



TRICK OR TREAT STUDIOS™

2021 MAP INFORMATION

We want to encourage growth with our resellers and also keep the integrity of our products. Therefore, we enforce a MAP policy here at Trick or Treat Studios.

Our MAP policy is as follows: Resellers must not sell Trick or Treat Studios Products for less than 10% off listed Manufacturers Suggested Retail Price (MSRP). Please note that certain products defined by Trick or Treat Studios are not eligible for any discounts and must be sold at MSRP.

If you violate MAP policy, your wholesale account will be placed on hold until all prices are corrected. A list of MAP prices is available upon request.

Resellers who intentionally ignore or advertise any product below the stated MAP will be addressed accordingly as outlined in our enforcement policy below.

If a reseller violates this MAP Policy at any one store location, or on any associated website, then Trick or Treat Studios will consider this to be a violation.

Violations will be aggressively monitored and will result in the following graduated response levels:

- a. 1st Offense - Notice of Violation, description of the nature of violation, opportunity to fix, and consequences of failure to fix.
- b. 2nd Offense - Account Suspension and opportunity to remedy.
- c. 3rd Offense - Termination of the Account.

Trick or Treat Studios reserves the right to cancel any pending orders, restrict future orders, suspend resellers' account or terminate resellers account with Authorized Trick or Treat Studios Distributors if Trick or Treat Studios reasonably believes a reseller has violated the provisions of this policy; or a reseller has repeatedly violated this policy.

Trick or Treat Studios tries its best to monitor the advertised prices of all its resellers directly or via the use of online monitoring tools. Resellers are expected to provide reasonable cooperation in any investigations regarding possible MAP Policy violations.

AMAZON POLICY

It is important to lay out the stance of Trick or Treat Studios regarding the sale of our products on the Amazon Marketplace. We have valued the business of both Brick and Mortar and E-commerce stores since starting this business in 2009. In 2019, we heavily monitored the Amazon Marketplace in general. We are well aware of the issues stemming from the Amazon platform with our products and we are making the necessary steps towards improving the marketplace with our brand altogether.

This brings us to the rules that we must put in place to make sure that the Trick or Treat Studios brand is protected everywhere. Trick or Treat Studios is no longer accepting new Amazon, Ebay, Walmart, and large ecommerce site sellers at this time. This includes existing customers of Trick or Treat Studios that are thinking about listing Trick or Treat Studios products on Amazon in 2020 for the first time.

We have closed enrollments on our products for these sites in attempt to make sure that our brand is not in danger. Please see the rules below if you are an authorized Trick or Treat Studios seller on the Amazon Marketplace.

1. All products listed on the Amazon Marketplace MUST adhere to MAP pricing at all times unless noted otherwise by Trick or Treat Studios Management.
2. If you are found in violation of multiple MAP offenses, Trick or Treat Studios will pull your authorization to sell on any E-Commerce pages indefinitely.
3. Trick or Treat Studios products listed under other brands on Amazon is strictly prohibited.
4. All Re-pricers must be turned off on all Trick or Treat Studios products listed.
5. All authorized sellers must notify Anthony@trickortreatstudios.com your Amazon Marketplace Name by April 1st of 2020. Duplicate seller accounts will not be tolerated and will result in the termination of your account with Trick or Treat Studios.
6. Trick or Treat Studios will be actively searching the marketplace daily, any unknown seller will be investigated thoroughly.
7. FBA is strictly prohibited unless approved by Trick or Treat Studios Management.
8. The sale of counterfeit products under Trick or Treat Studios product ASINS are strictly prohibited and will result in the termination of your account.

SIGNATURE _____

DATE _____

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