

## **Guillemot Inc. Minimum Advertised Price Policy**

**(Effective February 1<sup>st</sup>, 2018)**

### **THRUSTMASTER branded Products**

Guillemot Inc (“Guillemot”) has adopted unilaterally this Minimum Advertised Price policy (“MAP policy”) which is applicable to any Dealers. “Dealers” or “Dealer” means any retailers, etailers, independent resellers, stores or dealers which purchase Products to resell them to end users. Guillemot will not discuss any conditions of acceptance related to the MAP policy, as they are non-negotiable and will not be altered for any Dealers.

Guillemot has adopted this MAP policy in order to (1) encourage and enable Dealers to provide pre-sale and post-sale services and infrastructure in relation with the Products, (2) support the THRUSTMASTER brand as a premium offering, and (3) avoid that some Dealers take advantage of the service and support efforts of others.

In case of conflict, this MAP policy shall prevail over any previous agreements or statements of policy related to the Products which may have been in effect prior to the above effective date.

#### **1. Products concerned**

This MAP policy applies to the THRUSTMASTER branded Products of Guillemot and determined in section 7 (“Products”). Products not listed under section 7 are not subject to the MAP policy.

#### **2. MAP Policy territory coverage**

This MAP policy covers all Dealers located in, or selling into, the United States of America.

#### **3. Affected Advertising**

This MAP policy requires that a price no less than the MAP be shown on all advertising. The following forms of advertising media are covered by the MAP policy:

- Print advertising, including but not limited to newspapers, circulars, magazines, catalogs, flyers, posters, coupons;
- Direct mailers, including but not limited to emails and newsletters;
- Audio or audiovisual advertising, including radio and TV;
- Billboards;
- Online advertising (such as internet or similar electronic media). Online advertising specifically includes “shopping carts,” “member prices,” “logged-in” customer areas, and any communication or display of a price accessible by a search engine, web crawler and/or specialized shopping and pricing engines. Online advertising also includes any websites or other places accessible by the internet including, without limitation, auction sites.

**THRUSTMASTER**



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**Guillemot Inc.**  
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This MAP policy does not cover in-store advertising that is displayed only in the store and not distributed to any customers. In-store displays, point-of-sale signs, hang tags or bar codes or similar marks on Products or Product packaging which merely state the price are not considered “advertising” for purposes of this MAP policy.

#### **4. Advertised Price**

The Minimum Advertised Prices (“MAP”) are indicated in section 7. These MAP may be updated at any time at Guillemot’s sole discretion. Dealers will be informed of any change of the MAP policy by email. It is the responsibility of the Dealers to update advertised prices accordingly. Using an outdated price will violate the MAP policy.

This MAP policy does not affect the Dealer’s actual resale price. Each Dealer is expected to independently determine and set the price at which it sells the Products. This MAP policy applies to advertised prices only.

#### **5. Violations**

Any advertising including language or graphics that state or suggest that a Product is being promoted at a price less than the MAP constitutes a violation of the MAP policy

Guillemot will enforce the terms of this MAP policy with a written warning notice of violation. Dealers shall promptly correct any violation within 72 hours of receipt of the notice. Failure to do so may result in:

1. the cancellation of any pending or future orders of Products for a period of time determined by Guillemot; and/or
2. the modification of the Dealer’s discount structure, if any; and/or
3. the unavailability of special offers; or
4. the closing of the business relation.

The severity of the penalty will depend on the seriousness of the offense and/or if Dealer backslides.

#### **6. General Statements**

All matters of interpretation and enforcement of the terms and conditions of this MAP policy shall remain within the sole discretion of Guillemot. This MAP policy may be discontinued or modified over time. Dealers will be notified of any changes of the MAP policy.

Advertising compliance is required for marketplace consistency.

