



**MINIMUM ADVERTISED PRICE POLICY & GUIDELINES  
FOR USING WEBOOST & WILSONPRO TRADEMARKS  
IN ADVERTISING**



## **WILSON ELECTRONICS MINIMUM ADVERTISED PRICE POLICY (MAP POLICY)**

Wilson Electronics announces changes to its Minimum Advertised Price Policy for its weBoost and WilsonPro products, effective January 18th, 2019. Wilson Electronics goal is to protect the premium image of weBoost and WilsonPro, to maintain satisfactory levels of customer service and to maintain the reputation and integrity of the brands. This policy is subject to change, suspension, or discontinuation, in whole or in part, at any time by Wilson Electronics, in its sole discretion. Wilson Electronics, in its sole discretion, will not do business with any reseller who intentionally violates this policy.

### **MAP Policy**

MAP is defined as Minimum Advertised Price. The MAP Policy applies to all weBoost products listed on Table 1.1 and all WilsonPro products listed on Table 2.1 (with the exception discontinued, close-out, or distressed merchandise.) Wilson Electronics may, from time to time, announce special promotional periods during which this policy will not apply with respect to all or some products (“weBoost” and/or “WilsonPro”). See the list of MAP-protected products (“Products”) below.

This policy applies to all resellers of Wilson Electronics products. Each reseller remains free to establish its own resale prices but must (a) NOT advertise products at a net price less than the listed Minimum Advertised Price established by Wilson Electronics, as specified in Table 1.1 and Table 2.1 and defined below (“MAP”), or (b) NOT sell products to any other person or entity which advertises products at a net price less than the MAP or does not adhere to the policy established by Wilson Electronics, and (c) ONLY list products as specified in Table 1.1 for weBoost products and Table 2.1 for WilsonPro products.

Advertising a product at a net price below the MAP violates this policy. If you have the desire to offer product below our MAP pricing, simply add “CALL FOR PRICE” as your call to action for the product. For purposes of this policy, “net price” shall mean the published or advertised price at which the reseller makes the product available to its customers, taking into account all discounts, deductions, rebates, allowances, credits, charges, trade-ins, the separate price of products bundled with the products by the reseller, coupons, premiums, promotions, free goods and services and gifts offered with the product.

### **Policy Violations**

Wilson Electronics will monitor compliance with this policy. In the event a reseller chooses not to follow this policy and weBoost or WilsonPro determines to its reasonable satisfaction that the reseller has engaged in Advertising of any Products at a net price less than the MAP price, or if it determines that product(s) are sold by a reseller to any other person or entity which engages in advertising of any products at a net price less than the MAP, Wilson Electronics has the exclusive right to determine what steps to take and may, in its sole discretion and without any liability under any existing contracts or agreements, may suspend the supply of any products for which the reseller’s advertisement does not comply with this policy to the reseller or to any distributor that sells such products to the reseller. In the event of a subsequent violation of this policy by the reseller, weBoost or WilsonPro may suspend the supply of all products to the reseller or to any distributor that sells its products to the reseller.

The level of sanctions will be determined by Wilson Electronics in its sole discretion and may include indefinite termination of the business relationship with the violator. weBoost and WilsonPro will hold resellers responsible for their customers’ compliance with this policy; consequently, resellers should ensure that their customers who resell products are provided a copy of this policy. weBoost and WilsonPro do not need to provide prior notice or issue warnings before taking any action under this policy.

### **Digital Pre-Launch for New Products**

In order to maintain the integrity of any official new product launch date, Wilson Electronics does not condone or permit the practice of the pre-launch of new product data to earn preferred SEO status. This practice of pre-launch posts by a dealer for a yet to be launched product online, which is then retracted prior to the official launch date in order to gain higher SEO on search engines like Google, is NOT

permitted. Customers who engage in this practice will have purchase privileges for the product in question suspended for 30 days post New Product Introduction.

### **Refurb and Used Pricing**

Wilson Electronics products (“weBoost” or “WilsonPro”) that are refurbished, sold as used or discounted due to packaging modifications, or open box samples cannot be represented as being new and cannot use stock imagery that infers or implies that it may be new. When advertising refurbished, used or discounted products the appropriate watermark or description (refurb, refurbished, not new or used) must be included in the product imagery and description as to not confuse, infer or imply to customers the product is new. Under their discretion Wilson Electronics may replace weBoost or WilsonPro products that were damaged in shipping with new products.

If a unit is “out-of-box,” “factory seal broken,” or “open box,” as long as the product has never been involved in a previous sales transaction, the product is considered as new and must comply with the existing weBoost or WilsonPro Pricing Policy, whichever is applicable.

