



CHIP THEORY GAMES

MAP Policy

March 15, 2023

Chip Theory Games has adopted a Minimum Advertised Price Policy for products sold to retailers. We recognize that our retailers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling product presentation. To support these efforts, Chip Theory Games has established the following guidelines to allow our resale partners to earn the profits necessary to maintain a high level of customer support and to ensure that Chip Theory Games can protect the integrity and value of its brands.

1. Retailers should operate a brick & mortar physical store location as their primary venue for sales.
2. Any online web listings or advertising should list CTG products for sale at no less than 100% MSRP. MSRP can be easily found on our webstore at <https://chiptheorygames.com/store> or by checking with your Distributor.

Chip Theory Games reserves the right to cancel or refuse new orders if we determine that a retailer does not meet these guidelines. Chip Theory Games will make every effort to inform retailers who are not following the guidelines and allow them the opportunity to make changes.

All questions regarding Chip Theory Games MAP Policy should be addressed by the Policy Administrator: achesney@chiptheorygames.com. No other Chip Theory Games employee or representative has authority to modify or grant exceptions to the terms of this MAP Policy.