



Minimum Advertised Price (MAP) Policy

The following is a restatement of our MAP Policy followed by the revised version now in effect to increase the success of full compliance by all our channel partners.

1. Minimum Advertised Price (MAP) Policy

Restatement:

1. Each Goulds Professional Dealer Association (“GPDA”) Member is free to independently decide whether or not to follow the MAP Policy. However, XYLEM may in its sole discretion remove any or all of the benefits provided to GPDA Members in the event of non-compliance with our MAP Policy.
 2. We have included a MAP pricing schedule; see Attachment 1 for your reference. Xylem reserves the right to modify the MAP pricing schedule at any time.
 3. Xylem does not regulate pricing - Distributor is free to sell at whatever price it chooses.
 4. Violating our MAP Policy will result in graduated enforcement by loss of access to buying programs, special payment terms, discounts, rebates, promotional marketing programs.
 5. Failure to comply can ultimately result in termination.
2. The following revised MAP Policy, effective immediately, supersedes and replaces the current MAP Policy (with this new policy referred to as “MAP Policy”):
1. Xylem does not regulate your sales pricing - Distributors and all resellers are free to sell into the market at whatever price they choose.
 2. Xylem maintains a minimum advertised price policy (“MAP Policy”) respective to Goulds Water Technology branded products to create an even playing field for all distributors and resellers and to help support brand equity.
 3. Xylem makes certain benefits available to its distributor and GPDA dealers, such as access to buying programs, special payment terms, discounts, rebates, and promotional marketing programs (collectively “**Benefits**”). At the end of each calendar year, Xylem will review each distributor’s and GPDA member’s compliance with the then-current MAP Policy as well as any Benefits that each distributor and GPDA dealer has notionally accrued for the given year. To the extent the distributor or GPDA dealer was in strict compliance with the MAP

Policy for the entire year, any notionally accrued Benefits for the given year will vest in the distributor's or GPDA dealer's account with Xylem. In addition, anyone involved, either directly or indirectly, in any violation of the MAP Policy is subject to XYLEM, in its sole discretion, taking the following actions:

- a. For distributors: graduated enforcement, which as specified above, includes loss of benefits for the given year; eventual agreement termination and available legal recourse.
 - b. For GPDA dealers and other resellers: enforcement, which as specified above includes graduated loss of any/all GPDA benefits and other benefits for the given year; available legal recourse.
 - c. Loss of warranty-related credits and support.
4. MAP Policy violation enforcement action will extend to everyone involved, either directly or indirectly, in each violation.
 5. Attachment 1, for your reference, contains a MAP pricing schedule. Xylem reserves the right to modify the MAP Policy pricing schedule at any time.
 6. Xylem's MAP Policy implementation and enforcement measures include:
 - a. MAP Policy compliance obligation hard-coded into all distribution agreements
 - b. A new MAP Policy Violation Tracking Forum accessible to all members. Violations and Violators will be listed with 30 day grace period notifications for rectification
 - c. An updated GPDA membership policy that includes MAP Policy compliance requirements
 - d. Distributor requirement to ensure sales of Goulds Water Technology branded products include an express written requirement that their customers comply with the MAP Policy.

Use one of the below statements on distributor's invoice documents:

The sale of Goulds Water Technology (GWT) equipment is conditioned on purchaser's agreement to comply with GWT's Minimum Advertised Price Policy (www.goulds.com/mappolicy) in any resale of the GWT equipment.

OR

The sale of the items on this invoice is conditioned on purchaser's agreement to comply with all applicable manufacturer Minimum Advertised Price policies,

which can be found [here \(distributor's website\)](#), in any resale of any of these items.

- e. Updated Xylem tracking and enforcement tools and protocols for efficient and impactful MAP Policy compliance.

Note: We will not provide any support, including warranty services, for products sold in violation of our MAP Policy. This Policy will be added to our **Warranty – Consumer and Commercial**.