## 7. Products and MAP

Reference	UPC	Products	MAP in US Dollars (for the United States of America)
4060077	6 6329642043 5	Thrustmaster Y-300 CPX	\$ 49,99
4060082	663296420541	Thrustmaster Y-300 CPX Doom Edition	\$ 59,99
4060084	663296420893	Thrustmaster Y-300 CPX GHOST RECON	\$ 59,99
4060088	663296421074	Thrustmaster Y-350CPX 7.1 GAMING HEADSET	\$ 99,99
4060090	663296421234	New Thrustmaster Y-300 CPX FAR CRY 5	\$ 59,99
4060089	663296421081	NEW Thrustmaster Y-350 CPX 7,1 FAR CRY 5	\$ 99,99
4169081	663296420046	Y350P 7.1 POWERED US LATAM CANADA GRWL EDITION	\$ 139,99
4460142	663296420886	Y350X 7.1 POWERED GRWL EDITION	\$ 139,99
4460129	663296420886	Y350X 7.1 POWERED GAMING HEADSET DOOM EDITION	\$ 159,99
2960623	663296409669	Thrustmaster USB Joystick PC	\$ 24,99
2960694	663296412461	Thrustmaster T-Flight Stick X PS3	\$ 34,99
2960706	663296413734	Thrustmaster T-16000M PC	\$ 59,99
2960703	663296413697	Thrustmaster T-Flight Hotas X PS3	\$ 54,99
4460168	663296421005	Thrustmaster T-Flight Hotas One	\$ 79,99
2960738	663296418258	Thrustmaster HOTAS Warthog Flight Stick PC	\$ 249,99
2960739	663296418265	Thrustmaster HOTAS Warthog Dual Throttles PC	\$ 299,99
2960720	663296415240	Thrustmaster Hotas Warthog PC	\$ 469,99
2960708	663296413758	Thrustmaster MFD Cougar Pack PC	\$ 79,99
4169083	663296420350	Thrustmaster T.Flight Hotas 4 Flight Stick	\$ 89,99
4169085	663296420572	Thrustmaster T-Flight Hotas 4 Official US/L	\$ 89,99
2960764	663296420367	Thrustmaster TFRP Rudder	\$ 109,99
2960815	663296421043	Thrustmaster T 16000M SPACE SIM DUO STICK - HOSAS	\$ 114,99
2960773	663296420695	Thrustmaster T16000M FCS	\$ 59,99
2960778	663296420732	Thrustmaster T16000M FCS HOTAS	\$ 129,99
2960782	663296420770	Thrustmaster T16000M FCS Flight Pack	\$ 199,99
2960781	663296420763	Thrustmaster T16000M + Elite Dangerous Arena Pack	\$ 69,99
2960754	663296420718	Thrustmaster TWCS Throttle	\$ 79,99
4060058	663296419415	Thrustmaster T-Wireless Black PC-PS3	\$ 24,99
4460091	663296418487	Thrustmaster GPX XBOX 360	\$ 39,99
4160530	663296412560	Thrustmaster T-Wireless Duo Pack PS3	\$ 49,99
2960740	663296418364	Thrustmaster GP XID	\$ 24,99
2960821	663296421098	Thrustmaster GP XID PRO	\$ 24,99
4460099	663296418210	Thrustmaster GPX LightBack Edition XBOX 360	\$ 39,99
4460098	663296418203	Thrustmaster GPX Lightback Ferrari F1 Edition XBOX 360	\$ 49,99
2960762	663296419712	Thrustmaster Score-A Wireless Gamepad	\$ 49,99
4060052	663296418982	Thrustmaster Ferrari Racing Wheel Red Legend Edition PS3	\$ 79,99
4460094	663296417336	Thrustmaster Ferrari 458 Racing Wheel for Xbox 360	\$ 99,99
4169071	663296419446	Thrustmaster T80 Racing Wheel PS4	\$ 99,99

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Reference	UPC	Products	MAP in US Dollars (for the United States of America)
4169089	663296420824	Thrustmaster T80 Ferrari 488 GTB Edition Racing Wheel PS4	\$ 99,99
4460105	663296419583	Thrustmaster Ferrari 458 Spider Racing Wheel	\$ 109,99
4169080	663296420039	Thrustmaster T150 RS Racing Wheel	\$ 199,99
4169084	663296420664	Thrustmaster T150 PRO Racing Wheel	\$ 249,99
4469022	663296420497	Thrustmaster TMX Racing Wheel	\$ 199,99
4469023	663296420657	Thrustmaster TMX PRO Racing Wheel	\$ 249,99
4169072	663296419453	Thrustmaster T300RS Racing Wheel PS4	\$ 349,99
4469016	663296419286	Thrustmaster TX Racing Wheel Ferrari 458 Italia Edition XBOX ONE	\$ 399,99
4169088	663296420602	Thrustmaster T300RS GT Racing Wheel	\$ 399,99
4469016	663296419286	Thrustmaster TX RW	\$ 349,99
4469021	663296420329	Thrustmaster TX RW Leather Edition	\$ 499,99
4169082	663296420299	Thrustmaster T300 Ferrari Integral RW Alcantara Edition	\$ 499,99
2969099	663296420060	Thrustmaster TS-PC Racer	\$ 499,99
2969103	663296420992	Thrustmaster TS-PC Racer 488 Challenge Edition	\$ 699,99
4169056	663296416087	Thrustmaster T500RS Racing Wheel PS3	\$ 599,99
4469024	663296420961	TS-XW Racer w/ Sparco P310 Competition Mod	\$ 699,99
4169087	663296420596	Thrustmaster T-GT Racing Wheel	\$ 799,99
4060057	663296419408	Trustmaster Leather 28GT Wheel Add-On	\$ 149,99
4060056	663296419316	Thrustmaster T3PA Add-On	\$ 99,99
4060065	663296419927	Thrustmaster T3PA Pro Add-On	\$ 169,99
4060047	663296418906	Thrustmaster Ferrari 458 Challenge Wheel Add-on PC	\$ 129,99
4060085	663296420923	Thrustmaster Sparco Rally Wheel Add On R 383 MOD	\$ 199,99
2960822	663296421104	Thrustmaster Ferrari 250 GTO Wheel Add-on	\$ 399,99
2960818	6 63296 42105 0	Thrustmaster TSSH SEQUENTIAL SHIFTER & HANDBRAKE SPARCO	\$ 269,99
4169091	6 63296 42102 9	Thrustmaster Eccosystem BT LED Display Add On	\$ 169,99
4060059	663296419422	Thrustmaster TH8A Shifter	\$ 169,99
4160571	663296416520	Thrustmaster F1 Racing Wheel	\$ 169,99
4060071	663296420251	Thrustmaster F599XX EVO 30 Wheel Alcantara Edition Add-On	\$ 199,99
4069010	663296419965	Thrusmaster TX Servo Base	\$ 229,99
4069011	663296419972	Thrustmaster T300 Servo Base	\$ 229,99
4060079	663296420510	TR J12 USB Adapter	\$ 14,99

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