



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



WILSON ELECTRONICS MINIMUM ADVERTISED PRICE POLICY (MAP POLICY)

Wilson Electronics, LLC ("Wilson Electronics") announces changes to its Minimum Advertised Price Policy for the United States for its weBoost, WilsonPro, and Zinwave products, effective August 1, 2024. For the benefit of our authorized sellers, consumers and the brand, Wilson Electronics is committed to maintaining the brands' strong recognitions and perceived high value by prohibiting advertisements or promotional materials that may have the effect of diminishing or detracting from the perceived high value of Wilson Electronics' weBoost, WilsonPro, and Zinwave products. As a result, Wilson Electronics unilaterally established a Minimum Advertised Price ("MAP") on weBoost, WilsonPro, and Zinwave. This MAP Policy ("Policy") governs the advertising and promotion of such products. This Policy supersedes all other outstanding MAP policies of Wilson Electronics applicable to weBoost, WilsonPro, and Zinwave products.

Wilson Electronics, in its sole discretion, will suspend or terminate sales to any seller that intentionally violates this Policy.

MAP Policy

Wilson Electronics, in its sole discretion, reserves the right to discontinue doing business with any seller that advertises products covered by this Policy at a price lower than the MAP established by this Policy, or otherwise violates this Policy.

This Policy applies to all weBoost products listed in Table 1.1 all WilsonPro products listed in Table 2.1, and all Zinwave products listed in Table 3.1 (with the exception of discontinued, close-out, or distressed merchandise). Wilson Electronics may, from time to time, announce special promotional periods during which this Policy will not apply to some or all of the products listed in Tables 1.1, 2.1 and 3.1.

This Policy applies to all sellers of Wilson Electronics products. Each seller remains free to establish its own resale prices but must (a) NOT advertise products at a net price less than the listed MAP established by Wilson Electronics, as specified in Table 1.1, Table 2.1, and Table 3.1 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 this Policy, and (c) ONLY list products as specified in Table 1.1 for weBoost products, Table 2.1 for WilsonPro products and Table 3.1 for Zinwave Products.

This Policy applies to publicly viewable websites only. Any sales of weBoost, WilsonPro or Zinwave products on websites that require membership or are password protected to view are not covered by this Policy.

Advertising a product at a net price below the MAP violates this Policy. If you have the desire to offer products 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 seller 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 seller, coupons, premiums, promotions, free goods and services and gifts offered with the product.

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 seller (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.

It is a violation of this Policy to include any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any product below MAP.

It is a violation of this Policy to use promotional codes redeemable on a future purchase without advance written approval and can only be used for additional Wilson Electronics products or if distributed by Wilson Electronics as the OEM.

Manufacturer's Rebate: From time to time Wilson Electronics may offer a direct manufacturer's rebate to customers. In such events, it shall not be a violation of this Policy for sellers to advertise the availability of the manufacturer's rebate, provided that (a) the advertisement includes a MAP-compliant price, the rebate amount, and the net price after manufacturer's rebate in the same type size and style; (b) an asterisk is placed next to the net price after manufacturer's rebate; and (c) the "**After

manufacturer's rebate" appears in the same area of the advertisement as the advertised product.

Bundling: Where Wilson Electronics products are bundled (with Wilson Electronics' prior written consent) with or sold as part of a package that includes other products (whether or not manufactured by Wilson Electronics), it shall be a violation of this Policy to sell or advertise the bundle (or package) at a price that: (a) is lower than the total MAP of the Wilson Electronics product(s) or (b) violates the letter or spirit of this Policy.

This Policy applies to any activity which Wilson Electronics 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 seller. Wilson Electronics neither seeks, nor will accept, any assurance of compliance or agreement from a seller regarding this Policy and will not discuss any conditions of acceptance related to this Policy.

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 weBoost or WilsonPro MAP.

Policy Violations

Wilson Electronics will monitor compliance with this Policy unilaterally. In the event a seller chooses not to follow this Policy and Wilson Electronics determines to its reasonable satisfaction that the seller has engaged in advertising of weBoost, WilsonPro, or Zinwave products at a net price less than the MAP, or if it determines that product(s) are sold by a seller 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, in its sole discretion and without any liability under any existing contracts or agreements, and may suspend the supply of products for which the seller does not comply with this Policy. In the event of a subsequent violation of this Policy by a seller, Wilson Electronics may suspend the supply of, or terminate sales of, all products to the seller or to any distributor that sells its products to the seller. The level of sanctions will be determined unilaterally by Wilson Electronics in its sole discretion and may include termination of the business relationship with the violator. Wilson Electronics will hold sellers responsible for their customers' compliance with this Policy; consequently, sellers should ensure that their customers who sell products are provided a copy of this Policy. Wilson Electronics will not provide prior notice or warnings before taking unilateral action under this Policy.

