



Seagate North America Retail Minimum Advertised Price (MAP) Policy

Effective Start Date: July 1, 2017

Introduction:

Seagate's Minimum Advertised Price (MAP) Policy establishes advertised price standards for specified **Seagate Consumer Products and LaCie Consumer Products**. Advertised pricing of Covered Products must comply with this Policy in order to be eligible for Promotional Funds. Seagate will not provide Promotional Funds for advertisements that do not comply with this Policy.

Each reseller is free to independently set its actual resale price for any product. Current MAP Product Price Lists for **both Seagate Consumer Products and LaCie Consumer Products** are available on www.seagate.com and a link to those lists is incorporated as part of this MAP Policy. To view the Current MAP Price Lists click here: <http://www.seagate.com/legal-privacy/map-policy-pricelist/>

Definitions:

Covered Advertising is any activity that pictures or otherwise describes a Covered Product.

Covered Products means all products on the **Seagate MAP Price List and the LaCie MAP Price List**. Covered Products are subject to this Policy. **Both MAP Price Lists are** available at <http://www.seagate.com/legal-privacy/map-policy-pricelist/> or upon request.

MAP means the Minimum Advertised Price as shown on the Seagate MAP Price List and/or the LaCie MAP Price List.

Program means any Seagate promotion program communicated by an authorized representative of Seagate which covers specific products for a defined program period with specific benefits and participation requirements.

Promotional Funds means funds for which a reseller may be eligible in accordance with a Program.

National Promotion means an approved reduction in Minimum Advertised Price for all retailers for a specific time period.

Applicability:

This Policy applies to advertising by all categories of resellers who are eligible for Promotional Funds, including without limitation:

- Resellers
- Distributors
- Channel Partners

This Policy applies to advertising described in the **Covered Advertising** section below. A list of Covered Products and their MAP Policy prices will be communicated to resellers on a periodic basis.

Each reseller is responsible for ensuring its advertising complies with this Policy.

Authority:

Seagate alone is responsible for enforcing this Policy and will do so unilaterally.

If an advertisement for a Covered Product does not comply with this Policy, then the reseller will forfeit Promotional Funds associated with that advertisement.

Seagate's designated MAP Policy Manager (see below) is the only person authorized by Seagate to communicate MAP Policy updates, changes, or decisions. No other Seagate representative or agent is authorized to confirm compliance with, discuss, or amend this Policy. Seagate will not communicate with any reseller regarding another reseller's advertising practices. Please note that Seagate does not entertain complaints from its resellers regarding another reseller's pricing practices.

Seagate has the right to change prices, change policy, and add or delete Covered Products at any time.

Policy:

Seagate does not provide Promotional Funds to support Covered Advertising that displays a price below MAP for a Covered Product unless it is an approved limited time National Promotion.

Consequences:

Seagate will withhold any amount up to the value of the Promotional Funds that otherwise would be available in connection with advertising that violates this Policy. If the reseller has already received Promotional Funds from Seagate in connection with advertising that violates this Policy, Seagate will unilaterally deduct up to an equivalent amount of future Promotional Funds. If applicable, Seagate will deduct Promotional Funds based on a percentage of net sales of the specific product advertised in violation of the Policy for sales before and after the violation. Approximate measures may be used when exact data is not available. In the event of more than one violation, a management representative of the reseller shall meet with a management representative of Seagate to review the MAP Policy violations. Seagate reserves the right to determine whether an authorized retailer has advertised Seagate's products at a net advertised price less than the minimum advertised price established in this unilateral policy. Upon such determination, Seagate will, without assuming any liability, cancel all orders and will indefinitely refuse to accept new orders from the authorized retailer.

Covered Advertising:

The types of advertising covered by this Policy are:

- Print advertising such as newspapers, magazines, and print inserts.
- Broadcast advertising such as radio and TV.
- Direct advertising such as catalogs, flyers, newsletters, direct mail pieces, and broadcast faxes, whether mailed, hand delivered, or shipped in-box with product.
- Electronic mail (e-mail) advertising. Any web pages that link from the e-mail are considered part of the e-mail advertisement.
- Internet advertising such as banner, pop-up, and pop-under ads.
- Any web site accessible to the public including traditional retailers, club membership sites, e-tailers, vendors, portals, shopping sites, auction sites, etc. Any "level" of a web site is considered an advertisement including a web site shopping cart.

