



MEDELA LLC – 2019 MAPP HOLIDAY GUIDELINES & DETAILS

In 2019 Medela will be offering (3) defined Minimum Advertised Price Policy Holidays (the “Holidays”) to our Authorized Resellers and Authorized Distributors who are in good standing. The Holidays will take place during the periods set forth below:

MAPP Holiday #	Start Date	End Date
1	March 24, 2019	April 6, 2019
2	August 25, 2019	September 7, 2019
3	November 24, 2019	December 7, 2019

Utilization of these MAP Holidays is not required, but the Holidays are being offered to provide our eligible resellers and distributors the ability to promote Medela products during key seasonal times of year.

The guidelines below will govern all Holidays:

- Subject to the following limitations, the minimum advertised price for our products will be suspended and not enforced during any Holiday.
- Pursuant to Medela’s Minimum Advertised Price Policy (“MAPP”), any violation of MAPP prior to, or failure to immediately return to compliance with MAPP after, any Holiday will be considered a violation of MAPP.
- For each Holiday, promotional activity may not start until 12:00 am (EST/EDT) on the start date for each period noted above.
- For each Holiday, promotional activity must end by 11:59 pm (EST/EDT) on the end date for each period noted above.
- Each Holiday applies to all Medela MAPP items advertised or sold.
- Each Holiday only applies to Medela Authorized Resellers and Authorized Distributors in the USA who are in good standing.
- Promotional activity during a Holiday to promote at a lower price is at the participant’s discretion and there is no funding or margin support of any kind provided by Medela.

Any deviation from any of the above guidelines will be considered a violation of MAPP.