



**PENTAIR COMMERCIAL WATER SOLUTIONS
MINIMUM ADVERTISED PRICE POLICY**
Effective Date: January 1, 2026

SUMMARY

Pentair Commercial Water Solutions (“Pentair”) has established a Minimum Advertised Price (“MAP”) Policy for all authorized distributors and dealers selling products in or into the United States (“Resellers”). This MAP Policy supersedes all prior policies. This MAP Policy applies to prices that may be advertised by Resellers but does not restrict the actual sales price of products.

PURPOSE OF MAP POLICY

The purpose of this MAP Policy is to enhance the purchasing experience by supporting authorized Resellers who invest in knowledge of Pentair products, their functional performance capabilities, and customer service and support. This investment enables authorized Resellers to provide expert information and support to end-users, ensuring they can identify, evaluate, and purchase products that best meet their needs. By maintaining a premium brand image and long-term competitiveness of the Everpure, OptiPure, Manitowoc, and Koolaire brands, the policy ensures that end-users benefit from high-quality products and services. The policy also supports a mutually beneficial cost/price structure, allowing Resellers to achieve adequate margins to fund their marketing, advertising, and educational efforts, ultimately benefiting both Resellers and end-users by preserving the value and integrity of the products offered.

MAP DEFINITION AND APPLICATION

1. Definition of the MAP

This MAP Policy applies to Everpure, OptiPure, Manitowoc, and Koolaire products within Pentair’s portfolio. Pentair publishes and maintains for its Reseller partners a comprehensive list of the brands, products, and the MAP for each (see <https://www.pentair.com/commercialmapp>). The MAP is based on Pentair’s list price published in the current price book.

2. Scope of the MAP Policy

Resellers may advertise prices equal to or greater than the MAP for covered products sold as “new.” Pentair defines “new” products as, 1) those sold by Pentair or one of its authorized Resellers without prior in-service use by any end-user purchaser, or 2) any product sold by a Reseller when covered by the manufacturer’s original warranty.

This MAP Policy applies to the following:

- A. **Comprehensive Compliance.** MAP compliance must extend through the entire purchase process, from advertisement to checkout.

B. Advertising Scope. This MAP Policy sets the minimum price that an authorized Reseller may advertise a product outside the Reseller's physical business location. It applies to all forms of advertising, including, but not limited to internet (including banner ads, Google Ads, and posts), internet auction sites, print, direct mailing, radio, group or "broadcast" email, group or "broadcast" fax, and all other pricing advertisements. Website features such as automated "bounce-back" pricing emails, pre-formatted e-mail responses, forms, automatic price displays, and other similar features are considered communications initiated by the Reseller (instead of the customer) and are considered "advertising" under this MAP Policy. Advertised prices must be visible to customers in all public media, including emails, newspapers, catalogs, magazines, flyers, brochures, television, radio ads and billboards. All advertised prices including any discounts, promotions, or special pricing, must be clear and visible prior to checkout.

C. Shopping Cart and Checkout. Prices displayed in the "shopping cart" and "checkout page" are considered advertised prices and must comply with this MAP Policy. Posts and placements that do not advertise a price for Pentair products are in compliance with this MAP Policy.

3. Prohibited Practices

A. Hidden Discounts. Resellers are prohibited from offering discounts that are not visible to the customer until the checkout process.

B. Price Indications. Resellers must not make any statements or communications that indicate, state, imply, or suggest that a lower price may be found at the online check out, including but not limited to: "click here for lower price," "see lower price in cart," "add to cart for lower price," "check cart for lower price," "chat for price," "mouse over for price," "text for price," "log-in for price," "e-mail for a better price," "call for lower price," "limited time offer", or similar language.

