



MINIMUM ADVERTISED PRICING (MAP) & DISTRIBUTION POLICY

Revised 12/16/2025, Effective 1/5/2026

York Wallcoverings Inc. gives its resellers the ability to sell and promote its products in both their retail stores and through the internet. However, in order to establish a level playing field, all U.S. resellers of York Wallcoverings products must adhere to the following Minimum Advertised Pricing (MAP) & Distribution Policy, effective January, 2 2023. This policy is being implemented unilaterally, and York Wallcoverings will not invite or accept any input into how the policy will be administered or maintained. Further, this is not an agreement, and York Wallcoverings will not ask for or accept any assurance of compliance or other agreement.

This policy is applicable to all wallpaper products in current collections, as defined by the published MAP price list (herein "the products").

Any reseller of the products may not advertise any price under the officially published MAP for that particular product. The published MAP can be found at:

<https://www.yorkwallcoverings.com/pages/map-pricing>.

This MAP policy applies to all advertisements of the products, whether in print or on the internet (whether through a website or email). This MAP policy does not apply to in-store displays, including but not limited to signage, price tags or prices written in a sample book. This MAP policy will also not limit the ability of a dealer to advertise "the lowest price" or "will beat or match any competitor." It also in no way will establish a maximum advertised price. Promotional coupon codes, free or reduced shipping rates, or BOGO ("buy one get one free") deals are not impacted by the MAP policy and may be offered to customers at your discretion, provided that the MAP remains intact on each product page. This MAP Policy does not apply to the products that York Wallcoverings specifically designates as "overstock" or "promotional goods." This MAP policy does not apply to the price at which goods are actually sold. York Wallcoverings resellers are free to sell the products at any price.

Resellers may NOT promote, advertise, market, or sell the products on any online marketplace or auction service unless formal written consent has been obtained from York Wallcoverings. To ensure transparency and prevent circumvention of MAP pricing, resellers may not use any pricing or promotional tactics that obscure or condition the advertised price, including but not limited to:

- "Add to cart to see price" messaging
- "See price in cart" or similar language
- Implying additional discounts that are revealed only once the product is added to the cart

All e-tailers and resellers to e-tail accounts must list our items in the unit of measure of a double roll (or the packaged sellable unit). You can use the terminology that you prefer: bolt, roll, double roll, unit roll, unit, etc - or price by the yard or square foot can be used.

Failure to comply with York Wallcoverings MAP and Distribution policy will result in the following actions:

Warning: Items found to be in non-compliance will be sent to the Dealer via email to inform them of the breach of MAP, they will have 3 business days to rectify the breach before their first offense.

1st Offense: Dealer will be emailed informing them of the 1st violation and will be given 3 business days to rectify the breach of pricing.

2nd Offense: Dealer will be emailed a second violation email indicating that their account will be converted to a straight 30% off discount structure for 30 days. They will be given 3 business days to rectify the breach of pricing.

3rd Offense: Dealer will be emailed a second violation email indicating that their account will be converted to a straight 30% off discount structure for 60 days. They will be given 3 business days to rectify the breach of pricing.

4th Offense: Dealer's account will be suspended for a period of up to 3 months during which orders of the products cannot be placed or shipped. At the end of the period York Wallcoverings will determine whether or not to reinstate the account's ability to order the products.

5th Offense: Dealer will no longer be able to sell the products.

These policies have been established to help promote the York Wallcoverings' brands and give all resellers an equal ability to sell and promote the product. York Wallcovering reserves the right to modify or suspend this MAP policy or adjust the MAP for any product at any time. Such changes will apply equally to all resellers. No sales representative or employee of York Wallcoverings, other than the MAP policy administrator, has any authority to discuss, modify or grant exceptions to this MAP policy.