



SOMFY SYSTEMS, INC.  
POLICY REGARDING MINIMUM ADVERTISED PRICES  
FOR ONLINE ADVERTISING  
UNITED STATES DECEMBER 2021

**BACKGROUND**

Effective August 2020, Somfy Systems, Inc. (“Somfy”) is adopting the following policy regarding minimum advertised prices for **online advertising** (“MAP/Online Policy”) for sales in the United States of the products listed on **Schedules 1 and 2**. Somfy is adopting the MAP/Online Policy to enable its dealers and distributors (“Somfy Resellers”) to effectively supply end-user customers with Somfy’s industry-leading motors and controls for interior and exterior window coverings, and to enable Somfy and Somfy Resellers to support and service Somfy’s products after resale to end-users.

Somfy Resellers are an essential part of the success of Somfy’s products, and Somfy has determined that the MAP/Online Policy set forth herein will help to ensure that Somfy Resellers are able to provide the full range of pre-after-sale consultation and service necessary for the continued success of the Somfy brand. Somfy further regards adoption of the MAP/Online Policy as integral to the protection of Somfy’s valuable trademarks and the reputation of Somfy’s trade name and other goodwill.

All Somfy Resellers, as well as buyers to which Somfy Resellers sell Somfy Products (“Downstream Resellers”), will be required to adhere to the terms of the MAP/Online Policy as set forth herein. Somfy Resellers are required to make adherence to the MAP/Online Policy by Downstream Resellers a term of sale when selling Somfy Products to Downstream Resellers.

**As used in the MAP/ONLINE Policy, “Somfy Products” means the products listed below on Schedule 1.**

**MINIMUM ADVERTISED PRICE IN ONLINE ADVERTISING**

Effective August 2020, Somfy Resellers and Downstream Resellers shall not advertise online any Somfy Products shown on **Schedule 1** for individual unit sales in the United States (i.e., not “bundled” with other Somfy-powered finished products) at any prices below those shown therein. This policy applies to advertisements or other announcements or descriptions of prices in any online media, including (but not limited to) internet advertising including websites and dynamically generated web content. As stated above, Somfy Resellers must ensure that all Downstream Resellers to which they sell Somfy Products also adhere to the MAP/Online Policy.

For purposes of this MAP/Online Policy, any discounts or rebates available to online customers on Somfy Products shall be considered when determining the prices at which they are being advertised. Advertised discounts or rebates, such as percentage discounts applicable to online sales of products made or marketed by Somfy, or groups of products that include Somfy Products and other manufacturers’ products, shall not result in sales prices on Somfy Products below the prices on **Schedule 1**, unless the advertisement clearly states that such discounts or rebates will not apply to Somfy Products. Prices of Somfy Products sold in bundles that include motorized end applications are not subject to the MAP-Online Policy (for example, motorized shades, motorized awnings, motorized screens sold with a Somfy control). After-sales promotions to existing/past customers of finished motorized end applications are not subject to the MAP/Online Policy.



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**MINIMUM ADVERTISED PRICE IN ONLINE ADVERTISING - CONTINUED**

Somfy may, from time to time, run promotions on specific Somfy Products for which advertising at prices below those on **Schedule 1** will not be a violation of the MAP/Online Policy. Somfy will provide advance notice of such promotions to its dealers and distributors.

Please be advised that this policy only applies to online advertising of Somfy Products by Somfy Resellers as discussed above, and to online advertising by all Downstream Resellers. It does not restrict the price at which Somfy Resellers and Downstream Resellers may sell Somfy Products, which remains within their discretion.

Somfy reserves the right to change the products and prices listed on **Schedule 1**, and will provide notice of changes to **Schedule 1** to Somfy Resellers in advance of such changes.

**NO ONLINE SALES AND MARKETING OF THE PRODUCTS ON SCHEDULE 2**

Effective August 2020, Somfy Resellers and Downstream Resellers shall not advertise online to end-user consumers, or otherwise offer for sale online to end-user consumers, the products shown on **Schedule 2**.

In addition, under no circumstances shall any Somfy Reseller or Downstream Reseller offer any Somfy Products on online auction websites. As stated above, Somfy Resellers must ensure that Downstream Resellers to which they sell Somfy Products also adhere to the MAP/Online Policy. Additionally, Somfy Resellers and Downstream Resellers are required to adhere to Somfy's Marketing Assets Use Guide as it relates to Somfy logos, images and resources, which can be found at <https://www.somfypro.com/marketing-assets>.