The types of advertising **not** covered by this Policy are:

- In-store merchandising.
- Direct mail, e-mail, or web sites that support employee or academic purchase programs – or other limited access programs such as “Friends & Family” or “Customer Loyalty” – are not covered by this Policy provided that access to the promotions and pricing is restricted by a customer unique identification such as a username/password and is not accessible to the general public.
- Prices negotiated between the reseller and a unique customer.
- Televised specials that do not last more than 24 hours and are advertised only on the promotion date.
- Loyalty or award programs when the award is based on “points” and not equated to a specific dollar denominated benefit or credit.

Conventions:

General Pricing Convention for Seagate Consumer Products: To conform to a reseller's pricing convention, the advertised price of a **Covered Seagate Consumer Product** may be up to **USD \$1.00** below MAP for the product or bundle. This deviation is not cumulative “per product” on offers of two or more Covered Products.

General Pricing Convention for LaCie Consumer Products: To conform to a reseller's pricing convention, the advertised price of a **Covered LaCie Consumer Product** may be up to **USD \$0.05** below MAP for the product or bundle. This deviation is not cumulative “per product” on offers of two or more Covered Products.

Bundling and Value-Added Offers: All bundles must be advertised at or above the cumulative MAP Policy price of the Covered Products. If a Covered Product is bundled with a non-Seagate product, the advertised bundle price must be at or above the MAP Policy price of the Covered Product plus the price of the non-Seagate product if sold separately. If a Covered Product is bundled with a gift card or similar item with a specific dollar value, the advertised bundle price must be at or above the MAP price of the Covered Product plus the value of the other item. The advertisement cannot state or imply that the Covered Product is free or discounted in any way. Bundling should not be used to “camouflage” discount advertising of Covered Products.

Discounts and Savings “Call-Outs”: Advertisements for Covered Products may include category, percentage or specific dollar amount discounts. If such discounts result in a net price lower than the MAP Policy price of a Covered Product, then such advertisement will be a MAP violation unless the category discount applies proportionally to similar products or suppliers or is an approved Seagate National promotion.

Programs: Resellers must comply with all terms and conditions of a Seagate Program. If the reseller does not comply with the terms of a Program, then the promotion is not recognized by this Policy and will be subject to consequences consistent with this Policy.

Contact Information:

Any questions regarding this Policy should be sent to the MAP Policy Manager at seamap@seagate.com or to the following address:

Seagate Technology LLC
Attn: Map Policy Manager
M/S: CPC02B2
10200 South De Anza Blvd.
Cupertino, CA 95014

Frequently Asked Questions:

How does this Policy affect my actual retail price?

This Policy does not affect your actual retail price. You are free to charge whatever retail price you want.

Would advertising that states “Call for price” or “Too low to print” or promises to beat any advertised price be a violation of the Policy?

Yes

Would advertising that states “See shopping cart for price” violate the Policy?

Yes

May I appeal Seagate’s decision regarding a Policy violation?

No

What if an employee or media supplier makes a mistake that results in a violation?

It is the reseller’s responsibility to monitor its own advertising. Seagate will not differentiate between intentional and accidental violations when enforcing the Policy. In the event of an accidental violation, the reseller is expected to correct price within 24 hours.

Can I submit my ads in advance to be approved for Policy compliance?

Although Seagate representatives may review ads for a variety of reasons, Seagate does not approve ads for Policy compliance. Seagate’s approval of your ad does not mean that it complies with our MAP Policy. Each reseller is solely responsible for an ad’s compliance with this Policy.

Does the MAP Policy apply to advertisements for used or refurbished products?

No, as long as the product is clearly identified in the advertisement as used or refurbished.

What is the result of MAP Policy violation?

Seagate will withhold any amount up to the value of the Promotional Funds that otherwise would be available for advertising that violates the Policy (e.g., Seagate may deduct POS and “Page Up” funds). If applicable, Seagate will deduct a percentage of Promotional Funds that are based on net sales of the specific product advertised in violation of the Policy. For example, Seagate may deduct Promotional Funds equal to 3% of the net sales of a product for a period of four (4) weeks prior to and four (4) weeks subsequent to the MAP Policy violation, if Seagate determines that such amount is consistent with the MAP violation. In the event of more than one violation, a management representative from reseller and Seagate will be expected to meet to review reseller’s status as an authorized retailer of Seagate products. Seagate reserves the right to determine whether an authorized retailer has advertised Seagate’s products at a net advertised price less than the minimum advertised price established in this unilateral policy. Upon such determination, Seagate will, without assuming any liability, cancel all orders and will indefinitely refuse to accept new orders from the authorized retailer.