### **Enforcement**

Wilson Electronics products (“weBoost” or “WilsonPro”) that are refurbished, sold as used or discounted due to packaging modifications, or open box samples cannot be represented as being new and cannot use stock imagery that infers or implies that it may be new. When advertising refurbished, used or discounted products the appropriate description (refurb, refurbished, not new or used) must be included in the product description as to not confuse, infer or imply to customers the product is new. Under their discretion Wilson Electronics may replace weBoost or WilsonPro products that were damaged in shipping with new products.

### **Warranty**

Our policy is to honor product warranties and to perform services only on products purchased from an authorized Wilson Electronics dealer who signed a written agreement with Wilson Electronics and only accompanied by a receipt or proof of purchase. If you purchase a Wilson Electronics product from an unauthorized dealer or if the original factory serial number has been removed, defaced or altered, your Wilson Electronics warranty will not be valid.

### **No Agreement**

This policy does not constitute an agreement between Wilson Electronics, weBoost, WilsonPro and any reseller. Additionally, compliance with this policy does not evidence any kind of agreement between the reseller and Wilson Electronics, weBoost, or WilsonPro.

### **Contact Information**

The MAP Administrator is solely responsible for responding to questions and communicating decisions about the policy. Questions about the MAP Policy are to be directed only to the MAP Administrator at [MAPpolicy@wilsonelectronics.com](mailto:MAPpolicy@wilsonelectronics.com). No other Wilson Electronics (“weBoost” or “WilsonPro”) employee or sales representative is authorized to have any communications regarding this policy. Please note, no Wilson Electronics employee or sales representative has the authority to modify or grant exceptions to this policy, to negotiate this policy or any agreement with respect to it with any reseller.

**THIS POLICY ADDRESSES ONLY THE ADVERTISEMENT OF PRICES. IT DOES NOT REGULATE SELLING PRICES. RESELLERS ARE FREE TO INDEPENDENTLY AND UNILATERALLY ESTABLISH RESALE PRICES OF WEBOOST AND WILSONPRO PRODUCTS. AS SUCH, WILSON ELECTRONICS AND ITS EMPLOYEES HAVE NO AUTHORITY TO DEFINE WHAT RESALE PRICES MUST BE OR TO OTHERWISE INTERFERE WITH THE ESTABLISHMENT OF RESALE PRICES.**

For purposes of this policy, “advertising” means advertising or otherwise promoting the products in all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines catalogs, mail order catalogs, internet or similar electronic media including websites, forums, email newsletters, email solicitations, television, radio, and public signage. Website features such as “Click for

price,” pre-formatted e-mail responses, automatic price display for any items prior to being placed in a customer’s shopping cart, and other similar features are considered to be communications initiated by the reseller (rather than by its customer) and constitute “advertising” under this policy. Actual prices charged to customers may be provided by telephone, email response and product purchase confirmation web pages or communications, and such communications shall not be considered “advertising” under this policy.

This policy also applies to any activity which Wilson Electronics, weBoost, or WilsonPro determines, in its sole discretion, is designed or intended to circumvent the intent of this policy. This policy is unilateral, non-negotiable and will not be altered for any reseller. Wilson Electronics, weBoost, and WilsonPro neither seeks, nor will accept, any assurance of compliance or agreement from a reseller regarding this policy and will not discuss any conditions of acceptance related to this policy.

## WEBOOST COUPON MAP POLICY

Wilson Electronics allows coupons as part of our weBoost MAP Policy, but coupons are to be used for the very specific objective of improving close rates. They should not be used in any way that affects our advertised pricing. As a result, coupons should comply with the following:

1. Coupons should be given only upon collection of a customer’s email address.
2. Coupons should be single-use only. Multiple use coupons that can be used more than once by any customer are not permitted.
3. Coupons or the practice of couponing should not be advertised off of a reseller’s website. This includes on Google Shopping (no “special offers” are allowed), [www.retailmenot.com](http://www.retailmenot.com) or any other 3rd party site not owned by the reseller.
4. Coupons should be limited to a maximum of 5% off MSRP.
5. Coupons should not be tied to a particular product.
6. Coupons are only for the weBoost brand. WilsonPro is not applicable.

### Examples of Non-Compliant Coupon Use

1. Posting any offer claims on Google or Bing Shopping
2. Non single-use coupon codes: any coupon code that can be used more than once.
3. Posting coupon codes on coupon sites such as [retailmenot.com](http://retailmenot.com)
4. Coupon codes for a specific product (such as 5% off the Connect 4G-X)

## WILSONPRO ONLINE DISPLAY MAP POLICY

WilsonPro Pro 70 line (Pro 70, Pro 70 Plus, and Pro 70 Plus Select) can be displayed and sold online as available through seller. Seller as defined as not selling WilsonPro products through a 3<sup>rd</sup> party site such as, but not limited to Amazon, Walmart, Google, etc.

