



3rd Party Authorization Update

Dear RAM Partner—

In our continuing effort to create a fair and competitive distribution network that facilitates our ongoing efforts to provide our customers with high-value products and strong customer support, the following policies and requirements will be implemented effective October 1st, 2020:

- Aside from RAM Mounts, there are no other Authorized Resellers on Amazon and we are currently **not** authorizing any new resellers on the Amazon platform.
- We have 10 Authorized Resellers on all other third-party selling platforms (e.g. eBay, Walmart, etc.) and are currently **not** authorizing any new resellers.
- Current Authorized Resellers must abide by our MAP policy. Anyone found to be in violation of this will be subject to our MAP Policy suspension steps.
- An Authorized Partner can sell RAM products from their own website, adhering to the MAP Policy, or at their brick-and-mortar store. For this, please refer to our Authorized Partner Agreement and Application.
- Unauthorized sales on third party websites will result in the termination of a party's right to sell RAM products, without any prior warning to cure.
- Authorized Distributors found to be linked to the unauthorized sale of RAM Products through a third-party website will be subject to the same suspension steps set forth for violations of the MAP policy.
- These Requirements apply to all existing and future Authorized Partners, as that term is defined in the NPI Authorized Partner Agreement. Any terms that are not otherwise defined will have the meaning that it set forth in the Authorized Partner Agreement.

We appreciate your continued enforcement of these policies and if you have any questions, please send them to either your account manager or sales@rammount.com.

Thank you, RAM Mounts