Pride Mobility Products Corporation Internet & E-Commerce Provider Standards
Effective January 4, 2016

These guidelines have been established to protect Pride Mobility Products Corporation’s reputation as the company that delivers the industry’s premium brand of products. This document was developed to ensure that entities providing Pride and Quantum Rehab (a division if Pride Mobility Products Corporation) products understand and adhere to set standards for the benefit of all providers and consumers alike.

Violation of any of the standards listed in this document may result in the termination of a provider’s right to purchase and resell Pride or Quantum products.

In order for any entity to be considered as an authorized provider of Pride Mobility Products Corporation (‘Pride/Quantum’) it must fully comply with all of the following criteria:

- The provider must maintain a commercial business location consistent with the needs of their business activities and customers.
- The provider must establish an account with Pride, which includes a minimum credit limit, minimum initial purchase and minimum annual purchases so that prompt delivery and service to consumers may be assured.
- With respect to each interaction with a consumer purchasing a Pride product, the provider must assume responsibility for careful product selection, fitting, delivery, set-up and instruction. This includes, but is not limited to, providing the consumer (as well as the caregiver, where appropriate) with clear instructions relating to the safe use and potential hazards of products and accessories as well as information regarding product care and maintenance. In addition, the provider must properly deliver all Pride product and/or accessory manuals, instructions and warnings. The provider’s goal in each consumer interaction must be to assure a safe, reliable experience for the consumer when utilizing a Pride product or accessory.
- The provider must regularly review the Pride provider website and otherwise maintain a current working knowledge of all Pride product technologies.
- The provider assumes all responsibility for repair services for all Pride products and accessories sold, and the provider must maintain sufficient resources to provide such repair services (i.e., service what you provide).
- The provider’s advertising must clearly identify it as an authorized Pride provider and in no way portray or imply that they are the manufacturer of a Pride product or accessory.
- Only authorized providers may advertise Pride products online for the purpose of education.
- It is each provider’s responsibility to ensure that all requirements for third-party payers are met, when applicable, for the resale of all Pride products.
- The provider and all individuals employed by the provider must remain committed to compliance with all applicable federal and state laws governing the sale and delivery of Pride products, including, without limitation, Medicare and Medicaid compliance and in particular, but not limited to, Medicare-published DMEPOS Supplier Standards as they may be amended from time to time. The provider must not be excluded from a federal or state healthcare program.

Entities that purchase and resell Pride products as an E-Commerce provider must meet the following standards, complete the Internet and E-Commerce attestation form on line at www.prideprovider.com and be approved as an authorized Internet and E-Commerce provider.
E-Commerce Provider Standards

Only authorized providers may advertise Pride products online for the purpose of education and sale.

- Providers must establish an account with Pride which includes a minimum credit limit and minimum annual purchases so that prompt delivery and service to consumers may be assured. E-Commerce providers must be in good credit standing and have:
  - $50,000 minimum annual e-commerce Internet sales of Pride products to advertise said products on the Internet, or
  - $100,000 minimum annual purchase of Pride products to advertise said products on the Internet.

- Providers must have at least $200,000 in Pride e-commerce Internet sales to be considered for placement on the Pride Authorized Internet Retailer banner located at www.pridemobility.com. In addition:
  - The landing page must be a Pride Mobility Products page featuring no competitive product.
  - Pride must maintain 50% market share position in Scooters, Travel Mobility Products, Lift Chairs, Lifts and Ramps, and Standard Power Chairs with the Internet retail account.

- The Provider’s website must be a true e-commerce website that allows a consumer to purchase Pride products, it may not be a lead generation website or a website that displays Pride products without the ability to purchase said products.

- In order to maintain the excellent reputation for which Pride and its products are known, it is required that each provider comply with Pride’s shipping and service policy.
  - Pride providers must clearly state within their website that their company will facilitate the delivery, set-up and instruction for all Pride products sold.
    - The provider assumes all responsibility for proper fitting, set-up and instruction on how to safely operate the product.
    - The provider will, within a reasonable timeframe, have a qualified representative contact the consumer to perform the initial set-up of the product and provide the necessary training to ensure safe and effective use of the product.
    - Set-up and training must be available for all Pride Scooters, Go-Go Travel Mobility Products, Pride Lift Chairs, Pride Lifts and Ramps, and Jazzy Power Chairs.
  - For Pride products that are drop shipped to a location other than the provider’s place of business on record with Pride Mobility Products Corporation please refer to Pride’s Drop Shipment Policy available at www.prideprovider.com.

- No advertising may make claims beyond Pride’s standard written specifications, warranties, instructions, policies and procedures.

- Pride products that have been used for demonstration purposes, are a floor model, loaner, or rental or previously owned by a customer, where the provider has ownership of the device may be advertised and sold on a provider or 3rd party “auction” website in conjunction with the site’s rules and regulations as long as the device is clearly marked as used. Any other description of the product including, but not limited to demo, “open box” or previously owned is strictly prohibited. Used items:
  - Must be sold “as is” and clearly marked as such;
  - May not indicate, infer or imply that a manufacturer’s warranty is included with the product.

- A provider’s advertising must clearly identify them as an authorized Pride provider and in no way portray or imply them as the manufacturer.

