



2024 Minimum Advertised Price (MAP) List and Policy

This Minimum Advertised Price (MAP) Policy constitutes the entire Agreement between the Dealer and Nuova Distribution and no other promise, offer, representation, agreement or understanding of any kind shall be binding on Nuova Distribution unless made in writing and signed by an authorized officer of Nuova Distribution. By advertising and/or promoting Nuova Simonelli or Victoria Arduino (hereby referred to as “Nuova”), the Dealer agrees to all provisions within this MAP Policy.

Nuova Distribution reserves the right to offer specific product lines to different channels of distribution and not offer the complete product offering to all customers, as it deems appropriate.

All Nuova Simonelli and Victoria Arduino products (new, used, demo, open-box, etc.) may only be advertised at or above the price on the Minimum Advertised Price (MAP) List. Any dealer who advertises a related product for sale less than the MAP will be in violation of this policy. Violations of the MAP policy also include, but are not limited to, advertising the product at “click for lower price”, “enter your email for lower price”, “add to cart for a lower price”, “call for a lower price”, or crossing out the MAP with a line.

This policy only pertains to advertising of Nuova products as they relate to the MAP. It in no way restricts or is associated with the actual selling price of the product over the phone or at the dealer’s physical location. This policy applies to all forms of advertising, including but not limited to catalogs, mailings, websites, emails, and any other electronic media.

The advertising of any coupon or additional discount that is applied to immediate or future sales is part of the advertised price for the product. If the advertised coupon or discount brings the value of the Nuova product below MAP, this will be deemed a violation of the policy, regardless of whether the discounts apply directly to the Nuova product or provide a blanket discount for all products within a store, catalog, internet site or cart.

The offer of free product or any product-related accessories in excess of \$150 retail value or bundling a Nuova product with another Nuova product or non-Nuova product is in violation of this MAP policy. The offer of free shipping on any Nuova product is not considered to be a violation of this MAP policy.

Intentional and/or repeated failure to abide by Nuova Distribution’s MAP policy will result in termination of the dealer’s status. If Nuova Distribution feels you are not advancing the quality and value of the Nuova Simonelli and/or Victoria Arduino brand, we will discontinue our relationship. Nuova Distribution will not do business with any reseller found to diminish the image of our products. Nuova Distribution is not obligated to provide prior notice or to issue a warning before acting on a breach of this policy.

Dealer acknowledges that all trademarks are the property of Nuova Distribution. Nuova Distribution has the sole and exclusive right to determine how such trademarks are used by a Dealer. If this agreement is terminated, the Dealer shall immediately discontinue using all trade names and trademarks of Nuova Distribution, for any purpose.

The terms of this MAP policy are confidential and should not be disclosed to other parties.

Super Automatic Espresso Machines

| Model | Version | Item Code | List (US\$) | MAP (US\$) |
|------------------------------------|---------|---------------------------------|-------------|------------|
| Prontobar Touch With Easy Cream | 1 Step | MPROTFTCAP21000003 + NUOVART117 | 15,950.00 | 14,355.00 |
| | 2 Step | MPROTFTCAP21000003 | 14,750.00 | 13,275.00 |