Somfy reserves the right to change the products shown in **Schedule 2**, and will provide notice of changes to Schedule 2 to Somfy Resellers in advance of such changes.



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**ALL SOMFY RESELLERS AND DOWNSTREAM RESELLERS MUST ADHERE TO THE MAP/ONLINE POLICY**

This Policy does not prohibit Somfy Resellers and Downstream Resellers from advertising or offering for sale Somfy Products online to resellers where (a) the Somfy Reseller or Downstream Reseller maintains a password-protected, non-public website, for which access is restricted to its reseller customers and not accessible by end-user consumers, or (b) the Somfy Reseller or Downstream Reseller, as the case may be, obtains a current Tax Identification Number, issued by the United States Internal Revenue Service, in connection with its sale of Somfy Products.

**ADHERENCE TO MAP/ONLINE POLICY**

Adherence to the MAP/Online Policy by Somfy Resellers is mandatory. Somfy will monitor compliance with the MAP/Online Policy. If Somfy determines that a Somfy Reseller or Downstream Reseller is not in compliance with the MAP/Online Policy, Somfy will, in its sole discretion, decide what action to take, which may include:

- Withholding of marketing support including product images/content
- Adjustment of current Somfy discount
- Limited access to Somfy products
- Cancellation of Somfy discount

This MAP/Online Policy shall not apply to Somfy, which shall retain the right to market and promote the sale of Somfy Products as it deems appropriate.

**ONLINE POLICY EXCEPTION**

Shade-ready motorized tubes may be sold and advertised online to consumers provided that the following conditions are met:

- The product must be advertised online as a motorized tube including:
  - Tube, motor, crown & drive
  - Brackets and mechanical accessories can be added separately.
  - Power: This policy exception allows online advertising and sale of wirefree and plug-in systems using 12VDC, 24VDC.
- Content: Support easy compatibility identification and selection (how to measure, install, etc.)
- Online advertising and site content must communicate and present motorized tubes and not suggest individual motors to consumers.
- Imagery must support the product presentation of a shade-ready, motorized tube

Thank you for your compliance with this MAP/Online Policy. If you have any questions, please contact Somfy at [mapsomfyus@somfy.com](mailto:mapsomfyus@somfy.com).



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**Schedule 1**

Updated December 1, 2021

Item Number	Item Name	(MAP) USD
1816081	Eolis 3D WireFree RTS Wind Sensor (white)	\$218.95
1816082	Eolis 3D WireFree RTS Wind Sensor (black)	\$218.95
1816083	Eolis 3D WireFree RTS Wind Sensor (off-white)	\$218.95
9012499	Eolis RTS Wind Sensor 24V DC Kit	\$181.95
1870571	Situo 1 RTS PURE II	\$72.95
1800128	Situo 1 RTS PURE II	\$72.95
1870575	Situo 5 RTS PURE II	\$91.95
1870139	Situo 5 RTS PURE II	\$91.95
1870574	Situo 1 RTS ARTIC II	\$93.95
1870578	Situo 5 RTS ARTIC II	\$112.95
1870572	Situo 1 RTS IRON II	\$93.95
1870576	Situo 5 RTS IRON II	\$112.95
1870573	Situo 1 RTS NATURAL II	\$93.95
1870577	Situo 5 RTS NATURAL II	\$112.95
1870579	Situo 5 SOLIRIS RTS FCC PURE II	\$86.95
1811612	Situo 5 VARIATION RTS PURE II	\$123.95
1811533	Smooove 1 RTS PURE	\$86.95
1811748	Smooove 4 RTS PURE	\$105.95
9012500	Soliris RTS Sun & Wind Sensor 24V DC Kit	\$231.95
9013707	Sunis Indoor Wirefree RTS	\$234.95
9013708	ThermoSunis Indoor Wirefree RTS	\$268.95
9020412	Sunis Outdoor WireFree RTS Sun Sensor	\$187.95
1811403	myLink RTS Smartpone and Tablet Interface	\$230.95
1811731	TaHoma Gateway	\$250.95
1816032	Telis 1 RTS Pure	\$72.95
1810633	Telis 4 RTS Pure	\$91.95
1805237	Telis 1 Chronis Pure	\$215.95
1810643	Telis 1 RTS Patio	\$88.95
1810645	Telis 4 RTS Patio	\$119.95
1811243	Telis 4 Soliris RTS Patio	\$139.95
1811081	Telis 16 RTS Pure	\$268.95
1811082	Telis 16 RTS Silver	\$294.95