WilsonPro 1000 and 4000 line (Pro 1000, 1000C, 1000R, 1050, 1100, 4000, 4000R) can be displayed online as available through seller but must not be sold or be available to be purchased without contacting seller directly for pricing and purchasing. **“Contacting seller directly” is defined as, at minimum, “Call for pricing/purchase”. Pricing can be made verbally over the phone by a live representative to an existing or potential customer. The actions of “Add to Cart”, “Login to Purchase”, “Create an Account to Purchase” and any other methods that does not require a direct verbal communication with the customer are prohibited.**

## WEBOOST MAP-PROTECTED PRODUCTS

**Table 1.1**

| Mobile Boosters |         |                   |          |              |
|-----------------|---------|-------------------|----------|--------------|
| Part #          |         | Description       | U.S. MAP | CDN MAP/MSRP |
| 470135          | 470135F | Drive Sleek       | \$199.99 | \$299.99     |
| 470154          | 650154  | Drive Reach       | \$499.99 | \$699.99     |
| 470254          | 650254  | Drive Reach Fleet | \$524.99 | \$749.99     |
| 470510          | 470510F | Drive 4G-X        | \$449.99 | \$599.99     |
| 471203          | 471203F | Connect RV 65     | \$649.99 | \$899.99     |
| 470210          | 470210F | Drive 4G-X OTR    | \$499.99 | \$749.99     |
| 470235          | 470235F | Drive Sleek OTR   | \$279.99 | \$399.99     |
| 470410          | 470410F | Drive 4G-X RV     | \$499.99 | \$699.99     |
| Indoor Boosters |         |                   |          |              |
| Part #          |         | Description       | U.S. MAP | CDN MAP/MSRP |
| 470101          | 470101F | Home 4G           | \$399.99 | \$599.99     |
| 470103          | 470103F | Connect 4G        | \$549.99 | \$799.99     |
| 471104          | 471104F | Connect 4G-X      | \$899.99 | \$1,299.99   |

## WILSONPRO MAP-PROTECTED PRODUCTS

**Table 2.1**

| Indoor Boosters/Kits (5/17/2019) |         |                            |                                       |               |
|----------------------------------|---------|----------------------------|---------------------------------------|---------------|
| Part #                           |         | Description                | U.S. MAP                              | CDN MAP/ MSRP |
| 460127                           | 460127F | Pro 70 Plus (75ohm)        | \$1,099.99                            | \$1,499.99    |
| 463127                           | 463127F | Pro 70 Plus (50ohm)        | \$1,099.99                            | \$1,499.99    |
| 463227                           | N/A     | Pro 70 Plus (50ohm)        | \$1,099.99                            | N/A           |
| 463327                           | N/A     | Pro 70 Plus (50ohm)        | \$1,099.99                            | N/A           |
| 462127                           | N/A     | Pro 70 Plus Select (50ohm) | \$2,499.99                            | N/A           |
| 462227                           | N/A     | Pro 70 Plus Select (50ohm) | \$2,499.99                            | N/A           |
| 462327                           | N/A     | Pro 70 Plus Select (50ohm) | \$2,499.99                            | N/A           |
| 460223                           | 460223F | Pro 4000/Pro 4000R         | No Advertised Price/No selling online |               |
| 460231                           | 460231F | Pro 4000/Pro 4000R         | No Advertised Price/No selling online |               |
| 460236                           | 460236F | Pro 1000/Pro 1000R         | No Advertised Price/No selling online |               |
| 460237                           | 460237F | Pro 1000/Pro 1000R         | No Advertised Price/No selling online |               |
| 460242                           | 460242F | Pro 1000C                  | No Advertised Price/No selling online |               |
| 460230                           | 460230F | Pro 1050                   | No Advertised Price/No selling online |               |
| 460147                           | 460147F | Pro 1100                   | No Advertised Price/No selling online |               |
| 461147                           | 461147F | Pro 1100                   | No Advertised Price/No selling online |               |
| M2M Boosters                     |         |                            |                                       |               |
| Part #                           |         | Description                | U.S. MAP                              | CDN MAP/ MSRP |
| 460109                           | 460109F | Signal 3G (12" mag)        | \$159.99                              | N/A           |
| 460209                           | 460209F | Signal 3G (mini mag)       | \$159.99                              | \$219.99      |
| 460309                           | 460309F | Signal 3G (mini mag DC)    | \$159.99                              | N/A           |
| 460119                           | 460119F | Signal 4G (AC)             | \$249.99                              | \$329.99      |
| 460219                           | 460219F | Signal 4G (DC)             | \$249.99                              | \$329.99      |

## **WILSON ELECTRONICS PRICE POLICY FREQUENTLY ASKED QUESTIONS**

**Q: What products are covered under weBoost's MAP Policy and WilsonPro's MAP & Price Policy?**

**A:** All weBoost models listed in table 1.1 are covered by the MAP policy. All WilsonPro models listed in table 2.1 are covered by the WilsonPro pricing policy.

