



## Feradyne - Authorization Program Announcement

Dear Customer:

In order to ensure Feradyne resellers are able to sustain healthy margins on our products and ensure that our end-users are being provided a quality sales experience and customer support, Feradyne has announced an Authorization Program and Unilateral Minimum Advertised Price Policy effective 03.22.2024.

### a. North American Authorization Program

In order to sell Feradyne Products, you MUST become an Authorized Feradyne Reseller.

Authorized Resellers must apply directly with Feradyne, be approved, and sign a North American Authorized Reseller Agreement.

In addition, any Authorized Feradyne Resellers who wish to sell Feradyne Products on the Internet, must be specifically approved for Internet sales.

We believe this Authorization Program will create a stable online brand presence, consistent high quality digital content, healthy available margins, and end to free-riding by discount retailers or gray market sellers who provide few or no services.

If you have any questions or wish to apply for Internet authorization, please apply at: <https://form.jotform.com/fdpolicycom/feradyne-authorized-reseller-apply>

### b. Unilateral Pricing Policy

Feradyne has also announced a Unilateral Minimum Advertised Price Policy for the United States and Canada. The Price Policies set forth the list minimum price points at which we believe our products should be advertised in order for resellers to enjoy a sustainable margin while simultaneously providing the high-quality level of customer service and support end-users of our products. If a reseller fails to acquiesce with this Policy, Feradyne has the right to stop supplying them products.

Feradyne's Policies and the Unilateral Price Grid can be found at <https://www.feradyne.com/dealers/>

Any and all questions regarding the Price Policy should be directed to the Policy Committee at [fdpolicycom@feradyne.com](mailto:fdpolicycom@feradyne.com)

Should you choose not to accept Feradyne's invitation to apply to become an Authorized Reseller or are not approved, you will not be permitted to sell Feradyne Products. Feradyne will take all steps necessary to protect the integrity of its North American Authorization Program, including pursuing any and all legal actions against Unauthorized Resellers that attempt to sell Feradyne Products.