



Unilateral Price Policy

Effective Immediately

As a leading RV parts manufacturer and supplier, Hughes Autoformers is focused on maintaining reasonable margins for vendors across our distribution network. In order to successfully compete in the marketplace and to ensure that Hughes Autoformers high-quality products are adequately promoted and supported, Hughes Autoformers has announced this Unilateral Price Policy ("UPP"). This UPP is intended to level the playing field for all Resellers and ensure fair competition. Hereafter, all sales to End-Users of Products set forth in Hughes Autoformers' Unilateral Price Grid (attached) inside the United States shall be subject to this UPP.

The terms of the UPP are as follows:

- 1) Resellers shall not advertise Products at prices below the Minimum Advertised Price ("MAP") set forth by Hughes Autoformers, and as reflected in the applicable Unilateral Price Grid. Note: A price advertised even one cent below the MAP is considered non-acquiescence. Hughes Autoformers reserves the right from time to time to alter, modify, suspend, or cancel this UPP, the Products covered and/or the minimum advertised price, in its sole and absolute discretion at any time. Hughes Autoformers is the sole arbiter of such decisions and reserves the right to make any such decision unilaterally.
- 2) The UPP applies to all advertised prices for the Products. The UPP is not, and is not intended to be, an agreement or understanding of any kind, express or implied, regarding the price at which the Reseller may sell the Products (or any Hughes Autoformers products). A Reseller may sell the Products (and all Hughes Autoformers products) at any price it chooses. No officer, employee, representative, or agent of Hughes Autoformers has authority to (i) enter into any agreement or understanding with respect to the price at which the Reseller sells the Products; or (ii) coerce or otherwise force the Reseller to price the Products at any level other than that unilaterally determined by the Reseller. The Reseller within its own discretion can choose to acquiesce or not acquiesce with this policy. Hughes Autoformers will not discuss conditions of acceptance related to this policy. This policy is non-negotiable and will not be altered, modified or amended for any Reseller.
- 3) The UPP applies to all advertisements and marketing of Products in any and all media, including and without limitation: newspapers, direct mail flyers or circulars, catalogs, television, radio, online/electronic media, and all other media. The UPP does not apply to in-store banners, displays, or price tags or other in-store advertising that is not distributed externally to End-Users. The UPP, however, prohibits the use of phrases or graphical representations that are intended to suggest, or that would allow an End-User to infer, that a lower price than the Minimum Advertised Price may apply.

Acts in acquiescence with this UPP:

- a) Offering free shipping or financing on Product(s) shall constitute acquiescence with the UPP.
- b) Offering a gift card, redeemable for value on a future purchase, along with the purchase of Product(s) shall constitute acquiescence with the UPP.
- c) Omitting pricing entirely from advertisements and/or advertisement statements such as "Call for Price" or "Call for Quote."

Acts NOT in acquiescence with this UPP:

- a) Website features such as "click for price," "see price in cart," "add to cart for best price," automated "bounce-back" pricing emails, pre-formatted email responses, forms, and automatic price display for any items prior to checkout, and other similar features are considered to be communications initiated by the



dealer (rather than by the End-User), constitute advertisements and shall not constitute acquiescence with the UPP.

b) Any statement or language that allows a recalculation of the advertised price to be made, such as “20% off prices shown everyday” or “call for \$50 off this price,” shall not constitute acquiescence with this UPP if such recalculated advertised price is below the Minimum Advertised Price for that Product unless the statement or language is pursuant to a Hughes Autoformers -sponsored promotional pricing is reflected in a Promotional Unilateral Price Grid.

c) Including free or otherwise discounted products (whether Hughes Autoformers products or another’s products) along with the sale of Products shall not constitute acquiescence with this UPP if such inclusion has the effect of discounting the advertised price of the Product below the Minimum Advertised Price for that Product.

d) Combining one or more Product(s) with any other product to advertise a sales price lower than the combined price of what the two (2) or more products could be purchased independent of each other, shall not constitute acquiescence with this UPP.

e) Advertising and offering non-Hughes Autoformers issued rebates (in any form) on Product(s) shall not constitute acquiescence with the UPP.

4) If Hughes Autoformers determines that any Reseller has violated this UPP, then Hughes Autoformers may within its sole discretion and without assuming any liability, cancel pending orders and may indefinitely refuse to accept new orders for Products.

