

Pride Mobility Products Corporation Internet & E-Commerce Provider Standards

Effective August 1, 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 of 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.
- No advertising may make claims beyond Pride's standard written specifications, warranties, instructions, policies and procedures.
- Any product advertised below Pride's Minimum Advertised Price (MAP) in any and all media violates the MAP policy and is strictly prohibited.
- 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, rental or previously owned by a customer, where the provider has ownership of the device may be advertised and sold in a provider's showroom, on a provider's website or a 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 "like new", 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;
 - Must show images of the actual used, unboxed product; and,
 - Must include the serial number of the actual used item in the description of the product.



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- 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 **must** be addressed to Pride's Compliance Department via email: compliance@pridemobility.com.

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

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.