



Exhibit C – Pricing Policies

This exhibit specifies the Manufacturer’s Suggested Retail Prices (MSRP) and Unilateral Minimum Advertised Price (UMAP) for the Products, along with guidelines for pricing compliance.

MSRP

Manufacturer’s Suggested Retail Prices

F.M. Brown’s Sons, Inc. provides MSRPs as a guideline to help resellers understand what the market is typically willing to pay for our products. These suggested prices are not binding, and resellers retain the sole and final authority to determine the prices at which they sell Brown’s products.

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UMAPP

Unilateral Minimum Advertised Price Policy

The UMAPP establishes guidelines for how Brown’s products may be advertised, ensuring consistent market positioning and brand integrity. This policy applies only to advertised prices and does not restrict the prices at which resellers ultimately sell our products. Resellers retain complete autonomy in setting their final sale prices.

Full UMAP Policy: <https://fmbrown.com/terms-of-use/umap/>

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