



Unilateral Minimum Advertised Price Policy (19 FEBRUARY 2018)

In order to maintain, protect and to further enhance the Belkin brand, and to encourage investment in advertising and supporting them by full return of such investment, we have established this Unilateral Minimum Advertised Price Policy (this "UMAP"), which applies to those Belkin products identified in Schedule A below (the "Products").

The UMAP Policy will apply to all retailers, resellers, and distributors in the United States. "Retailers" & "Resellers" are authorized to sell Belkin International products to end-user consumers. "Distributors" are authorized to sell Belkin International products to authorized retailers/resellers only as designated by Belkin International, who sell to end-user consumers. Any other selling relationships that involve Belkin International products are prohibited without prior written approval from Belkin International.

In order to qualify for market development funds ("MDF") and advertising funding, any retailer, reseller, or other party (including, but not limited to, Internet retailers and in-store retailers) ("Partner") is required to abide by this policy. To the extent such entity advertises in media advertising (including, but not limited to, television, radio, newspaper and magazine advertising), in catalogs (including, but not limited to, direct mail pieces and flyers) or on Internet sites (which includes any associated marketplace(s) or other site(s) directly or indirectly affiliated with or linked to such Internet sites), it must not advertise a price for any of the designated Products below the specified UMAP price(s) for such Product(s) as set forth on Schedule A.

It is inconsistent with this UMAP for (i) Products with UMAP prices to be advertised together at a single price that is lower than the sum of the individual UMAP prices for those Products, or (ii) Products with a UMAP price and other Belkin products not subject to this UMAP ("Non-UMAP Products") to be advertised together at a single price that is lower than the sum of the UMAP Price for the designated Products and the manufacturer's suggested resale price of Non-UMAP Product(s). Rebates, other than those offered directly to consumers by Belkin, are not consistent with this UMAP if the advertised net price (including the rebate) of the product is below the UMAP price for such Product(s). "Bundling" or the inclusion in advertising of free or discounted products (whether made by Belkin International or another manufacturer) with a product covered by the UMAP Policy would be contrary to the Policy if it has the effect of discounting the advertised price of the covered product below the UMAP.

For purposes of this UMAP, "advertising" of prices on Internet sites may include, without limitation, displaying price for any Product, as such price may be revised from time to time, together with a picture or a description of such Product, or use of online marketing vehicles such as (i) marketplaces (e.g., Amazon, Jet.com, Newegg, eBay, Sears, Rakuten, etc.), consumer shopping engines (e.g., Google PLAs, Amazon PLAs, PriceGrabber.com, Nextag.com, Shopzilla, Become, BING Product Ads, Pronto, Google Shopping, Shopping.com etc.), (iii) shopping deal/coupon sites (e.g. Slickdeals.net, FatWallet, Groupon, Woot, Ebates, Techbargains, Savings.com, RetailMeNot, etc.), (iv) affiliate marketing shopping sites (e.g. Commission Junction, Linkshare, Impact Radius, Affiliate Window, Avangate, etc., or (v) Search Engine Marketing/Remarketing Display Ads image or text (e.g. Google, Yahoo, BING, etc.). Internet

site features including “click-for-price” or any price display for Product(s) prior to the final page on which the actual price is presented to the customer (including, if it is not the final page on which price is presented, an Internet site shopping cart or other similar feature), may be deemed by Belkin to be communications initiated by the retailer, reseller or other party selling to the customer, and in violation of this UMAP.

Any website on which Belkin International products are advertised for sale must be owned or directly controlled by the authorized retailer, reseller, or distributor. A retailer, reseller, or distributor may not advertise on the internet by purchasing space on any other web page such as a search engine or commercial website and any arrangement whereby a third party will conduct the internet sales for a retailer, reseller, or distributor are prohibited without the prior written consent of Belkin International, which shall be granted or denied at the sole discretion of Belkin International.

Without limiting any of the foregoing, this UMAP also applies to any activity circumventing, or intending or designed to circumvent, this UMAP, as determined by Belkin in its unilateral discretion.

