

Dragori Games MAP Policy

Effective December 28, 2023

Dragori Games has adopted a Minimum Advertised Price Policy (“MAPP”) for all products sold to resellers.

GUIDING PRINCIPLE OF THE POLICY:

Purpose: This MAPP aims to protect the investments and expectations of our crowdfunding backers, who played an essential role in bringing Dragori’s products to life. We recognize that these backers often contribute at a premium price, trusting in the value and potential of our products. We intend to honor this trust by maintaining a market environment where the advertised prices do not undermine or devalue their early contributions. We also recognize that our resellers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling product presentation. To support these efforts, Dragori 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 Dragori Games can protect the integrity and value of its brands.

Market Considerations: While this principle guides our policy, we acknowledge the dynamic nature of the market. As such, we are committed to regularly reviewing and adjusting our MAPP to reflect fair market conditions, production costs, and the evolving gaming industry landscape. This ensures that our policy remains relevant, effective, and fair for all parties involved – our backers, resellers, and all end consumers.

Flexibility and Adaptability: Following these principles, Dragori Games reserves the right to modify or end this MAPP in response to significant market changes, feedback from our community, or other relevant factors. We welcome input from our partners and backers as we strive to balance their interests with the practicalities of the marketplace.

1.0 Definition:

(a) the term “Reseller” implies the ultimate sale to end-users of said products by purchasing products directly from Dragori Games or through a Distributor. (hereafter “Reseller”).

(b) As used herein, the terms “Advertise” and “Advertising” mean to display, announce, broadcast, or otherwise communicate to the public at large, by any means whatsoever, to make a general offer to sell or a general solicitation of offers to buy. Without limitation, the terms include communicating (i) in newspapers, magazines, catalogs, mailers, flyers, inserts, coupons, posters, public signage, and other printed materials; (ii) on television, radio, and other broadcast media; and (iii) by means of email, email newsletters, text message, social media, the internet, and other forms of electronic communications. The terms further include, without limitation, the price for a MAPP Product shown on the internet (i) in response to a web browser search; (ii) on a Reseller’s homepage or the web pages within its site or

domain; (iii) if the Reseller is conducting e-commerce through a third-party site or domain, the prices for MAPP Products shown on the third-party site or domain; (iv) on banner advertisements, auction sites, shopping sites, forums, and destination pages; and (v) via website features, such as automatic price displays for any items before being placed in a customer's online shopping cart, Click-for-Price, automated bounce-back pricing emails, pre-formatted email responses, and other similar features initiated by the Reseller rather than by the customer.

2.0 MINIMUM ADVERTISED PRICE:

(a) A Reseller may not Advertise any MAPP Product at a price (“Advertised Price”) that is less than the MAPP price shown for that MAPP Product on the MAPP Price List then in effect (“Minimum Advertised Price”). **The Minimum Advertised Price will be 100% of MSRP UNLESS listed with a different Minimum Advertised Price in section 6.0 (Appendix).**

(b) Dragori Games will consider the Reseller’s actual advertised price to be the price at which a Dragori Games Product is offered by or on behalf of the Reseller to an End-User (potential or actual) after applying all discounts, rebates, allowances, and similar price reductions advertised by or on behalf of Reseller in connection with the BCG Product, excluding certain taxes and shipment charges paid by the customer.

(c) Dragori Games products sold through distributors must also comply with the MAPP, and Distributors must share this MAPP with their clients and ensure it is followed.

(d) Where MAPP Products are bundled with other products, it shall be a violation of this MAPP to Advertise the bundle at a price that (i) is less than the sum of the Minimum Advertised Prices of the bundled products or (ii) violates the letter or spirit of this MAPP.

(e) Any discount, promotion, or temporary price reduction that brings the price of any products below the MAP violates this policy. Public offers or individual deals with consumers must all abide by this MAPP, as it extends not only to advertisements of products but also encompasses all forms of deals and discounts offered in private to any End-User.

3.0 VIOLATIONS:

(a) Dragori Games reserves the right to exercise all Remedies outlined in Section 4.0 (Remedies) below against any Dragori Games Reseller who violates this MAPP.

4.0 REMEDIES:

(a) **Step 1:** Email notification within 72 hours to remedy the violation;

(b) **Step 2:** If MAPP violation is not addressed, (i) suspension of the Reseller’s right to purchase any Dragori Games products;

(c) **Step 3:** If MAPP violation is not addressed within 14 days after Step 2, termination of the Reseller’s right to purchase or cancel any existing order of any Dragori Games products.

5.0 POLICY UPDATES & PRICE LIST:

(a) Dragori Games reserves the right, in its sole discretion, to amend, modify, or forgo the terms of this MAPP at any time.

(b) Dragori Games reserves the right to modify or suspend the MAPP product price with advance notice to resellers in order to permit prices lower than the MAPP product price

(c) A list of MAPP Products can be found in the Appendix. Dragori Games may add items to, or delete items from, the MAPP product list at its sole discretion, but all products released here forth are included even if they are not specifically listed.

(d) All questions regarding Dragori Games MAP Policy should be addressed by the Policy Administrator: James@DragoriGames.com. No other Dragori Games employee or representative has the authority to modify or grant exceptions to the terms of this MAP Policy, with the only exception being the Dragori company owners.

6.0 Appendix:

[Dragori Games MAP Product List 12/28/2023](#)