Item Number	Item Name	(MAP) USD
1810813	DecoFlex WireFree 5 Channel White	\$162.95
1811074	DecoFlex WireFree 4 Channel White	\$160.95
1811071	DecoFlex WireFree 3 Channel White	\$159.95
1811068	DecoFlex WireFree 2 Channel White	\$157.95
1810897	DecoFlex WireFree 1 Channel White	\$155.95
1810814	DecoFlex WireFree 5 Channel Ivory	\$162.95
1811075	DecoFlex WireFree 4 Channel Ivory	\$160.95
1811072	DecoFlex WireFree 3 Channel Ivory	\$159.95
1811069	DecoFlex WireFree 2 Channel Ivory	\$157.95
1810898	DecoFlex WireFree 1 Channel Ivory	\$155.95
1810830	DecoFlex WireFree 5 Channel Black	\$186.95
1811073	DecoFlex WireFree 4 Channel Black	\$184.95
1811070	DecoFlex WireFree 3 Channel Black	\$182.95
1811067	DecoFlex WireFree 2 Channel Black	\$180.95
1810899	DecoFlex WireFree 1 Channel Black	\$178.95
1810791	RTS Repeater	\$220.95
9021217	Rechargeable Lithium-ion Battery Pack	\$63.95
9018685	Reloadable Battery Tube	\$40.95
2007350	Hz TRANSMITTER 16 channel hand-held (white)	\$268.95
2008805	Hz MOBILE TRANSMITTER 1 channel (white)	\$83.95
2008806	Hz MOBILE TRANSMITTER 5 channel (white)	\$91.95
2008329	Hz TRANSMITTER 4 channel key chain sequencing (black)	\$91.95
2006029	Hz Digital key pad	\$187.95
2008577	Hz Surface Mounted Wireless Wall Switch, 1 channel (white)	\$84.95
2008776	Hz Surface Mounted Wireless Wall Switch, 5 channel (white)	\$103.95



**SOMFY SYSTEMS, INC.  
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**Schedule 2**

Updated December 1, 2021

Prohibited from being sold online directly to consumers. This list includes Product Family & Range names, but implies all motor and control item numbers within the range regardless of technology, power or other specificity. Full product list with individual SKUs is available upon request from Somfy.

<b>Motor Ranges</b>
400 Series Motor Range
Altus® 40 Motors
Standard 400 Series Motors
Sonesse® 40 Motors
500 Series Motors
Altus® Range
CMO Range
Maestria™
Orea Motors
Oximo Motors
Sonesse® 50 AC Motors Range
Sonesse® Ultra 50 AC Motor Range
Sonesse® Ultra 50 DC Motors Range
Standard LT50 Range
Sunea® Motors
Somfy Digital Network Motor Range
Dry Contact Motor Range
600 Series Motors
Altus® 60 Motors
CMO Range
Standard LT60 Range
Fabric Tension System (FTS)
Pergola Motor Range
Roll Up Wired Motor Range
Sonesse 30 Motor Range
WireFree Motor Range
CordLift WireFree™
Roll Up WireFree™ (external battery)
Roll Up 24 WireFree™ Li-ion
Roll Up 28 WireFree™ Li-ion
Sonesse® 28 WireFree Li-ion

<b>Motor Ranges</b>
Sonesse® 30 Ultra WireFree Li-ion
Sonesse® 30 WireFree Li-ion
Sonesse® 40 WireFree Li-ion
Controls & Integration
Integration Devices
animeo IB+ Building Automation Range
animeo IP Building Automation Range
Power over Ethernet (PoE) Range
Somfy Connect Range
Somfy Digital Network Range
ZigBee® Interface Range
Z-Wave® Interface Range
Universal RTS Interface
Power Panels & Accessories
Wired Controls-Decorator,Paddle, IGC, Multilink Switches
Somfy Matic
<b>Simu Brand</b>
Type 3.5 Motor Series
Type 5 Motor Series
Type 6 Motor Series
Type 8 Motor Series
Type 9 Motor Series