This UMAP does not cover point-of-sale signs, stickers, hangtags, or bar codes and similar markings on products or product packaging which merely state the retail prices at which Belkin products may be purchased. This UMAP does apply to advertisements that are funded in whole or in part by Belkin pursuant to the terms of a cooperative advertising or promotional program which may be offered by Belkin from time to time.

Finally, and most importantly, this UMAP does not apply in any way to your actual selling prices for Products; your retail sales prices for any and all Products remain wholly within your discretion. We do not seek, nor will we accept, any agreement or assent from you respecting this UMAP, either now or at any future time. This UMAP is being established by us unilaterally and is not therefore subject to negotiation. We reserve the right at any time to modify this UMAP, to establish new or different policies or to discontinue any or all of such policies. This UMAP shall remain in effect until modified or terminated by us in a writing sent to you. We believe that this UMAP is clear and unambiguous. Should you have any inquiries regarding this UMAP, however, please direct them to the Belkin Legal Department.

Violation Sanctions

If any entity violates this policy, Belkin will take action unilaterally, in its sole discretion, as follows:

- (i) for a first offense, Belkin will notify the retailer of the non-compliant advertisement with a copy of Belkin’s UMAP policy together with the current UMAP schedule identifying the UMAP products. The violation must be corrected within 24 hours;
- (ii) for a second offense, or if a first time violation is not corrected within 24 hours, Belkin will cease supplying and discontinue the retailer’s authorization(s) to purchase the UMAP product(s) and its variants that are the subject of the violation for a period of 30 days from the date of cessation notice;

- (iii) for a third offense, Belkin will cease supplying and discontinue the retailer's authorization(s) for the UMAP product(s) and its variants that are subject of the violation for a period of 90 days from the date of cessation notice; and
- (iv) for a fourth offense, Belkin will cease supplying and discontinue the retailer's authorization(s) to purchase for all UMAP products in all product categories for a period of 90 days from the date of the cessation notice.

Subsequent violations will result in additional action up to and including termination of Belkin dealer status. The offending dealer will receive notice of any action by Belkin.

Any violations beyond the conclusion of the action taken by Belkin (including any period during which Belkin has ceased to supply or discontinue the retailer's authorization to purchase UMAP products) imposed for the most recent violation within a continuous 6 month period are treated as a subsequent violation for purposes of this UMAP policy, whether or not the violation relates to the same UMAP products, variants or categories, and are not product specific.

Monitoring and Reporting

Belkin International may engage in monitoring of advertised prices of product sales in all channels, either directly or via the use of third parties. Third parties retained by Belkin International may engage in the monitoring of product sales by retailers, resellers, and distributors to verify that the terms of this policy are being enforced.

By selling or distributing Belkin International products, you hereby agree to follow the terms of the UMAP policy and agree to abide by all requirements outlined in this document.



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Schedule A: Published UMAP Product List