- The Milford Lift and its components may only be displayed on line for educational purposes, they may not be sold online or drop shipped from Pride Mobility Products Corporation.

- Quantum Rehab products may only be displayed on line for educational purposes, they may not be ordered online or drop shipped from Pride Mobility Products Corporation.
Pride recommends that providers who sell Pride products on the Internet become a member of the Better Business Bureau (BBB), BBB online and display the BBB’s icon on their website.

To further ensure compliance with these guidelines, Pride has implemented a process where violations may be reported to Pride’s Compliance Department at compliance@pridemobility.com for further investigation. Please note that if you alert us to a violation, you will not receive a response regarding the outcome of our investigation and, if applicable, any action taken against the violator.

Pride shall be responsible for the administration, tracking and compliance with this policy. All inquiries regarding the Internet Advertising Guidelines (including the MAP Policy) must be addressed to Pride’s Compliance Department via email: compliance@pridemobility.com.

Pride Mobility Products Corporation reserves the right to deny or deactivate a provider account for any reason. A provider will be prohibited from purchasing Pride products for resale if their account is denied or deactivated. Due to the labor intensive nature of policing the Internet for violation, strict adherence to the standards will be unilaterally enforced by Pride Mobility Products Corporation. Notification of non-compliance may not be communicated to Internet retailers before action is taken.

☐ By checking here I agree to the terms and conditions of this agreement and sign this document electronically.

Pride Mobility Products Corporation’s Manufacturer Minimum Advertised Price (MAP) Policy

Pride is updating the following unilateral manufacturer Minimum Advertised Price (MAP) policy for all U.S. customers who purchase and resell Pride products via the Internet. This MAP policy shall apply to the advertised price of certain Pride products, which may change from time to time at Pride’s sole discretion. This MAP policy does not constitute an express or implied agreement between Pride and any provider or reseller of Pride products and Pride does not seek and will not accept any express or implied agreement from any provider regarding this policy. Pride shall unilaterally enforce its policy and reserves the right to deny or deactivate a provider that does not adhere to Pride’s MAP policy.

- In order to maintain the good reputation of Pride and its products, Pride does not allow any product to be advertised below the MAP provided to you. MAPs are available at www.prideprovider.com.

- Any product advertised below MAP, visibly or implied, in any and all media violates the MAP policy and is strictly prohibited.

- Any advertised or implied discount or price reduction including but not limited to coupons, instructions to “call for lower price” or other discounts displayed next to a Pride Mobility product on a provider website is considered a direct violation of the MAP policy if the cumulative advertised price is below MAP. To the extent the provider is advertising a “coupon” or discount for use with a Pride product, the value of the coupon or discount shall be deducted from the listed price to determine the advertised price. Note: This rule does not apply when the coupon or discount is provided directly to a consumer via e-mail, in-person, mail, or phone or by any other direct means of communication.

- Instructions to “call / e-mail for lowest price” or “call / e-mail for price” or an advertising statement that the provider has “the lowest prices” or “price matches” are all acceptable if the product is not advertised as having a price lower than MAP. Please note: pop-up ads and/or chat boxes advertising a price lower than MAP are considered a violation of the MAP policy.
Advertising or selling a Pride product or products as part of a package or bundle that attributes value to the MAP product that is lower than Pride’s Minimum Advertised Price policy is strictly prohibited.

The provider is responsible to ensure that all their websites where Pride products are listed contain accurate MAP information. It is the responsibility of the Internet retailer to stay current with all MAP guidelines and information, which is located at www.prideprovider.com.

In order to not restrict trade, the MAP policy is unilaterally established and maintained by Pride, applies only to the minimum advertised price and does not apply to the price at which the product is sold or offered for sale to individual customers.

Each provider is expected to independently determine the price at which it sells designated Pride products.

Photos used for advertisement purposes must be an accurate representation of the product being sold.

Providers may advertise or offer new Pride products on a 3rd party “auction” website (i.e., Amazon, Bing, Craigslist, eBay, Yahoo, etc.) in conjunction with the site’s rules and regulations as long as the format for the sale is “buy it now” or a fixed price at or above MAP.

Used products may be sold “as is” on a provider or 3rd party “auction” website (Amazon, Bing, Craigslist, eBay, Yahoo, etc.) and the MAP policy does not apply to the price at which the product is sold or offered for sale to individual customers.

Providers may not reference the existence of Pride’s Minimum Advertised Price (MAP) policy, or indicate that they are precluded from advertising a lower price in any form of communication. Using the words “Minimum Advertised Price”, “MAP” or any similar wording may not appear in any advertisement featuring Pride products.

This MAP policy applies to any activity that Pride determines, at its sole discretion, is designed to circumvent the intent of this MAP policy.

By checking here I acknowledge receipt and review of Pride Mobility Products Corporation’s Manufacturer Minimum Advertised Price (MAP) Policy.

All providers advertising Pride products must register all website addresses and a valid email address with Pride. Pride must have access to any website where Pride products are advertised.

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Company Name:

Account Number:

Company Address:

Company Phone: Company Fax:

Corporate Email Address:

Name of Authorized Individual Completing this Attestation:

Date: