



**Minimum Advertised Price Policy (MAPP)
Frequently Asked Questions
Updated 11.9.22**

Q: "What is the purpose of the U.S. Minimum Advertised Price Policy (Policy)?"

A: The purpose of the Policy is to inform customers of our decision not to sell MAPP related products to customers who advertise their price below MAPP guidelines.

Q: "Is this Policy a way for Ameda to set customer selling price?"

A: No. This policy only relates to the advertised price, not the selling price of our products. Customers are solely responsible for determining their selling price.

Q: "Does the Policy prohibit selling on the internet?"

A: The Policy does not limit selling on the internet for MAPP or any other product.

Q: "What does the Policy prohibit?"

A: The Policy states that Ameda will not do Mya Joy, Mya Joy PLUS, and/or Pearl business with any Account or with any Distributor that advertises prices lower than the MAPP price for MAPP Products.

Q: What does "advertise" include?

A: Advertise includes but is not limited to any public promotion through print or electronic means, including but not limited to advertising via websites, social media, third-party marketplaces, mobile applications, general discussion boards, blogs, auction sites, catalogs, newsletters, email, text messages, newspapers, circulars, television, radio, in store retail, or ad flyers.

Q: "Can my Ameda rep help with questions on this Policy?"

A: No Ameda sales representative, customer service representative, or other employee is authorized to solicit or accept assurances of compliance with this Policy or grant exceptions. After reviewing the policy and these FAQ's, you can email us at policies@ameda.com.

Q: "Am I able to advertise lower than MAPP price for a MAPP Product on another company's website?"

A: The policy applies whether you advertise on your own or another party's website or marketplace.

Q: "May I transact at a price lower than MAPP Price without violating the Policy?"

A: You may sell a MAPP product at any price you choose. This policy only informs customers of our decision not to sell MAPP products to customers who advertise a MAPP product below MAPP prices, which may be changed at any time by Ameda.



Q: My company sells pumps covered by insurance. Does the Policy apply to me?

A: If you are advertising a MAPP Product, then the policy applies to those activities. Generally, revealing a price after an eligible customer has provided qualifying insurance information isn't considered "Advertising" as you did not advertise the price to the general public.

Q: How will I know if the Policy changes?

A: The policy may be changed at any time by Ameda. The most current version of Ameda's Minimum Advertised Price Policy can be viewed at <https://www.ameda.com/ameda-us-policies>

Q: How will I know what products are covered by the Ameda MAPP policy?

A: Ameda's MAPP lists the products that are MAPP related. Visit <https://www.ameda.com/ameda-us-policies> periodically to see any updates to the Policy.