**Q: What advertising is included?**

**A:** The focus of the MAP policy is on Internet advertising, including websites, shopping sites, banner ads, broadcast emails and other means of advertising related to the Internet.

**Q: Are there exceptions?**

**A:** There are no exceptions to the MAP policy for advertising related to the Internet.

**Q: How does MAP apply to open box or demo units?**

**A:** Regardless of the product having been a demo unit or an open box, if the product has never been involved in a previous sales transaction, it is considered "new" and MAP is applicable. If the product is used, then it must be noted as "used" or "not new". The image used to advertise a used product cannot be a stock image of a new product unless it is watermarked with "used" or "not new". Returned or used product is no longer covered by the factory warranty, which is only valid to the original purchaser of the new product. Returned or used product must be shown as NOT being covered by the Wilson warranty.

**Q: Can I show my Trade in program and advertise a lower price?**

**A:** No, if you offer a trade in program, you can note "call for details, but MAP pricing must be displayed.

**Q: How will the MAP Policy affect me as a dealer?**

**A:** The MAP policy will benefit Wilson Electronics brands and the vast majority of dealers who provide customer service, product support and build long-term relations with customers.

**Q: What if I do not meet the requirements of the MAP Policy?**

**A:** Wilson Electronics will unilaterally take action to correct the situation. Actions can include indefinite lack of direct access to Wilson Electronics products, indefinite lack of distribution access to Wilson Electronics products and indefinite termination of authorized Wilson Electronics dealership or distribution.

**Q: How can a manufacturer control Minimum Advertised Price?**

**A:** As a manufacturer, Wilson Electronics is setting limits on advertising to reflect the high product standards we have established with our distributors, dealers and customers.

**Q: Can weBoost discuss this policy with me?**

**A:** Wilson Electronics sales representatives are NOT permitted to discuss this policy or make any agreements or assurances with respect to our policy regarding reseller advertising or pricing. This also includes any consumer program or promotion that affects the MAP products.

**Q: Can I sell Wilson Electronics products on 3rd Party marketplaces or auction sites such as Wal-Mart, Amazon, Best Buy, Sears, eBay, QuiBids, Buy.com, New Egg, Jet, Rakuten, etc.?**

**A:** No. The use of Wilson Electronics logos or trademarks on any 3rd party platform, affiliate site, marketplace or online auction (i.e. Wal-Mart, Amazon, Best Buy, Sears, eBay, QuiBids, Buy.com, New Egg, Jet, Rakuten, etc.) is strictly prohibited without the prior express written consent of weBoost's Vice President of Sales. Receiving notice of authorization to sell Wilson Electronics products as an official authorized reseller does NOT constitute and is not to be confused with written permission to sell on third party marketplaces.

**Q: Where do I get more information?**

**A:** For additional information, please send an inquiry to [MAPpolicy@wilsonelectronics.com](mailto:MAPpolicy@wilsonelectronics.com)