Last Update: 2/19/2018

Total # of products: 51

Part Number	UPC	Description	UMAP	MSRP
F2CU038btBLK	745883711468	USB-C to HDMI Adapter	\$ 49.00	\$ 49.99
F8J198btWHT	745883716517	Lightning Audio + Charge RockStar	\$ 39.00	\$ 39.99
F8J200ttWHT	745883716944	PowerHouse Charge Dock for Apple Watch + iPhone	\$ 99.00	\$ 99.99
F4U090btBLK	745883702756	USB-C 4-Port Mini Hub	\$ 49.00	\$ 49.99
F8J207bt04-BLK	745883732166	MIXIT DuraTek Lightning to USB Cable, 4'	\$ 29.00	\$ 29.99
F8J207bt04-C00	745883732173	MIXIT DuraTek Lightning to USB Cable, 4'	\$ 29.00	\$ 29.99
F8J207bt04-GLD	745883732180	MIXIT DuraTek Lightning to USB Cable, 4'	\$ 29.00	\$ 29.99
F8J207bt04-SLV	745883732197	MIXIT DuraTek Lightning to USB Cable, 4'	\$ 29.00	\$ 29.99
F7U006bt04-BLK	745883711819	USB-C Car Charger with Hardwired USB-C Cable and USB-A Port	\$ 34.00	\$ 34.99
F2CD081bt1M-BLK	745883709045	Thunderbolt 3 Cable, 20Gbps, 1M	\$ 29.00	\$ 29.99
F2CD084bt0.5MBK	745883739646	Thunderbolt 3 Cable, 40Gbps, 0.5M	\$ 29.00	\$ 29.99
F2CD085bt2M-BLK	745883739660	Thunderbolt 3 Cable, 40Gbps, 2M	\$ 69.00	\$ 69.99
F2CU050bt04-BLK	745883732357	MIXIT DuraTek USB-C to USB-C Cable, 4'	\$ 29.00	\$ 29.99
F2CU050bt04-C00	745883732388	MIXIT DuraTek USB-C to USB-C Cable, 4'	\$ 29.00	\$ 29.99
F2CU050bt04-GLD	745883732364	MIXIT DuraTek USB-C to USB-C Cable, 4'	\$ 29.00	\$ 29.99
F2CU050bt04-SLV	745883732371	MIXIT DuraTek USB-C to USB-C Cable, 4'	\$ 29.00	\$ 29.99
F7U027dqWHT	745883746774	BOOST UP Wireless Charging Pad for iPhone 8 and iPhone X	\$ 59.00	\$ 59.99
F7U022dq06-SLV	745883738496	USB-C + USB-A Home Charger + Cable	\$ 49.00	\$ 49.99
AV10175bt2M-BLK	745883741427	Ultra High Speed HDMI Cable, 2M	\$ 29.00	\$ 29.99
F2CU059bt04-BLK	745883747283	MIXIT DuraTek USB-A to USB-C Cable, 4'	\$ 29.00	\$ 29.99
F2CU059bt04-C00	745883747290	MIXIT DuraTek USB-A to USB-C Cable, 4'	\$ 29.00	\$ 29.99
F2CU059bt04-GLD	745883747306	MIXIT DuraTek USB-A to USB-C Cable, 4'	\$ 29.00	\$ 29.99
F2CU059bt04-SLV	745883747313	MIXIT DuraTek USB-A to USB-C Cable, 4'	\$ 29.00	\$ 29.99
F7U020btBLK	745883738359	Pocket Power 10K Power Bank	\$ 39.00	\$ 39.99
F7U020btSLV	745883739615	Pocket Power 10K Power Bank	\$ 39.00	\$ 39.99
F7U020btC00	745883738366	Pocket Power 10K Power Bank	\$ 39.00	\$ 39.99
F7U019btBLK	745883738328	Pocket Power 5K Power Bank	\$ 29.00	\$ 29.99
F7U019btSLV	745883739608	Pocket Power 5K Power Bank	\$ 29.00	\$ 29.99
F7U019btC00	745883738335	Pocket Power 5K Power Bank	\$ 29.00	\$ 29.99
F8J212btWHT	745883734108	3.5mm Audio + Charge RockStar	\$ 34.00	\$ 34.99
F7U011dqSLV	745883720866	USB-C + USB-A Home Charger	\$ 39.00	\$ 39.99
F8W840tt	745883745142	ScreenForce UltraCurve, Apple Watch 42mm, Series 2	\$ 34.00	\$ 34.99
F8W839tt	745883745128	ScreenForce UltraCurve, Apple Watch 38mm, Series 2	\$ 34.00	\$ 34.99
F8W838tt	745883745112	ScreenForce UltraCurve, Apple Watch 42mm, Series 1	\$ 34.00	\$ 34.99
F8W837tt	745883745104	ScreenForce UltraCurve, Apple Watch 38mm, Series 1	\$ 34.00	\$ 34.99
F8M741tt	745883682034	BOOST UP Qi Wireless Charging Pad (5W)	\$ 39.00	\$ 39.99
F2CU038btBLK-MG	745883749218	USB-C to HDMI Adapter	\$ 49.00	\$ 49.99
F7U006bt04BK-MG	745883749256	USB-C Car Charger with Hardwired USB-C Cable and USB-A Port	\$ 34.00	\$ 34.99
E9M054bt04-BLK	745883734054	USB-C Car Charger with Hardwired USB-C Cable and USB-A Port	\$ 34.00	\$ 34.99
F7U021btBLK	745883738380	Pocket Power 15K Power Bank	\$ 49.00	\$ 49.99
F7U022dq06SLVMG	745883751167	USB-C + USB-A Home Charger + Cable	\$ 49.00	\$ 49.99
F8J198btWHT-P1	745883751563	Lightning Audio + Charge RockStar	\$ 39.00	\$ 39.99
F8J198dsWHT	745883724253	Lightning Audio + Charge RockStar	\$ 39.00	\$ 39.99
F8J200ttBLK	745883740550	PowerHouse Charge Dock for Apple Watch + iPhone	\$ 99.00	\$ 99.99
F8J212btWHT-P1	745883751570	3.5mm Audio + Charge RockStar	\$ 34.00	\$ 34.99
F8M741tt-P1	745883751600	BOOST UP Qi Wireless Charging Pad (5W)	\$ 39.00	\$ 39.99
B2B153-04-BLK	745883740758	USB-C 4-Port Mini Hub	\$ 49.00	\$ 49.99
F4U093tt	745883711871	USB-C™ Express Dock 3.1 HD	\$ 229.00	\$ 229.99
B2B152tt	745883740192	USB-C™ Express Dock 3.1 HD	\$ 229.00	\$ 229.99
F8J183ttSLV	745883711086	Valet Charge Dock for Apple Watch + iPhone, Silver	\$ 129.95	\$ 129.95
F8J183ttC00	745883724383	Valet Charge Dock for Apple Watch + iPhone, Rose Gold	\$ 129.95	\$ 129.95