No Agreement

This Policy is a statement of Wilson Electronics' unilateral policy and expresses the terms upon which Wilson Electronics will deal with sellers. Wilson Electronics does not seek, nor will it accept, any agreement or understanding with respect to the prices sellers may advertise or charge at any time. This Policy does not constitute an agreement between Wilson Electronics and any seller. Compliance with this Policy does not evidence any kind of agreement between the seller and Wilson Electronics.

The administration and enforcement of this Policy shall be handled exclusively by Wilson Electronics. Wilson Electronics reserves any and all rights deemed necessary, in Wilson Electronics' sole discretion, to enforce this Policy and preserve its unilateral nature. This Policy is subject to change, suspension, or discontinuation, in whole or in part, at any time by Wilson Electronics, in its sole discretion.

Contact Information

The MAP Administrator is solely responsible for responding to questions and communicating Wilson Electronics' unilateral decisions about this Policy. Questions about the MAP Policy are to be directed only to the MAP Administrator at MAPpolicy@wilsonelectronics.com. No other Wilson Electronics employee or sales representative is authorized to have any communications regarding this Policy. Neither the MAP Administrator, nor any other Wilson Electronics employee or sales representative, has the authority to negotiate, modify or grant exceptions to this Policy.

THIS POLICY ADDRESSES ONLY THE ADVERTISEMENT OF PRICES, NOT SELLING PRICES. SELLERS ARE FREE TO INDEPENDENTLY AND UNILATERALLY ESTABLISH RESALE PRICES OF WEBOOST, WILSONPRO, AND ZINWAVE PRODUCTS. WILSON ELECTRONICS AND ITS EMPLOYEES HAVE NO AUTHORITY TO ESTABLISH OR DEFINE RESALE PRICES OR TO INTERFERE WITH THE ESTABLISHMENT OF RESALE PRICES BY SELLERS.

WEBOOST COUPON MAP POLICY

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

1. Coupons should be given only upon collection of an End User customer's email address, unless the coupon is given in line with an affiliate program*
2. Coupons should be single-use only. Multiple use coupons that can be used more than once by any End User customer are not permitted.
3. Coupons or the practice of couponing should not be advertised off of a seller's website, unless it is advertised through an affiliate program. This includes on Google Shopping (no "special offers" are allowed), www.retailmenot.com or any other 3rd party site not owned by the seller other than affiliate program partner sites.
4. Coupons should not be tied to a particular product.
5. Coupons are only for weBoost brand. WilsonPro and Zinwave are not applicable.
6. Coupons for weBoost brand should be limited to a maximum of 5% off of the U.S. MAP set forth in schedule 1.1

*An affiliate program, or affiliate marketing, is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

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
4. Coupon codes for a specific product (such as 5% off the Connect 4G-X)

WILSONPRO, ZINWAVE ONLINE DISPLAY POLICY

On all WilsonPro and Zinwave products (Pro 1050, 1300, 1300R, 4300, 4300R, Unitivity Line & Uniwave Line) 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

Indoor Solutions (10/01/2024)		
U.S. Part #	Description	U.S. MAP
470166	Home Studio	\$349.99
472120	Home Room	\$399.99
470144	Home MultiRoom	\$569.99
470145	Home Complete	\$999.99
474445	weBoost Installed Home Complete	\$1,499.99
Mobile Solutions (10/01/2024)		
U.S. Part #	Description	U.S. MAP
470135	Drive Sleek	\$199.99
470235	Drive Sleek OTR	\$279.99
475021	Drive X	\$429.99
471410	Drive X RV	\$449.99
470154	Drive Reach	\$499.99
470354	Drive Reach RV	\$519.99
474061	Drive Reach RV II	\$549.99
477154	Drive Reach OTR	\$519.99
472061	Drive Reach Overland	\$549.99
470159	Destination RV	\$649.99

weBoost Accessories (10/01/2024)		
U.S. Part #	Description	U.S. MAP
311229	Drive OTR Antenna	\$119.99
311230	Drive RV Antenna	\$119.99
weBoost for Business Solutions (10/01/2024)		
U.S. Part #	Description	U.S. MAP
472060	Office 100 (50ohm)	\$1,299.99
473060	Office 100 (75ohm)	\$1,299.99
475060	Office 100 (Directional/Panel)	No Advertised Price/No Selling Online*
472047	Office 200 (50ohm)	\$1,699.99
471047	Office 200 (75ohm)	\$1,699.99
475047	Office 200 (Directional/Panel)	No Advertised Price/No Selling Online*
473047	weBoost Installed Office 200	\$3,799.99
479047	weBoost Installed Office 300	\$3,799.99
Mobile Fleet Solutions (10/01/2024)		
U.S. Part #	Description	U.S. MAP
473021	Drive X Fleet	\$479.99
470254	Drive Reach Fleet	\$524.99
471254	Drive Reach OTR Fleet	\$549.99

* Redirect links to alternative configurations accepted for U.S.A. only.

