



eCommerce Selling
MAPP Program



Looking for new ways to **grow sales**?

Want to **expand** your customer base exponentially?

Welcome to ECHO's
Dealer online
selling program!



Benefits of eCommerce

Policy Effective February 2020

- Selling happens 24/7
- Reach more customers— no geographical limitations
- User finds product information faster online
- Faster checkout process
- Create a new shopping experience with customers



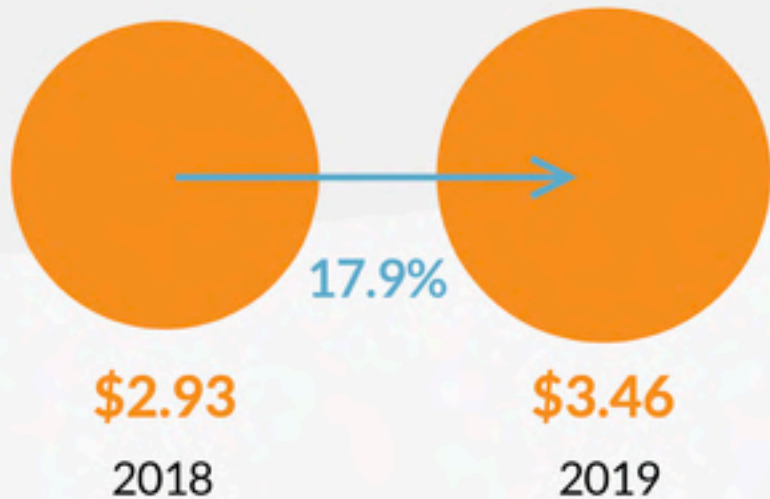
- ✓ eCommerce growing by 18% annually
- ✓ Only 16% market penetration by web



SALES OPPORTUNITY

\$ Figures in trillions

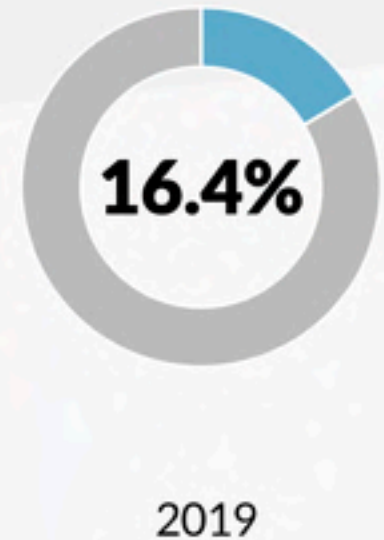
Ecommerce sales



Total retail sales



Web penetration



Why ECHO eCommerce?

- New source of revenue
- Protects the ECHO brand position
- Maintains product value and integrity
- Fair and enforceable pricing policy (MAPP)





MAPP Guidelines

- *ECHO Incorporated has determined that certain advertising practices undermine ECHO Incorporated's reputation, brands and premium image.*
- *ECHO Incorporated has established this unilateral **Minimum Advertised Price Policy** to protect the integrity of the ECHO Incorporated brand. The MAP policy applies to all distributors, dealers, wholesalers, retailers, and other resellers. The policy will be monitored by 3rd party company, who searches for policy violations.*

Am I able to promote discounts?

- *No, advertising coupons, gift cards, redeemable goods, cash backs or other incentives that, when applied, result in a net advertised lower price than the MAP will result in a violation.*

Am I able to offer No Tax or Free Shipping?

- *Yes, offering free shipping, 0% holiday tax promotion, or free financing is not a violation of this MAP policy.*



First Offense

- *Reseller will receive notice of violation and have 48 hours to correct the violation.*

Second Offense

- *Reseller will receive notice of second violation and have 48 hours to correct and the reseller will receive a call from their Distributor Sales Manager.*

Third Offense

- *If there are three violations within a six-month period, then the reseller will be required to remove all online advertising and retailing of ECHO Incorporated product for a period of 90 days.*
 - *Failure to remove advertising of ECHO Incorporated products from all Internet advertising will be considered an additional violation.*

Fourth Offense

- *Reseller will be placed on a DO NOT SHIP list by their Distributor for all ECHO Incorporated products for a period of 90 days. The reseller will also be required to remove all online advertising.*

**The MAP Policy will be enforced by ECHO Incorporated in its sole discretion and without notice.*