



Ensuring that KONG brand equity remains intact is a key priority of the KONG Company. In order to ensure brand equity remains intact and continues to become stronger, it is critical that product pricing meets minimum thresholds.

Based on this, KONG has an established MAPP that outlines the appropriate advertising and marketing price of KONG products in all retail environments. (Online/Bricks and Mortar Outlets)

All KONG Authorized Distributors and Retailers must agree to the terms and conditions within MAPP including the following guidelines:

1.) Adherence to KONG's MAPP Guidelines for KONG Products

Advertised prices must be at or above MAPP for KONG products. This includes both exact price as well as % discount price that is direct to the consumer.

Online Distributors and Online Retailers are not required to list prices in advertising. KONG Products listed in an advertisement must be at or above MAPP.

KONG Distributors and Online Retailers are responsible for ensuring their KONG pricing is at or above MAPP on eCommerce sites and within all other pricing communications from online or bricks and mortar retail outlets.

KONG's MAPP applies to advertising placements, executed within the following advertising outlets:

Online Product Representation including but not limited to:

Online product catalog, banner ads, email campaigns, social media posts, and any other online advertising vehicles

Print Advertisements—including but not limited to:

Direct mail, faxes, printed product catalogs, flyers, posters, coupons and any other printed advertisement or marketing material

2.) All KONG Products Price Matching Policies

Price matching policies are unacceptable. Price matching cannot be used as a valid reason for violations of KONG's MAPP. Advertised price must always be at MAPP or higher.

3.) Free Offers Associated with KONG Product

Free shipping and/or handling, 0% sales tax do not violate the KONG MAPP.