**Q: How do I become a reseller?**

**A:** Contact us at [reseller@wilsonelectronics.com](mailto:reseller@wilsonelectronics.com)

## **GUIDELINES FOR USING WILSON ELECTRONICS TRADEMARKS**

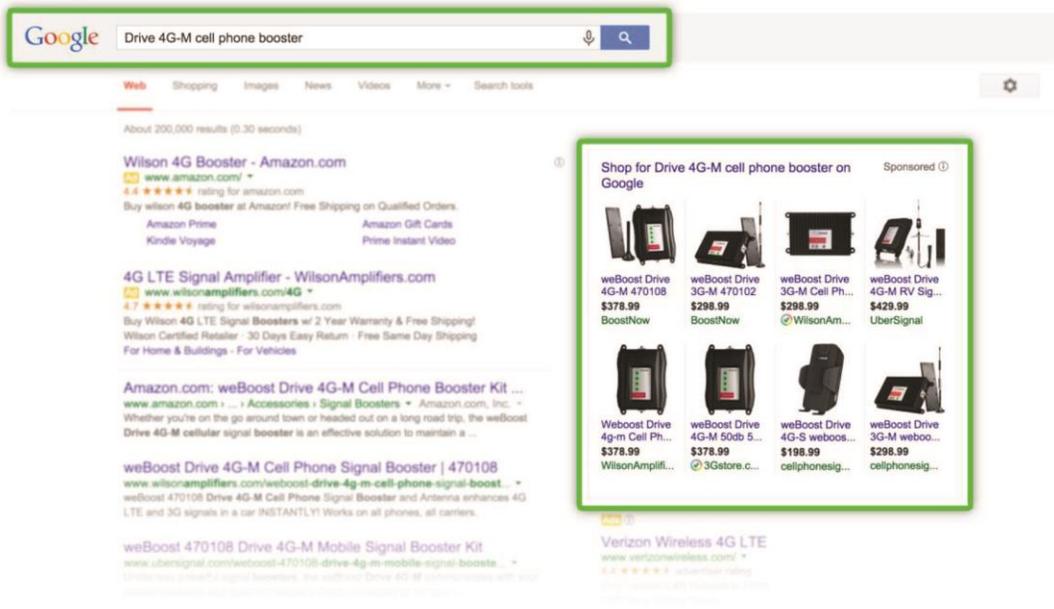
Wilson Electronics authorized resellers (Resellers) are NOT permitted to discuss this Policy or make any agreements or assurances with respect to Wilson Electronics policy regarding reseller advertising or pricing. This also includes any consumer program or promotion that affects the below-listed MAP Products.

1. As a reseller, you are responsible for ensuring that your use of keywords and ad content, including trademarks and logos, does not infringe or violate the intellectual property rights of others. The reseller also agrees to indemnify Wilson Electronics for any losses suffered by Wilson Electronics resulting from the resellers' infringement of a third party's IP rights.
2. The use of weBoost logos or trademarks on any 3rd party platform, affiliate site, marketplace or online auction (i.e. Wal-Mart, Amazon, Best Buy, Sears, eBay, QuiBids, Buy.com, New Egg, Jet, etc.) is strictly prohibited without the prior express written consent of weBoost.
3. Resellers will not be authorized to advertise on Google AdWords or other paid search services (e.g. BingAds, Yahoo!, Facebook etc.) using weBoost brands, logos or trademarks (Trademarks), including the name weBoost where the reseller's landing page primarily sells a competing product. weBoost reserves the right to modify this policy in the future.
4. Resellers will abide by all MAP policies within ad copy, ad banners in print, online or mobile, or any other form of advertising that currently exists or may exist in the future.
5. weBoost reserves the right to take action with any Reseller who violates MAP policy.
6. MAP will be enforced by weBoost at its sole discretion. For more information on weBoost MAP Policy visit at <https://weboost.com/us/internet-minimum-advertised-price-policy/>
7. Wilson Electronics reserves the right to take action with any Reseller who uses any advertising content that is inappropriate such as promotion of highly unlikely product or service claims, unsubstantiated, false or misleading claims or potentially slanderous or libelous claims.
8. Any uses of misleading language, vulgar language or proxies for generally accepted vulgar language are not tolerated.
9. Resellers must have a privacy policy that is clearly posted either on the landing page from the advertisement or on the Resellers home page.
10. Do not state or imply that you are the owner of a product or service, or have a relationship (i.e., are a certified partner) with the owner, when this is not the case.
11. Do not claim to provide a service that can only be provided by the actual owner of the products or service advertised.
12. All Wilson Electronics Trademarks may not be used deceptively, either in ad copy (print, online, mobile or other forms of advertising) or website and may not be altered in any way.
13. Display or destination URLs may not be used to mislead consumers.
14. Do not advertise in a manner that disparages or libels any competitor or competitive products or their employees, management or retailers.

15. Do not submit advertisements that are not of a suitable artistic or technical quality.
16. Do not use advertisements that may violate the rights of any person, firm or corporation.
17. Advertising material may not contain any material constituting or relating to a lottery, a contest of any kind in which the public is unfairly treated or any enterprise, service or product that tends to encourage, abet, assist, facilitate or promote illegal or legal gambling.
18. Includes any element of intellectual property without the owner's consent to such use, including but not limited to music, mechanical, performance and synchronization rights or gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition. weBoost reserves the right to take action against anyone who violates these policies.
19. Resellers are not authorized to create new product ASIN listings of any kind on the Amazon Marketplace using weBoost SKUs or listings that have weBoost products in them.

## **EXAMPLE OF APPROVED PRODUCT LISTING AD (PLA)**

### **Figure 1.1**



## EXAMPLE OF APPROVED RETARGETING AD (RA)

Figure 1.2

