



January 2025

Dear Valued Mary Meyer Customer,

Thank you for your business and for your ongoing support of the Mary Meyer brand.

Several years ago, we initiated a MAP policy to address disparities in the advertised retail pricing for our products. In addition, we've invested in resources to monitor compliance with that pricing. As a manufacturer of premium products, we emphasize quality over price. And we listen to our retail partners, brick-and-mortar, and online retailers. They are telling us in today's economic environment, their costs are rising, and they need more margin.

Therefore, on January 1, 2024, our MSRP changed to reflect the reality of the marketplace. We increased from keystone (or double) the wholesale price to keystone (or double) +\$1.00. For example, a \$9.00 wholesale item will now have an MSRP of \$19.00. Since our MSRP and MAP pricing are identical, MAP pricing will also increase to keystone (or double) the wholesale price plus \$1.00. MAP pricing will be identical to our MSRP.

All items included in our MAP program are listed on the reverse side of this document with their respective MAP price. These items are:

- ❖ Mary Meyer Baby Mats – Taggies Signature Collection – Taggies Baby Mats
- ❖ Lulujo – Mary Meyer is the exclusive distributor of these products in the USA

Mary Meyer operates in compliance with USA laws governing these practices. This policy will be applied unilaterally to all Mary Meyer retailers, including e-commerce, mail order, and catalog companies.

Minimum Advertised Price Policy

- The MAP for all products listed above will be no lower than current MSRP: For example, Mary Meyer Baby Mats (\$59.00) and Cotton Muslin Swaddling Blankets (\$21.00). MSRP is defined as double the wholesale price plus \$1.00 as published in Mary Meyer and Lulujo wholesale catalogs and any official supplements.
- Advertising includes, but is not limited to, newspaper and print, promotional mailers, coupons, direct response, online, e-blasts, web sites, and all other electronic media. The MAP policy does not apply to in-store advertising.
- Prices displayed online are considered "advertised price" and therefore are subject to our MAP policy. On an ecommerce website, all prices including "click for price" and preformatted email responses are understood to be initiated by the seller and are considered advertising under this MAP policy.
- Advertising "the lowest prices" or "we'll match any competitor's prices" is not a violation of this MAP policy.
- MAP only applies to advertised prices. Within its walls, or on the phone, a store is free to sell Mary Meyer and Lulujo products at any price they choose.
- MMC reserves the right to modify or suspend this MAP policy with respect to certain Mary Meyer and Lulujo products that we put on a closeout list. If and when this list exists, it will be posted on marymeyer.com and found in the wholesale tab.
- MMC will monitor our dealers for compliance either directly or through third parties.
- In the event that MMC determines a non-compliance with this policy, the offending party will be contacted by MMC. Any additional breach will result in Mary Meyer or Lulujo products no longer being shipped to that account.
- No MMC sales representative has the authority to modify or grant exceptions to this policy. The MAP administrator has the sole responsibility of determining if a breach has occurred and what the consequences will be.
- Advertising Mary Meyer and Lulujo products as part of a discounted package of several items (MMC items or other manufacturers) that has the effect of the Mary Meyer and Lulujo products being advertised below MAP pricing will be in violation of this MAP policy.

We believe this policy enhances and protects the status of the above brands and all the retailers who sell them. It is our goal at MMC to support our retailers, so they can invest confidently in these outstanding products.

Thank you for being so understanding in this important matter. We look forward to many seasons of prosperous selling. If you have questions, please contact mapinfo@marymeyer.com

I have read and understand Mary Meyer's MAP policy. Please sign and fax back to 802-365-4233.

Signature: _____ Date: _____

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|----------------------|
| Contact Name: _____ |
| Store Name: _____ |
| City, St, Zip: _____ |
| ALL DBA's: _____ |
| Email: _____ |

| LULUJO | | MSRP | MAP | LULUJO | | MSRP | MAP |
|------------------------|--|-------------|------------|----------------|--------------------------------|-------------|------------|
| ALL | LLJ Baby's First Year Blanket & Card Set | \$28.00 | \$28.00 | ALL | Muslin Change Pads Covers | \$28.00 | \$28.00 |
| ALL | Hello World Hat & Swaddle Set | \$36.00 | \$36.00 | ALL | 2Pk Cotton Muslin Swaddle | \$36.00 | \$36.00 |
| ALL | Cotton Muslin Security Blanket 2 pack | \$19.00 | \$19.00 | ALL | Waffle Blankets | \$37.00 | \$37.00 |
| ALL | Large Muslin 40" Swaddles | \$19.50 | \$19.50 | ALL | Muslin Bibs 2 pack | \$24.00 | \$24.00 |
| ALL | Extra Large Cotton and Deluxe Muslin Single Swaddles | \$21.00 | \$21.00 | ALL | Hooded Towels | \$41.00 | \$41.00 |
| ALL | Muslin Crib Sheets | \$33.00 | \$33.00 | | | | |
| TAGGIES | | | | TAGGIES | | | |
| ALL | TAGGIES Rattles/Teether Rattles | \$11.00 | \$11.00 | ALL | TAGGIES Character Blankets | \$21.00 | \$21.00 |
| ALL | TAGGIES Crinkle Me Squares | \$12.00 | \$12.00 | ALL | TAGGIES Loveys | \$23.00 | \$23.00 |
| ALL | TAGGIES Original Blankets | \$19.00 | \$19.00 | ALL | TAGGIES Axolotl Crinkies | \$15.00 | \$15.00 |
| ALL | TAGGIES Soft Books | \$20.00 | \$20.00 | ALL | TAGGIES Triangle Activity Toys | \$13.00 | \$13.00 |
| 56540 | Baby Doll | \$14.00 | \$14.00 | 41565 | Buttercup Cow Soft Toy | \$26.00 | \$26.00 |
| 31741 | Buddy Dog Soft Toy | \$26.00 | \$26.00 | 41613 | Tilly Giraffe Soft Toy | \$25.00 | \$25.00 |
| 40032 | Sherbet Lamb Soft Toy | \$26.00 | \$26.00 | 41644 | Drax Dragon Soft Toy | \$25.00 | \$25.00 |
| 40203 | Heather Hedgehog Soft Toy | \$23.00 | \$23.00 | 41654 | Camilla Caterpillar Soft Toy | \$21.00 | \$21.00 |
| 40235 | Painted Pony Soft Toy | \$26.00 | \$26.00 | 41684 | Tippy Turtle Soft Toy | \$21.00 | \$21.00 |
| 40241 | Molasses Sloth Soft Toy | \$26.00 | \$26.00 | 41694 | Sniggles Snake Soft Toy | \$19.00 | \$19.00 |
| MARY MEYER BABY | | | | | | | |
| ALL | MARY MEYER Baby Mats | \$59.00 | \$59.00 | ALL | TAGGIES Baby Mats | \$64.00 | \$64.00 |