Unilateral Minimum Advertised Price Policy- Belkin Networking
(11 May 2017)

In order to maintain, protect and to further enhance the Belkin networking brand, and to encourage investment in advertising and supporting them by full return of such investment, we have established this Unilateral Minimum Advertised Price Policy (this "UMAP"), which applies to those Belkin products identified in Schedule B below (the "Products").

In order to qualify for market development funds ("MDF") and advertising funding, any retailer, reseller, or other party (including, but not limited to, Internet retailers and in-store retailers) ("Partner") is required to abide by this policy. To the extent such entity advertises in media advertising (including, but not limited to, television, radio, newspaper and magazine advertising), in catalogs (including, but not limited to, direct mail pieces and flyers) or on Internet sites (which includes any associated marketplace(s) or other site(s) directly or indirectly affiliated with or linked to such Internet sites), it must not advertise a price for any of the designated Products below the specified UMAP price(s) for such Product(s) as set forth on Schedule B.

It is inconsistent with this UMAP for (i) Products with UMAP prices to be advertised together at a single price that is lower than the sum of the individual UMAP prices for those Products, or (ii) Products with a UMAP price and other Belkin products not subject to this UMAP ("Non-UMAP Products") to be advertised together at a single price that is lower than the sum of the UMAP Price for the designated Products and the manufacturer's suggested resale price of Non-UMAP Product(s). Rebates, other than those offered directly to consumers by Belkin, are not consistent with this UMAP if the advertised net price (including the rebate) of the product is below the UMAP price for such Product(s).

For purposes of this UMAP, "advertising" of prices on Internet sites may include, without limitation, displaying price for any Product, as such price may be revised from time to time, together with a picture or a description of such Product, or use of online marketing vehicles such as (i) marketplaces (e.g., Amazon, Jet.com, Newegg, eBay, Sears, Rakuten, etc.), consumer shopping engines (e.g., Google PLAs, Amazon PLAs, PriceGrabber.com, Nextag.com, Shopzilla, Become, BING Product Ads, Pronto, Google Shopping, Shopping.com etc.), (iii) shopping deal/coupon sites (e.g. Slickdeals.net, FatWallet, Groupon, Woot, Ebates, Techbargains, Savings.com, RetailMeNot, etc.), (iv) affiliate marketing shopping sites (e.g. Commission Junction, Linkshare, Impact Radius, Affiliate Window, Avangate, etc., or (v) Search Engine Marketing/Remarketing Display Ads image or text (e.g. Google, Yahoo, BING, etc.). Internet site features including "click-for-price" or any price display for Product(s) prior to the final page on which the actual price is presented to the customer (including, if it is not the final page on which price is presented, an Internet site shopping cart or other similar feature), may be deemed by Belkin to be communications initiated by the retailer, reseller or other party selling to the customer, and in violation of this UMAP.

