

SALES AND ADVERTISING POLICY

1 BACKGROUND

- 1.1 Maytronics Australia Pty Ltd (**MAPL**) is the Australian distributor of Maytronics products including Dolphin® robotic pool cleaners.
- 1.2 Maytronics products are high quality and technically sophisticated. MAPL wishes to ensure that:
 - (a) Maytronics products are positioned in the market as high quality products;
 - (b) Maytronics products are promoted and sold in a manner that is consistent with their status as high quality products; and
 - (c) retailers are incentivised to provide high levels of support and service to customers of Maytronics products,with the overall aim of increasing demand for and sales of Maytronics products.
- 1.3 This policy sets out MAPL's requirements in relation to the sale and support of Maytronics products, including the advertising, promotion and sale of Maytronics products on the internet.
- 1.4 This policy applies to all of MAPL's distributors and dealers. It is a condition of MAPL's terms of trade that all distributors and dealers comply with this policy.

2 DEFINITIONS

- 2.1 In this policy:

Maytronics products means Dolphin® robotic pool cleaners, Mineral Swim®, and Ecoclear® supplied by MAPL

Dealer means any distributor, retailer, local service and pool builder business that sells or offers to sell Maytronics products to the general public.

3 NO INTERNET SALES

- 3.1 A Dealer must have at least one "bricks and mortar" retail store at which customers may view, inspect and purchase Maytronics products. MAPL will not supply Maytronics products to "online-only" retailers, pool builders and local service person.
- 3.2 A Dealer must not sell Maytronics products online. Without limitation, a Dealer must not:
 - (a) sell Maytronics products via any website controlled or operated by the Dealer, or via any third-party website; or
 - (b) supply Maytronics products to any person who the Dealer knows or reasonably suspects intends to re-sell the products online.

4 CUSTOMER SUPPORT

- 4.1 A Dealer must employ and adequately train staff sufficient to enable the Dealer to:

- (a) demonstrate Maytronics products to prospective customers, including in the homes of prospective customers;
- (b) provide a high level of after-sales support and service to customers, including by training customers in the proper use and maintenance of Maytronics products;
- (c) provide local inspection and front line troubleshooting including visiting to site to support customers of Maytronics products as required, using analysis tools and techniques as specified by MAPL;

all of the above being in a geographic area that is reasonably local to the Dealer.

5 ADVERTISING AND PROMOTION

- 5.1 A Dealer may advertise and promote (but not sell) Maytronics products online, on their respective websites and or social media pages provided that:
- (a) all representations of Maytronics' brands and trade marks (including Dolphin®), and all images and photos depicting Maytronics products, are approved by MAPL and otherwise comply with any trade mark style guide or similar document issued by MAPL;
 - (b) any representations made by the Dealer in relation to the performance or other characteristics of Maytronics products are true and accurate, and the Dealer's website is not otherwise likely to mislead or deceive consumers;
 - (c) the Dealer's website does not specify pricing for Maytronics products, and does not provide any mechanism for prospective customers to make online price enquiries (such as by way of a contact form or email link) or for customers to otherwise receive pricing information via email or the internet; and
 - (d) the relevant website is owned or controlled by the Dealer, and is not a third-party website or sales platform such as eBay.
- 5.2 Any other advertising or promotion of Maytronics products (including catalogues and advertisements in print media) by a Dealer must:
- (a) comply with any trade mark style guide or similar document issued by MAPL; and
 - (b) not misrepresent the performance or other characteristics of Maytronics products, or otherwise be likely to mislead or deceive consumers.
- 5.3 Dealers must not use any trade marks or copyright works owned by MAPL or Maytronics Ltd (including the Maytronics logo and Dolphin logo) in connection with the advertising and promotion of Maytronics products except as permitted under this policy.
- 5.4 For the avoidance of doubt, nothing in this policy restricts or in any way is intended to prevent Dealers from discounting or otherwise setting the prices at which they sell Maytronics products. Any recommended retail prices or list prices provided by MAPL are recommendations only, and Dealers are not required to comply with any such recommendations.

Policy date: 2 April 2019