



## INTERNET MARKETING POLICY

December 3<sup>rd</sup>, 2024

The purpose of the Novo internet marketing policy is to prevent the unauthorized use of on-line pricing in conjunction with our authorized plumbing and heating wholesale channel brands and products.

We do not allow on-line pricing with our brands, model descriptions, and item numbers (searchable terms):

- **Brands** - Novo®, AQUV®, Aqua Flo®, Econo Flo™, AQUA ALERT®, Tank Mate™ and Aquafine®
- **Model descriptions** – examples: 489, 485, BIF, HTO, AIO, QCRO
- **Item numbers** – examples: 1501XXXX, 2120, 1340XXXX

Additionally, we do not allow on-line pricing for our Canature WaterGroup™ Commercial products.

The only exception to the above policy is the sale of original **replacement consumables** for:

- 1) **Aqua Flo® Reverse Osmosis Systems** (RO membranes, filter cartridges),
- 2) **Aqua Flo® Ultraviolet Systems** (UV bulbs, UV sleeves),
- 3) **Aqua Flo® POU Filtration Housings and Filter Cartridges**

All published pricing must meet Internet Minimum Approved Pricing (IMAP) guidelines. IMAP pricing requires a minimum of 40% gross margin on your purchase price.

Private Label options on select products are available for customers wanting to sell on-line with published pricing. Please contact your Regional Sales Manager to find an e-commerce solution for your business.

Note: Existing customers may have been grandfathered / excluded from this policy for select products solely at our discretion.

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