Without limiting any of the foregoing, this UMAP also applies to any activity circumventing, or intending or designed to circumvent, this UMAP, as determined by Belkin in its unilateral discretion.

This UMAP does not cover point-of-sale signs, stickers, hangtags, or bar codes and similar markings on products or product packaging which merely state the retail prices at which Belkin products may be purchased. This UMAP does apply to advertisements that are funded in whole or in part by Belkin pursuant to the terms of a cooperative advertising or promotional program which may be offered by Belkin from time to time.

If any entity violates this policy, Belkin will take action unilaterally, in its sole discretion, as follows:

(i) for a first offense, Belkin will send the Partner a written notification. If the Product(s) are listed on an Internet site, the violation must be corrected within 24 hours;

(ii) for a second offense, or if a first time violation is not corrected within 24 hours, Belkin will: (a) withhold MDF and advertising funding for any or all such Product(s) that were advertised below the specified UMAP price, effective from the first day of the violation for a period of 30 days, such withholding to be based on the prior three month's average purchase for the applicable Product(s) or, where no purchases of the MAP non-compliant product were made during the previous three months, on the month of purchase of the Product(s) prior to the month in which the non-compliance took place; (b) withhold Instant Rebate and Trailing Credits effective from the first day of the violation for a period of 30 days; and (c) suspend or cease authorization of shipments of all Product(s) that were advertised below the applicable UMAP price(s) for such Product(s) to all retail stores or other distribution centers of such violating party, effective from the first day of the violation for a period of 30 days; and

(iii) for a third offense, Belkin will: (a) withhold MDF and advertising funding for any or all such Product(s) that were advertised below the specified UMAP price, effective from the first day of the violation for a period of 30 days, such withholding to be based on the prior three month's average purchase for the applicable Product(s) or, where no purchases of the MAP non-compliant product were made during the previous three months, on the month of purchase of the Product(s) prior to the month in which the non-compliance took place;; (b) withhold Instant Rebate and Trailing Credits effective from the first day of the violation for a period of 30 days; and (c) suspend or cease authorization of shipments of all Product(s) that were advertised below the applicable UMAP price(s) for such Product(s) to all retail stores or other distribution centers of such violating party, effective from the first day of the violation for a period of 90 days. Any additional each violations within the 90 days shipping hold period, will extend the ship-hold window another 30 days.

Finally, and most importantly, this UMAP does not apply in any way to your actual selling prices for Products; your retail sales prices for any and all Products remain wholly within your discretion. We do not seek, nor will we accept, any agreement or assent from you respecting this UMAP, either now or at any future time. This UMAP is being established by us unilaterally and is not therefore subject to negotiation. We reserve the right at any time to modify this UMAP, to establish new or different policies or to discontinue any or all of such policies. This UMAP shall remain in effect until modified or terminated by us in a writing sent to you. We believe that this UMAP is clear and unambiguous. Should you have any inquiries regarding this UMAP, however, please direct them to the Belkin Legal Department.

Schedule B
UMAP Products

Retail Part #	Part Description	MSRP* (USD)	Minimum Advertised Price (USD)
Routers			
F9K1002/F9K1007	N300 Wi-Fi N Router	\$39.99	\$34.97
F9K1102	N600 DB Wi-Fi DB N+ Router	\$59.99	\$54.97
F9K1123	AC1200 DB Wi-Fi Dual-Band AC+ Router	\$89.99	\$79.97
F9K1113	AC1200 DB Wi-Fi Dual-Band AC+ Gigabit Router	\$89.99	\$79.97
F9K1119	AC1600 DB Wi-Fi Dual-Band AC+ Gigabit Router	\$129.99	\$99.97
F9K1124	AC1900 DB Wi-Fi Dual-Band AC+ Gigabit Router	\$169.99	\$149.97
Range Extenders			
F9K1015	N300 Wi-Fi Range Extender	\$39.99	\$34.97
F9K1122	N600 DB Wi-Fi Plug In Range Extender	\$69.99	\$59.97

* MSRP is a suggested price only. UMAP does not apply in any way to your actual selling prices for Products; your retail sales prices for any and all Products remain wholly within your discretion.