

Effective: April 24, 2019

## **STEINER OPTICS USA UNITED STATES UNILATERAL PRICE POLICY**

We recognize that our high-quality dealers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling vendor presentation. To support our dealers' efforts, Steiner Optics USA ("Steiner"), wishes to establish policies that allow dealers to earn the profits necessary to maintain the high level of customer excellence people have come to expect from Steiner dealers.

In order to successfully compete in the marketplace and to maintain its premium brand image, Steiner has announced this Unilateral Policy. Hereafter, all sales from Steiner dealers to End-Users of products set forth in Steiner's *Unilateral Price Grid* inside the United States shall be subject to this Unilateral Policy.

Steiner products covered, and their coordinating minimum advertised prices are set forth in the Unilateral Price Grid and shall be delivered or otherwise made available by Steiner to the dealer. Steiner reserves the right from time to time to alter, modify, suspend, or cancel this Unilateral Policy, the products covered, and/or the minimum advertised prices.

This policy does not restrict the dealer's right to establish independent advertised and/or resale prices of Steiner products. Steiner reserves the right to determine whether a dealer has advertised Steiner's products at a net advertised price less than the minimum advertised price established in this Unilateral Policy. Upon such determination Steiner may, without assuming any liability, cancel all orders and may indefinitely refuse to accept new orders from the dealer.

This policy has been unilaterally adopted by Steiner. Steiner neither solicits nor will it accept assurances by any dealer of acquiescence with this policy. Nothing in this policy shall constitute an agreement between Steiner and any dealer of compliance with this policy. The dealer within its own discretion can choose to acquiesce or not acquiesce with this policy. Steiner will not discuss conditions of acceptance related to this policy. This policy is non-negotiable and will not be altered, modified, or amended for any dealer.

Actions that constitute acquiescence with Steiner's Unilateral Policy:

- The offer of free shipping or financing on product(s) in the *Unilateral Price Grid*
- The offer of a gift card redeemable for value on a future purchase with the purchase of product(s) in the *Unilateral Price Grid*
- Steiner, from time to time within its sole discretion may announce promotional prices and bundles of the products listed in the *Unilateral Price Grid*

Actions that do not constitute acquiescence with Steiner's Unilateral Policy:

- Advertises or promotes the sale of Steiner products at a price which is less than the listed price in the current *Unilateral Price Grid*. This includes advertisements in any form of print media, electronic media or online websites
- Advertises an online initial auction price for Steiner products at a price which is less than the listed price in the current *Unilateral Price Grid*
- Advertises Steiner products at a price less than the listed price in the current *Unilateral Price Grid* on a comparative shopping site or marketplace.
- Offering an opening bid, "buy it now," or "make an offer" on an Internet website or auction site where the initial price is less than the listed price in the current *Unilateral Price Grid*
- Prices that appear in online shopping search engines where the first or initial price shown is less than the listed price in the current Unilateral Price Grid
- Programs or promotions determined by Steiner to be substantially similar to any of the above.
- Combining a Product from the *Unilateral Price Grid* with any other Product for a combined price lower than the combined price of what the two (2) products could be advertised independent of each other as set forth in the *Unilateral Price Grid*
- Including free or otherwise discounted products (whether Steiner or another manufacturer's product(s)) along with the sale of Steiner products at a price which is less than the listed price in the current *Unilateral Price Grid*
- Activities or practices that are inconsistent with the objectives of this policy would be considered acts of non-acquiescence

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Steiner's sales personnel have no authority to modify or grant exceptions to this policy. All questions regarding interpretation of this policy should be directed to the Unilateral Policy Committee at [pcarey@burrisoptics.com](mailto:pcarey@burrisoptics.com).

STEINER OPTICS USA

**Pricing Grid**

Please refer to Order Writer price list Excel file