

ICOM AMERICA'S

Unilateral Minimum Retail Price (MRP) Policy

EFFECTIVE July 8, 2019

In an effort to protect the long-term interest of not only Icom America, but also all of our dealers, distributors and customers, we unilaterally adopted a Minimum Retail Price (MRP) policy for selected products. This policy will ensure the preservation of Icom's superior technology and quality of Icom products, the product value, and to properly establish the brand and reputation of these products in the appropriate market segment.

Although resellers remain free to establish their own prices, Icom America shall notify authorized resellers immediately following Icom America verification, to its satisfaction, that the authorized reseller advertised or offered any MRP product at a net sales price less than MRP established and announced by Icom America. Resellers will have 24 hours to correct any violation of this policy after notification that such dealer or their distributor, or any retailer or reseller that purchased an MRP product from such dealer or distributor that continued to **advertise, offer or sell** such MRP product at a net retail sales price less than the MRP established and announced by Icom America. Icom America will without assuming any liability, cancel all orders and refuse to accept any new orders for a product for which a MRP is specified in the current Icom America dealer price books from any dealer or distributor for a period of 6 months. At the election of Icom America, a second occurrence will result in the indefinite discontinuation of any further sales of such MRP product to the dealer or distributor.

Any discounting of the MRP for an MRP product, including without limitation, advertising, offering or providing coupons, rebates, free accessories, or payment of sales tax for the customer will register as a violation of this MRP policy (excluding Icom America promotions). The following will also be considered a violation of this policy: (a) advertising any net price for an MRP product less than the MRP in conjunction with any advertisement of a trade-in offer for any other product; or (b) displaying in or in association with any advertisement for an MRP product at any specific trade-in price or value for any trade-in of any other product.

This MRP policy applies only to MRP products. However, the Icom America Unilateral Minimum Advertised Price (MAP) policy is still applicable to those products designated by Icom America in our dealer price books.

This Minimum Retail Price (MRP) Policy is applicable in USA, Canada, Mexico, Latin America, South America

Icom America will not discuss any conditions of acceptance related to this policy, as it is non-negotiable and will not be altered for any dealer or distributor. In addition, Icom America neither solicits, nor will it accept, any assurance of compliance with this policy. Nothing in this policy shall constitute an agreement between Icom America and any dealer or distributor on any subject including that the dealer or distributor will comply with this policy, or will sell any product at or above any particular price.

Icom America will not discuss the MRP policy with any dealer or distributor. Accordingly, all Icom America personnel and sales representatives have been specifically instructed not to discuss the policy beyond the content of this statement with anyone outside of Icom America. Please do not attempt to discuss the policy with Icom America personnel or sales representatives or communicate complaints or advise to Icom America personnel or sales representatives. Icom America will unilaterally determine whether MRP products are being advertised, offered or sold at prices other than in compliance with the Icom America Minimum Retail Price Policy.

Icom America sales personnel are not authorized to modify or grant exceptions to this policy.

Icom America reserves the right to change or discontinue any program upon 30 day written notice.