

MR. BROWN

L O N D O N

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 authorized dealer e-commerce initiatives AND the long-term value of the Mr Brown London brand.

QUALIFIED MR BROWN LONDON PARTNERS MAY PRESENT AN APPROVED PRODUCT SELECTION AT NO LESS THAN 100% OF THE SUGGESTED RETAIL PRICE, WITHIN THE FOLLOWING PARAMETERS:

- APPROVED PRODUCT SELECTION is defined as merchandise that has been purchased by the authorized dealer for their store floor and / or showroom OR has been approved by Mr Brown London for e-commerce use.
- 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.
- National or geographically targeted "Mr Brown London" (or any variation) SEM, including Ad-words/ Pay-Per-Click, Re-marketing and banner advertising, requires approval from Mr Brown London
- 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 authorized 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 prior 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 _____