Traditional Espresso Machines

| Model | Version | Item Code | List (US\$) | MAP (US\$) |
|--------------------|-----------------------------|--------------------|-------------|------------|
| Aurelia Wave | Digit 3gr | MAURE18VDG03ND0001 | 19,500.00 | 17,550.00 |
| | Digit 2gr | MAURE18VDG02ND0001 | 16,725.00 | 15,052.50 |
| | Volumetric 3gr | MAURE18VOL03ND0001 | 15,900.00 | 14,310.00 |
| | Volumetric 2gr | MAURE18VOL02ND0001 | 13,350.00 | 12,015.00 |
| | Semi 3gr | MAURE18SEM03ND0001 | 12,250.00 | 11,025.00 |
| | Semi 2gr | MAURE18SEM02ND0001 | 10,500.00 | 9,450.00 |
| Appia Life | Volumetric 3gr | MAPPI19VOL03ND0001 | 11,750.00 | 10,575.00 |
| | Volumetric 2gr - Black | MAPPI19VOL02ND0001 | 9,450.00 | 8,505.00 |
| | Volumetric 2gr - White | MAPPI19VOL02ND0002 | 9,450.00 | 8,505.00 |
| | Semi 2gr | MAPPI19SEM02ND0002 | 8,200.00 | 7,380.00 |
| | Volumetric 1gr w/ AS | MAPPI19VOL01ND0002 | 6,200.00 | 5,580.00 |
| | Volumetric 1gr | MAPPI19VOL01ND0001 | 5,500.00 | 4,950.00 |
| | Semi 1gr | MAPPI19SEM01ND0001 | 4,600.00 | 4,140.00 |
| Appia Life Compact | Volumetric 2gr w/ AS (220V) | MAPPC19VOL02ND0003 | 8,700.00 | 7,830.00 |
| | Volumetric 2gr w/ AS (110V) | MAPPC19VOL02ND0004 | 8,700.00 | 7,830.00 |
| | Volumetric 2gr (220V) | MAPPC19VOL02ND0001 | 8,000.00 | 7,200.00 |
| | Volumetric 2gr (110V) | MAPPC19VOL02ND0002 | 8,000.00 | 7,200.00 |
| | Semi 2gr (220v) | MAPPC19SEM02ND0001 | 7,250.00 | 6,525.00 |
| Musica | Direct Connect - Black | MMUSICAVOL01ND0002 | 3,700.00 | 3,300.00 |
| | Pour Over - Black | MMUSICAVOL01ND0001 | 3,300.00 | 2,495.00 |
| Oscar II | Direct Connect - Black | MOSCAIITEM01ND0002 | 2,100.00 | 1,890.00 |
| | Pour Over - Black | MOSCAIITEM01ND0001 | 2,000.00 | 1,495.00 |
| | Pour Over - Red | MOSCAIITEM01ND0003 | 2,000.00 | 1,495.00 |

| Grinders | | | |
|------------------|------------------|--------------------|-------------------|
| <u>Model</u> | <u>Item Code</u> | <u>List (US\$)</u> | <u>MAP (US\$)</u> |
| Mythos Clima Pro | AMI 722108 | 4,250.00 | 3,825.00 |
| Mythos Plus | AMI 702108 | 3,750.00 | 3,375.00 |
| Mythos Basic | AMI 712108 | 3,250.00 | 2,925.00 |
| MDJ On Demand | AMJ S752130 | 2,300.00 | 2,070.00 |
| MDXS On Demand | AMXS 602130 | 1,850.00 | 1,665.00 |
| MDXSA Doser | AMXSA6021 | 1,600.00 | 1,440.00 |
| MDXS Doser | AMXS 6021 | 1,400.00 | 1,260.00 |
| G60 On Demand | AMG 6021 | 1,300.00 | 1,095.00 |

| Water Softening Equipment | | | |
|----------------------------------|------------------|--------------------|-------------------|
| <u>Model</u> | <u>Item Code</u> | <u>List (US\$)</u> | <u>MAP (US\$)</u> |
| RSCF195 Cartridge (4400 grains) | NUOVART006 | 300.00 | 270.00 |
| RSCF124 Cartridge (1100 grains) | NUOVART014 | 150.00 | 135.00 |
| RSCF Head w/ Flush Valve | NUOVART005. | 180.00 | 162.00 |

| Equipment Options | | | |
|---------------------------------|-------------------|--------------------|-------------------|
| <u>Option</u> | <u>Item Code</u> | <u>List (US\$)</u> | <u>MAP (US\$)</u> |
| Easy Cream Automatic Steam Wand | Varies by machine | 1,700.00 | 1,700.00 |
| Gooseneck Automatic Steam Wand | Varies by machine | 750.00 | 750.00 |
| Straight Automatic Steam Wand | Varies by machine | 625.00 | 625.00 |
| Powder Coating - Machine | Nuovart112 | 725.00 | 725.00 |
| Powder Coating - Grinder | Nuovart113 | 425.00 | 425.00 |

| Accessories | | | |
|--------------------------------------|-----------------|--------------------|-------------------|
| <u>Accessory</u> | <u>Code</u> | <u>List (US\$)</u> | <u>MAP (US\$)</u> |
| Milk Frother Cleaner | 12-MKNMS-1L | 30.00 | 27.00 |
| Espresso Machine Cleaning Tablets | 12-ESPTAB-NS100 | 24.00 | 21.60 |
| Thermoelectric Milk Cooler | Nuovart34 | 1,200.00 | 1,080.00 |
| Flojet Bottled Water Dispensing Pump | BW1000A | 275.00 | 247.50 |
| Bottomless/Naked Portafilter | 98050037 | 150.00 | 135.00 |
| M2 PuqPress (Black) | PUQPRESSM2BLACK | 1,460.00 | 1,390.00 |

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