



## Internet Advertising & Minimum Pricing Policy

Mr Brown London recognizes that today digital media is an extension of the traditional retail floor for many of its business partners. Our Internet Advertising & Minimum Pricing Policy is designed to support authorised dealer ecommerce initiatives AND the long-term value of the Mr Brown London brand.

**QUALIFIED MR BROWN LONDON PARTNERS MAY PRESENT CURRENT COLLECTION PRODUCT AT NO LESS THAN 90% OF SUGGESTED RETAIL PRICE, WITHIN THE FOLLOWING PARAMETERS:**

- Current collection product is defined as merchandise in the most current price list, with the exception of Limited Edition items. Limited Edition, discontinued, close-out and damaged merchandise, as well as any items sold through outlets such as the Chichester Brown Closet are not subject to the IMAP.
- Mr Brown partner websites cannot infer – either via graphics or language – that consumers may call for a better, lower or discounted price, as a means to circumvent this policy. Additionally, the use of slashes, strike-throughs or other visual devices to suggest drastic price discounts is not allowed.
- Mr Brown London requires attribution: Our products must be identified with the Mr Brown London brand name, unless permission is otherwise granted.
- Mr Brown London dealers are encouraged to link product images to mrbrownlondon.com with permission.
- National or geographically targeted “Mr Brown London” (or any variation) SEM, including Adwords/Pay-Per-Click, Remarketing and banner advertising, is strictly prohibited amongst online retailers without a physical bricks-and-mortar retail store presenting our product.
- For dealers with physical stores, SEM relating to Mr Brown London, including Adwords/Pay-Per-Click, Remarketing and banner advertising, is permitted ONLY within your approved trading area, i.e., a targeted buy.
- Violation of this policy will result in the withdrawal of rights to sell, display, link or list Mr Brown products on the Internet.
- No Mr Brown London employee is authorised to waive, amend or alter this written policy in any way

**Mr Brown London reserves the right to change and update the Internet Advertising & Minimum Pricing Policy without notice, and at its sole discretion. All other Mr Brown London terms and conditions remain in effect.**

I have read, understand and accept Mr Brown London’s Internet Advertising & Minimum Pricing Policy (IMAP).

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_ COMPANY \_\_\_\_\_

CLIENT \_\_\_\_\_