ATTACHMENT 1
Minimum Advertised Price (MAP) Pricing Schedule¹

PPGC	MAP Discount Off of List
CENTRIPRO ACCESSORIES	<i>None, MAP = List Pricing</i>
COMPLETE PACKAGED SYSTEM SOLUTIONS	<i>None, MAP = List Pricing</i>
Aquaboot Fixed & Variable Speed Booster Packages	
Aquaforce E-HV	
Aquaforce Variable Speed Pump Station	
Aquaforce XL	
JET PUMPS	<i>None, MAP = List Pricing</i>
Convertible Jet Pumps	
Deep Well Jet Pumps	
Jet Pump & Tank Packages	
Shallow Well Jet Pumps	
PROPAK KITS	<i>None, MAP = List Pricing</i>
SUBMERSIBLE WELL PUMP MOTORS	<i>None, MAP = List Pricing</i>
SUBMERSIBLE WELL PUMPS	<i>None, MAP = List Pricing</i>
4 inch Well Pumps	
6 inch Well Pumps	
TANKS	<i>None, MAP = List Pricing</i>
T Series Epoxy Coated Diaphragm Tanks	
Tanks Hydropro Diaphragm Tanks	
TURBINE PUMPS	<i>None, MAP = List Pricing</i>
5"-11" Pre-Engineered Submersible Turbine Pumps	
VARIABLE & FIXED SPEED PUMP CONTROLLERS	<i>None, MAP = List Pricing</i>
Aquastart Combination Soft Starters	
Aquavar E-Abii	
Aquavar Cpc Variable Speed Pump Controllers	
Aquavar Intelligent Pump Controller	
Aquavar Solo & Solo 2	
Aquavar Spd – Variable Speed Single Pump Drive	
Hydrovar	
CENTRIFUGAL PUMPS & BOOSTERS	<i>0.70 Multiplier Off List Pricing</i>
Multi-Stage End Suction	
Self-Priming End Suction	
Single Stage Double Suction	
Single Stage In-Line Pumps	
Single Stage End Suction Pumps	
Attachment 1, Cont.	
WASTEWATER & DRAINAGE PUMPS	<i>0.70 Multiplier Off List Pricing</i>
Effluent Pumps	
Grinder Pumps	
Sewage Pumps	
Specialty Pumps	
Sump Pumps	

¹Xylem reserves the right to modify the Minimum Advertised Price (MAP) Pricing Schedule at any time. When unsure, set MAP consistent with List Pricing. Please contact your sales representative if you have any questions

ATTACHMENT 2

Goulds Water Technology Professional Dealers Association (GPDA) Sales and Warranty Policies:

To maintain membership in the GPDA, members must remain in Good Standing which means abiding by the Minimum Advertised Price (MAP) Policy as well as any other stated policies. Xylem reserves the right to update this and any other policy at its sole discretion.

Minimum Advertised Price (MAP):

Xylem shall from time to time unilaterally establish a minimum advertised price for the Products (the "Policy").

GPDA Members are free to sell the Products at any price they choose in their sole and absolute discretion. Pursuant to the Policy, GPDA Members may not advertise or otherwise promote the Products at a net price less than MAP.

1. For the purposes of the Policy, the "MAP" price shall be List Price or as identified in Attachment 1, the Minimum Advertised Price (MAP) Pricing Schedule. The "net price" shall mean the published or advertised price that the GPDA Member makes the product available to its customers taking into account all discounts, deductions, rebates, allowances, credits, charges, trade-ins, the separate price of products bundled with the Products by the GPDA Member, coupons, premiums, promotions, free goods, and services and gifts offered with the Product. Customer paid taxes shall not be included in the determination of the "net price."
2. The Policy is subject to change or cancellation at any time by Xylem. Xylem will attempt to provide the GPDA Members at least thirty (30) days' notice of any change or cancellation of the Policy.
3. The Policy does not apply to close out, discontinued or non-current Products.
4. GPDA Members are not required to list prices in advertising. If a price is listed in an advertisement or promotion, the net price must be at or above MAP.
5. Each GPDA Member is free to independently decide whether or not to follow the Policy. However, Xylem may in its sole discretion remove any or all of the benefits provided to GPDA Members on a temporary or permanent basis, as well as take legal actions, in the event of non-compliance with this MAP Policy.

To the extent permitted by law, the foregoing remedies may be exercised concurrently or separately. The exercise of any one remedy shall not be deemed to be an election of such remedy or to preclude the exercise of any other remedy. Xylem's failure to exercise any right or remedy or delay in doing so shall not be deemed a waiver thereof.

ATTACHMENT 3

XYLEM's Minimum Advertised Price (MAP) policy does NOT stop internet sales or control pricing. To help reduce or eliminate the apparent, momentary leverage of an end-user negotiating a dealer's price based on apparently lower pricing found on the internet, XYLEM will be posting the language below on the goulds.com web site and printing it as part of the commercial and consumer warranty on all IOM documents:

Goulds Water Technology Policy Concerning Online Sales to Consumers

Consumer Online Purchase Policy: Homeowners using the Internet to locate information regarding residential water systems, residential wastewater systems, controls and tanks may discover several sites offering a direct-to-consumer purchasing opportunity. Residential water and wastewater systems are mission critical applications and are designed to be installed by qualified professionals.

*Goulds Water Technology has an extensive nationwide network of distributors and dealers, including authorized resellers. For a complete view of Goulds Water Technology recognized distributors, dealers and authorized resellers, please refer to our locator at:
<http://goulds.com/sales-service/>*

Goulds Water Technology Limited Warranty does not apply to Goulds Water Technology branded products purchased through the Internet or other e-commerce platforms

This policy is necessary to ensure that Goulds Water Technology equipment is installed properly, in compliance with applicable laws, rules and codes, in a manner that addresses safety concerns and the proper performance of Goulds Water Technology equipment.

Rev. Jan. 2020