5) Hughes Autoformers may engage in monitoring of advertised prices for the Products sales in all channels, either directly or via the use of third parties. Third parties retained by Hughes Autoformers may engage in the monitoring of product sales by the Resellers to verify that the terms of this UPP are being enforced.

6) Any questions regarding the UPP should be directed in writing via e-mail to brandprotection@autoformers.com.



UNILATERAL PRICE GRID

2020-2021

NEW Vendor Part	Product Name	NEW Product UPC Code	2022 Suggested MSRP Per Unit	2022 UMRP - Unilateral Minimum Retail Price
30ACOVER	Rain Cover-30A	850034363202	\$14.99	\$13.49
30ASOCKET	30A Female Plug	850034363264	\$12.99	\$11.69
30APLUG	30A Male Plug	850034363257	\$12.99	\$11.69
50ACOVER	Rain Cover-50A	850034363219	\$15.99	\$14.39
50ASOCKET	50A Female Plug	850034363288	\$17.99	\$16.19
50APLUG	50A Male Plug	850034363271	\$17.99	\$16.19
DVM1221	Digital Volt Meter	850034363028	\$16.99	\$15.29
DVMDUAL	Dual Color LED Digital Voltmeter	850034363226	\$19.99	\$18.99
GNBPLUG	Ground Neutral Bonded Plug	850034363240	\$13.99	\$12.59
SV30API	30A SafeView Power Inlet	850034363332	\$87.98	#REF!
SV50API	50A SafeView Power Inlet	850034363349	\$98.79	#REF!



LANTERN	Dual mode camp lantern	850034363325	\$17.99	\$15.29
LOCK	LOCK	850034363318	\$7.99	\$6.79
PWD30	30 Amp Spike Power Watch Dog	850034363134	\$119.99	\$107.99
PWD30EPO	30 Amp Spike Power Watch Dog with Shut-OFF	850034363158	\$259.99	\$233.99
PWD30EPOH	30 Amp Spike Power Watch Dog with Shut-OFF	850034363165	\$252.99	\$227.69
PWD50	50 Amp Spike Power Watch Dog	850034363141	\$189.99	\$169.99
PWD50EPO	50 Amp Spike Power Watch Dog with Shut-OFF	850034363172	\$316.50	\$284.85
PWD50EPOH	50 Amp Spike Power Watch Dog with Shut-OFF	850034363189	\$294.50	\$265.05
PWDCOVER	EPO-COVER	850034363295	\$3.00	\$2.55
RSP30	Replacement Surge Protection for 30 Amp Hughes Voltmeter	850034363035	\$37.99	\$34.19
RSP30PWD	Replacement Surge Protection for 30 Amp Power Watchdog	850034363080	\$29.99	\$26.99
RSP30PWDEPO	Replacement Surge Protection for 30 Amp Power Watchdog EPO	850034363073	\$29.99	\$26.99
RSP50	Replacement Surge Protection for 50-amp Hughes Voltmeter	850034363042	\$59.99	\$54.99
RSP50PWD	Replacement Surge Protection for 50 Amp Power Watchdog	850034363066	\$36.99	\$33.29



RSP50PWDEPO	Replacement Surge Protection for 50 Amp Power Watchdog EPO	850034363059	\$36.99	\$33.29
RV2130SP	Hughes Autoformer Voltage Booster and Surge Protection and Diagnostics	850034363097	\$439.99	\$389.99
RV2130SPH	Hughes Autoformer Voltage Booster and Surge Protection and Diagnostics - HARDWIRED	850034363103	\$429.99	\$379.99
RV22050SP	Hughes Autoformer Voltage Booster and Surge Protection and Diagnostics	850034363110	\$729.99	\$659.99
RV22050SPH	Hughes Autoformer Voltage Booster and Surge Protection and Diagnostics- HARDWIRED	850034363127	\$719.99	\$649.99
RVBRKT	Mounting Bracket for Autoformers	850034363233	\$39.99	\$35.99
30AKIT	Hughes Autoformer 30 Amp Install Kit	850034363004	\$79.99	\$71.99
50AKIT	Hughes Autoformer 50 Amp Install Kit	850034363011	\$109.99	\$98.99
RVM21S	RVM2-1S	850034363301	\$219.00	\$186.15
RVSTND	Stand/Riser for Autoformers	850034363196	\$24.99	\$22.49