WILSONPRO MAP-PROTECTED PRODUCTS

Table 2.1

Indoor Solutions/Kits (10/01/2024)		
U.S. Part #	Description	U.S. MAP
460064	Pro 710i	No Advertised Price/ No Selling Online
460074	Pro 140i	No Advertised Price/ No Selling Online
460149	Enterprise 1300	No Advertised Price/ No Selling Online
460150	Enterprise 1300R	No Advertised Price/ No Selling Online
460152	Enterprise 4300 Kit	No Advertised Price/ No Selling Online
460153	Enterprise 4300R	No Advertised Price/ No Selling Online
Indoor Solutions/Kits (10/01/2024)		
U.S. Part #	Description	U.S. MAP
460064	Pro 710i	No Advertised Price/ No Selling Online
460074	Pro 140i	No Advertised Price/ No Selling Online
460149	Enterprise 1300	No Advertised Price/ No Selling Online
460150	Enterprise 1300R	No Advertised Price/ No Selling Online
460152	Enterprise 4300 Kit	No Advertised Price/ No Selling Online
460153	Enterprise 4300R	No Advertised Price/ No Selling Online
Signal Meter (10/01/2024)		
910060	Pro Meter (Hard Case)	\$1,299.99

ZINWAVE MAP-PROTECTED PRODUCTS

Table 3.1

Uniwave Optical Solutions (10/01/2024)		
Global Part #	Description	Global MAP
308-0001	Uniwave Primary Hub	No Advertised Price/No Selling Online
308-0002	Uniwave Optical Module	No Advertised Price/No Selling Online
308-0003	Uniwave Service Module	No Advertised Price/No Selling Online
308-0004	Uniwave Secondary Hub	No Advertised Price/No Selling Online
308-0005	Unitransport Optical Module	No Advertised Price/No Selling Online
308-0007-1	Uniwave 1 Path Remote Unit	No Advertised Price/No Selling Online
308-0007-2	Uniwave 2 Path Remote Unit	No Advertised Price/No Selling Online
308-0007-4	Uniwave 4 Path Remote Unit	No Advertised Price/No Selling Online
Unitivity Optical Solutions (10/01/2024)		
Global Part #	Description	Global MAP
305-0001	Unitivity 5000 Primary Hub	No Advertised Price/No Selling Online
305-0002	Unitivity 5000 Optical Module	No Advertised Price/No Selling Online
305-0003	Unitivity 5000 Service Module	No Advertised Price/No Selling Online
305-0004	Unitivity 5000 Secondary Hub	No Advertised Price/No Selling Online
305-0005	Unitransport Module	No Advertised Price/No Selling Online
305-0007	Unitivity 5000 Optical Remote Unit	No Advertised Price/No Selling Online
305-0007-R	Unitivity 5000 Optical Remote Unit	No Advertised Price/No Selling Online
305-0008-R	Unitivity 5000 Optical Remote Unit	No Advertised Price/No Selling Online
305-1004	Unitivity 5000 Secondary Hub	No Advertised Price/No Selling Online
305-1007	Unitivity 5000, Remote	No Advertised Price/No Selling Online

WILSON ELECTRONICS MAP POLICY FOR THE UNITED STATES FREQUENTLY ASKED QUESTIONS

Q: What products are covered under the MAP Policy?

A: All weBoost models listed in Table 1.1. All WilsonPro models listed in Table 2.1 and all Zinwave models listed in Table 3.1 are covered by this Policy.

Q: What advertising is included?

A: This Policy applies to publicly viewable websites only.

Q: Are there exceptions?

A: No, however, Wilson Electronics may, from time to time, announce special promotional periods during which this Policy will not apply to some, or all of the products listed in Tables 1.1 and 2.1.

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 the MAP applies. If the product is used, then it must be noted as “used” or “not new” and the MAP does not apply. 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”.

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 the MAP pricing must be displayed.

Q: How will the MAP Policy affect me as an authorized seller?

A: This Policy will benefit Wilson Electronics’ brands and the vast majority of authorized sellers 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 may include suspension or termination of sales of Wilson Electronics’ products.

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 authorized sellers.

Q: Can Wilson Electronics discuss this Policy with me?

A: No. Wilson Electronics employees and sales representatives are NOT permitted to discuss this Policy nor negotiate or make any agreements or assurances with respect to this Policy.

Q: Where do I get more information?

A: For additional information, please send questions to MAPpolicy@wilsonelectronics.com.