



MINIMUM ADVERTISED PRICE (MAP) POLICY

EFFECTIVE DATE: 1ST JANUARY 2025

CONTACT INFORMATION: HELLO@LUXLUPO.GAMES

LUX LUPO LTD 8 CREATIVE ARCHES, COURT STREET, LEAMINGTON SPA, CV31 2DH, ENGLAND

1. Purpose

To maintain the integrity of our brand, ensure fair competition, and support our retailers, Lux Lupo has implemented this Minimum Advertised Price (MAP) Policy. This policy applies to all resellers, distributors, and retailers advertising our products.

2. Minimum Advertised Price (MAP)

The MAP for each product is set by Lux Lupo and is listed in our official price list. Retailers must not advertise our products at a price lower than 80% of the Manufacturer's Suggested Retail Price (MSRP). This represents a maximum allowable discount of 20% off the MSRP.

3. Scope of the Policy

This policy applies to all advertisements, including but not limited to:

- Websites, online marketplaces, and e-commerce platforms
- Social media ads and sponsored posts
- Email promotions
- Print media (newspapers, magazines, catalogs, etc.)
- Broadcast media (radio, TV, etc.)
- Digital ads, pop-ups, and banners

4. Policy Violations

Violations of the MAP policy include:

- Advertising any product below the MAP price
- Bundling our products with other items to effectively lower the advertised price below the MAP threshold
- Offering gifts, discounts, incentives, or other methods that reduce the effective advertised price below MAP
- Listing products on auction sites without a reserve price at or above MAP pricing

5. Consequences of Violation

Non-compliance with this policy will result in:

- First Violation: A written warning with a request to correct the violation within 24-48 hours.
 - Second Violation: Temporary suspension of access to wholesale pricing or supply chain privileges.
 - Third Violation: Permanent termination of the business relationship and suspension of the right to sell Lux Lupo products.
- Lux Lupo reserves the right to enforce this policy at its discretion.

6. Policy Updates

Lux Lupo reserves the right to modify or update this MAP policy at any time. Retailers will be notified of any changes in writing.

By advertising Lux Lupo products, you acknowledge and agree to comply with this MAP policy.

For any questions or concerns, please contact:
hello@luxlupo.games

<https://luxlupo.games>