.99 MSRP
\$39.99 MAP-compliant price
\$10.00 Reseller Instant Savings
\$39.99 Final Price

\$10 instant savings is allowed discount amount given MAP-compliant price

Example (F): Reseller Sponsored Promotion

Save \$15.00



Galaxy GSIII Flip Cover
Leather Notebook case
Model Number:
EF-C980NBEG

\$49.99 MSRP
\$39.99 MAP-compliant price
-\$15.00 Reseller's Instant Savings
\$34.99 Final Price

Violation: Reseller may not advertise a discount that results in final price lower than MAP-compliant price

All on Sale (Total TAB Category)

Compliant

Example (G): "All products on sale 10% off"

All Galaxy GSIII Power Chargers on sale 10% off



Phone Power Charger
5Pin USB Power
Charger
Model Number:
ETA-0U80JBE

\$39.99 MAP
\$31.00 MAP-compliant price
\$3.99 Reseller instant savings
\$36.00 Final Price

Reseller is allowed to advertise a Final Price not less than MAP-compliant price

Non-Compliant

Example (H): "All products on sale 30% off"

All Galaxy GSIII Power Chargers on sale 30%



**Phone Power
Charger**
5Pin USB Power
Charger
Model Number:

\$39.99 MAP
\$31.00 MAP-compliant price
\$11.99 Reseller instant savings
\$28.00 Final Price

Violation: Reseller may not advertise a discount that results in final price lower than MAP-compliant price