

Johnson Controls Minimum Advertised Price (“MAP”) Policy for GLAS® Products

Johnson Controls’ distributors, installers and other resellers (collectively “Resellers”) use their best efforts to promote the sale of GLAS® products. Johnson Controls expects its Resellers to provide potential customers with knowledgeable staff, appealing product presentation, and available inventory. To promote the investments by Resellers to provide such product and service offerings, JCI has unilaterally adopted this Minimum Advertised Price Policy (“MAP Policy”) for GLAS® products.

The MAP Policy, effective July 25, 2018, pertains to prices for GLAS® products (“MAP Products”) and applies to all resale prices of MAP Products which are advertised by Resellers for sale within the United States. All such advertisements for the MAP Products must list either no price or a price that, after applying all discounts, rebates and promotions, is at or above Johnson Controls’ applicable Suggested Resale Pricing (the “MSRP”). Johnson Controls’ MSRP for MAP Products can be found online at glas.johnsoncontrols.com.

Resellers remain free to set independently their own resale prices, and no employee or agent of Johnson Controls is authorized to suggest anything to the contrary. This MAP Policy is explicitly limited to the advertised price (not the resale price) of the MAP Products, and the MAP Policy only affects the advertised price in one of the following covered categories of advertising:

- Internet and other online advertising – whether in the form of webpages, pop up ads, banner ads or other form of internet or online advertising and whether the advertisement is on the retailer’s website or on a third party website
- Catalogs
- Advertising by means of twitter, text messaging or other forms of mass communication via mobile device or the internet
- Television and/or radio advertising
- Broadly sent or automated email communications (Note: an email from a sales employee to an individual customer with a message written specifically for that customer is not subject to the MAP Policy. Similarly, an email response to an email sent by a customer to retailer or dealer would not be considered an advertisement for purposes of the MAP Policy)
- Automated telephone messages
- Newspaper or magazine advertisements, circulars, retail inserts, free standing inserts and other print advertising distributed to the general public or to some mailing or delivery list
- Direct mail

The following types of advertised promotions are not considered violations of the MAP Policy:

- A statement in the advertisement that consumers can “call for current pricing”, “log in to see pricing” or “add cart to see pricing”
- Promotions or specials, including those occurring seasonally, provided that Johnson Controls’ prior written consent is obtained for such promotions or specials

Johnson Controls may elect to modify this MAP Policy and the MSRP at any time and at its sole discretion. Johnson Controls will advise Resellers of any changes to the MSRP applicable to MAP Products at least thirty (30) days in advance. Any questions regarding this MAP Policy must be directed to GLAS_MAP@JCI.COM. No modifications, interpretations or assurances with respect to the MAP Policy shall be effective unless in writing and signed by an authorized member of the Johnson Controls legal department.

Johnson Controls reserves the right to take appropriate corrective and remedial action in the event of a violation of the MAP Policy, including, but not limited to, withholding of cooperative advertising funds, withholding MAP Product shipments, or delaying MAP Product order acceptance pending MAP Policy compliance. Johnson Controls’ failure to take remedial action for a violation of the MAP Policy shall not be construed as a waiver or amendment of the MAP Policy or a waiver of Johnson Controls’ right to take remedial action for other violations. Johnson Controls will unilaterally determine the need for any enforcement and the nature of such enforcement. Johnson Controls does not request, and in fact discourages, any complaints by distributors, installers and other resellers as to perceived MAP Policy violations by others.