C. Discounts and Coupons. This MAP Policy also applies to any activities which Pentair determines are designed or intended to avoid the intent of this MAP Policy, such as "subscribe and save" discounts or the use of coupons. Offering a discount or coupon that results in an advertised price falling below the established MAP is considered a violation. Advertising prices below MAP through Amazon Discount Plans or similar plans is also a violation. Compliance with this MAP Policy is the responsibility of the Reseller, not Amazon. Coupons are allowed only if they apply to all SKUs uniformly. For example, a Reseller must not offer a coupon for 10% off a specific SKU. Instead, the coupon should be for 10% off any SKU sold by the Reseller.

D. Auction Restrictions. The advertising or offer of new Pentair products in any auction is prohibited and is a violation of this MAP Policy, except for auctions which include a published minimum purchase price or "reserve price" which complies with this MAP Policy.

E. Bundling Rules. If one or more products from a single or multiple Pentair brands are "bundled" or combined in an advertisement, the aggregate price for all Pentair products offered for sale in the bundle may not be lower than the cumulative MAP for each of the products when sold separately.

- F. **Direct Comparisons.** Pentair prohibits direct price comparisons, including split-screen, side-by-side advertising, or popups to advertise or promote a similar product of any other brand. Pentair prohibits any Reseller from directing (automatically, inadvertently, or otherwise) a prospective purchaser who is in search of a Pentair product or item number to any other brand.
- G. **Login Price Display Restrictions.** Under this MAP Policy, Pentair prohibits displaying a price below the MAP on any part of a website that requires customers to log in with a personalized password obtained by providing their name and email address. This includes specialized accounts for business-to-business transactions such as Amazon Business. However, exceptions are allowed for customer-specific pricing, provided such pricing is not publicly displayed and is communicated directly to the customer.
- H. **MAP Disclosures and Undercutting.** The terms “minimum advertised price,” “MAP Price,” “MAP,” or similar references must not appear in any advertisement, quotation, or communication involving Pentair products. Advertising that indicates that the MAP Price is not the applicable price for the product or a lower price is available or uses terms like “list price,” “factory price,” or “manufacturer’s price” is also prohibited. Advertisers shall not use “cookies” or other means to recognize repeat visitors to display prices lower than the MAP without a full log-in process.

MAP ENFORCEMENT

1. Distributor Accountability.

If a Reseller without an authorized relationship with Pentair violates this MAP Policy, Pentair will pursue enforcement actions against both the Reseller and the distributor who facilitated the sale, as provided in this MAP Policy. However, if the distributor terminates its relationship with the violating reseller within thirty (30) days of the violation notice, the distributor may request a review for potential adjustment or waiver of the applicable consequence. This request must be submitted in writing to Pentair, detailing the steps taken to prevent future violations.

2. Monitoring and Compliance

Pentair will monitor compliance with this MAP Policy. The enforcement process is based on violations across all Pentair brands covered by this MAP Policy. Our enforcement process requires immediate correction of errors, with subsequent penalties for delays or repeated violations. The consequences apply equally to the violator and the distributor who facilitated the sale. These measures are not intended to penalize the end purchaser of the product.

3. Violation Consequences

In the event a violation is determined, the following actions may be taken:

- 1. First Violation:** Upon detecting a first violation, both the Reseller and the distributor will receive a written warning and have 24 hours to comply with this MAP Policy. If correction is made within 24 hours, the violation is recorded, but no penalties will apply.

If the violation is not corrected within 24 hours, a second written warning will be sent, and a second violation will be recorded.

2. Second Violation: A second violation will result in a thirty (30) day suspension of: (a) the violator's authorized reseller status, and (b) shipments of products from all Pentair factories to both the violator and distributor. If the violation is not corrected within 24 hours, a third written warning will be sent, and a third violation will be recorded.

3. Third Violation: A third violation will result in cancellation of all orders from both the violator and the distributor. Additionally, shipments from all Pentair factories will be suspended for ninety (90) days, and all rebates for the calendar quarter in which the violation(s) occurred will be forfeited by both parties. If the violation is not corrected within 24 hours, a fourth written warning will be sent, and a fourth violation will be recorded.

4. Fourth Violation: A fourth violation will result in a one-year termination of the violator's authorized reseller status and discontinuation of any sales to both the violator and the distributor. All rebates earned during any quarter with a violation will be forfeited by both the violator and the distributor.

