



Be Wicked resellers (retailers) must comply to our enforced IMAP policy. Failure to do so will result in your account being terminated.

As of 01/02/2019 our MSRP of **Wholesale Price x 2.5 or (150% markup)** will now be enforced as IMAP. Retailers must not advertise Be Wicked products below this. Retailers will have a 30 day window (02/02/2019) to comply to this new policy. During this window retailers orders will be canceled when they have broken the policy. After the 30 day window their account will be terminated.

We **highly recommend** that our resellers plan for future markdowns when setting initial prices for Be Wicked products so the final markdown (closeout sales) comply to our IMAP.

The following Internet Minimum Advertised Price ("iMAP") Policy of Be Wicked, Inc. (also d/b/a Be Wicked and referred to in this iMAP Policy as "Be Wicked") applies to all resellers and retailers selling through Online Locations and/or advertising through Electronic Media (collectively "Resellers").

## **IMAP TERMS AND CONDITIONS**

### **iMAP Policy**

1. Be Wicked has established this iMAP Policy for its products. The iMAP Policy applies to all Online Locations for any Be Wicked product and to all Electronic Media. "Online Location" is defined as any virtual place where end-users can purchase Be Wicked products, including the Internet and websites. "Electronic Media" means all advertisements for any Be Wicked products in any and all **virtual/online/electronic media**, including, but not limited to the Internet, websites, shopping carts, newspapers, magazines, catalogs, flyers, coupons, mailers (including eBlasts, etc.), email, and the like.
2. The iMAP Policy specifically precludes advertising at a discounted price.
3. Resellers are free to sell at any price.
4. Listing the MAP Price in an advertisement with a slash or X through the price, or other alteration of the MAP price, is a violation of this iMAP Policy.
5. No reference shall be made to the existence of a MAP policy that precludes showing a lower price from being advertised.

## **IMAP POLICY VIOLATIONS**

1. Reseller understands that a violation of this policy is immediate grounds for and will result in terminating the Reseller's relationship with Be Wicked.

## **DISCLOSURE OF ALL COMPANY NAMES**

1. Reseller acknowledges full disclosure of all of its corporate names and business names under its control (DBA's — Doing Business As) to Be Wicked and has disclosed a list of any such business names to Be Wicked.
2. Reseller understands that multiple accounts under different business names, but under the control of a parent corporation or owner with Be Wicked are not permitted. All orders with Be Wicked shall occur from the Parent Corporation or business.

## **ESTABLISHMENT OF AND CHANGES TO IMAP POLICY**

1. Be Wicked may modify or terminate this Policy at any time. Likewise, Be Wicked may suspend this Policy for certain promotions or time periods at its sole discretion. Be Wicked will notify Resellers at least thirty (30) days in advance of any change to the iMAP Price, and Resellers must implement the new iMAP Price by the end of such thirty (30) day period.
2. Be Wicked is establishing this Policy unilaterally without Reseller involvement. Resellers are not required to or even allowed to assent to this Policy. Resellers may choose to follow the Policy or not, understanding that failure to follow the Policy will lead to the consequences

identified above. The terms of this Policy are non-negotiable and will not be altered or suspended for any particular Reseller(s). Be Wicked will not discuss any conditions of acceptance of or related to this Policy.

MAP Pricing listed Below

SKU	Mfr Catalog No.	Bar Code	MAP Price
WK053-PK-OS	BWB53	812272067434	\$12.50
WK054-BK-OS	BWB54	812272067441	\$15.00
WK1009	BW1009	812272054274	\$11.88
WK1024-BK-ML	BW1024 Black M/L	812272048334	\$22.50
WK1024-BK-SM	BW1024 Black S/M	812272048327	\$22.50
WK1024-WH-ML	BW1024 White M/L	812272050184	\$22.50
WK1024-WH-SM	BW1024 White S/M	812272050177	\$22.50
WK1026-BK-ML	BW1026 Black M/L	812272048358	\$22.50
WK1026-BK-SM	BW1026 Black S/M	812272050184	\$22.50
WK573-BR-OS	BW573	812272012779	\$11.25
WK578-WH-OS	BW578	812272048860	\$10.66
WK579-PK-OS	BW579	812272048877	\$10.00
WK603-BK-OS	BW603 Black	812272049188	\$12.50
WK620-BK-OQ	BW620 Black QN	812272049539	\$6.88
WK620-BK-OS	BW620 Black O/S	812272055127	\$6.25
WK620-GR-OQ	BW620 Green QN	812272059507	\$6.88
WK620-GR-OS	BW620 Green O/S	812272055165	\$6.25
WK620-PK-OQ	BW620 Pink QN	812272059521	\$6.88
WK620-PK-OS	BW620 Pink O/S	812272055141	\$6.25
WK620-PR-OQ	BW620 Purple QN	812272059538	\$6.88
WK620-PR-OS	BW620 Purple O/S	812272055189	\$6.25
WK620-RD-OQ	BW620 Red QN	812272059545	\$6.88
WK620-RD-OS	BW620 Red O/S	812272055158	\$6.25
WK620-TQ-OQ	WK620 Turq. QN	812272059552	\$6.88
WK620-TQ-OS	BW620 Turq. O/S	812272055172	\$6.25
WK627-BK-OS	BW627	812272055288	\$12.50
WK630-BK-OS	BW630	812272055318	\$10.00
WK654-BK-OS	BW654	812272055646	\$12.50
WK861-BK-OS	BW861T Black	812272011208	\$17.50
WK861-RD-OS	BW861T Red	812272049607	\$17.50
WK861-WH-OS	BW861T White	812272011192	\$17.50
WKA01-BK-OS	BWA01 Black	812272012465	\$8.75