Pentair will not enter into Special Pricing Agreements with any Resellers who are in violation of this MAP Policy. Additionally, Pentair reserves the right to discontinue any price concessions for any Reseller or distributor who has committed three distinct MAP violations within a rolling twelve-month period. Each violation must involve a separate instance of non-compliance with MAP pricing requirements. This is in addition to the process outlined above for repeated warnings related to a single unresolved violation.

EXCEPTIONS TO PENTAIR'S MAP POLICY

- Promotional Events, Special Pricing Offers.** Pentair may occasionally conduct promotions for products covered by this MAP Policy. Compliance with this MAP Policy is a prerequisite for participation in any promotional events or special pricing offers. Any Reseller with an uncured MAP Policy violation within the previous twelve (12) months may not participate.
- Adjustments to MAP.** Pentair reserves the right to adjust the MAP for all or certain products in its sole discretion upon written notice to authorized Resellers. Upon Pentair's prior written notification, authorized Resellers may advertise such products consistent with the written notification.
- Discontinued Products.** Pentair may also suspend or eliminate MAP pricing on discontinued products in its discretion, upon notice to its authorized Resellers.
- Specific Product Conditions.** This MAP Policy does not apply to products advertised under the following conditions: (a) The advertisement uses one of the following terms to clearly indicate the condition of the unit: "used", "damaged" or "floor model"; (b) The advertisement includes the following terms used in all capital letters "NO FACTORY WARRANTY"; and (c) the Reseller has notified Pentair that the factory warranty should be removed from this unit. (This can be done with an email to the customer service department of the Pentair brand of the specific product being advertised).

5. **Direct Price Requests.** Any direct request for pricing made by an individual prospective purchaser to a Reseller in person or through other deliberate action is considered to be a request for a price quotation, thus the MAP does not apply.
6. **In-Store Advertising.** This MAP Policy is not applicable to any in-store advertising that is displayed only in a physical store location. In-store displays, point-of-sale signs, hangtags, barcodes, or similar marks on products or product packaging which present the price are not considered “advertising” for purposes of this MAP Policy.

This MAP Policy does not affect or restrict the price at which an authorized Reseller sells Pentair products. Pentair’s authorized Resellers are free to sell Pentair products at whatever price they may choose.

OTHER PROVISIONS

This program is managed by Pentair’s MAP Policy Administrators. Pentair reserves the right to change, add or delete covered products, and change or cancel the MAP Policy at any time upon written notice to authorized Resellers and distributors.

Only a MAP Policy Administrator may provide advice to Resellers concerning compliance with the MAP Policy or authorize exceptions to the MAP Policy. No other individual, including any employee or representative of Pentair, may provide such advice or authorizations regarding this Policy to any Reseller. It is the Reseller’s sole responsibility to remain aware of any changes to this MAP Policy. This MAP Policy is available to authorized Resellers directly from Pentair by contacting in writing or email at:

MAP Policy Administrators

Pentair Commercial Ice, LLC: ManitowocMAP@pentair.com

Pentair Filtration Solutions, LLC: PentairCommercialMapp@pentair.com

ADDENDUM #1
MANITOWOC MAP PRICING MULTIPLIERS
EFFECTIVE January 1, 2026

BRAND	MAP MULTIPLIER
Koolaire	0.5
Manitowoc (All Other)	0.435

MAP is stated as a multiplier from list price, and calculated as

follows: EXAMPLE: List * multiplier = MAP

$$\begin{aligned} \text{List} &= \$10,000, \text{MAP} = .435 \\ \$10000 * .435 &= \$4,350 \end{aligned}$$

Rounding: Manitowoc monitors MAP by "rounding down" to the nearest whole

dollar. EXAMPLE: If MAP calculation = \$4963.75

MAP compliant: Any amount \$4963.00 or higher

If MAP calculation = \$4963.27

MAP Compliant: Any amount \$4963.00 or higher