

US Minimum Advertised Pricing (MAP) Policy

Introduction

Philips Healthcare, a division of Philips North America LLC ("Philips") is focused on providing innovative, high quality, branded products. An important part of Philips is to ensure efficient and effective distribution of its Automated External Defibrillator products ("AED Products").

Philips sets forth its unilateral MAP Policy in furtherance of these important objectives.

This MAP Policy applies to all AED Products on the attached "AED MAP Products List" sold to Resellers in the United States ("US"). This MAP Policy only applies to Resellers advertised price of AED Products and is not, in any way, directed to the price at which resellers sell the AED products. This MAP Policy is a unilateral policy of Philips and sets forth the unilateral steps that Philips may take if a Reseller chooses not to comply with this MAP Policy.

Elements of the MAP POLICY

1. **Automated External Defibrillator (AED) products covered by the MAP Policy.** The products listed on the attached MAP Products List, which can be found by visiting Seismic are covered by this MAP Policy and are collectively referred to in this MAP Policy as "AED MAP Products." Philips may modify the AED MAP Products List to add or delete AED MAP Products or change the MAP price for any AED MAP Product in its sole discretion at any time.

2. **Definition of Reseller shall mean all Philips distributors, including Retailers, stocking, non-stocking and Wholesale Distributors.**

3. **Definition of "Advertising":**
   Advertising includes any automatic price display for any items prior to their placement in a customer's shopping cart, and other similar features. The following are communications initiated by Resellers and, thereby, constitute "Advertising": website language and features such as "click for price," sending automated "bounce back" pricing e-mails and site-wide discounts. However, Advertising does not include, and this Policy does not apply to, (a) the actual sale price on any "check-out page" of Resellers website or third-party internet site (typically the page at which the end user finally purchases the Product); or (b) an outreach to a particular customer who reaches the check-out page but does not complete a purchase.

4. **Philips MAP Policy applies to:**
   All Advertising of Philips Defibrillators in any and all media, including without limitation:

   - Advertising inserts
   - Newspapers
   - Magazines
   - Direct mail solicitation
   - Catalogs (print and online)
   - Public signage
   - Television
   - Radio
   - E-mail
   - Facsimile Short message service (SMS)
   - Multimedia message service (MMS)
   - Internet websites (Google Shopping, Company websites)
   - Price comparison websites
   - Search engines
   - Auction websites (such as eBay)
   - Flyers
   - Posters
   - Brochures
   - Banner advertisements
   - Internal link to a web-based shopping cart

5. **Advertising of AED MAP Products.** Philips unilateral policy is that Resellers should not: (a) advertise AED MAP Products at prices below the MAP for such product; (b) imply through Advertising that a price below the MAP is available for any AED MAP Product; (c) imply through Advertising that a price below the MAP is available at checkout, in the "shopping cart," or at the point of purchase for any AED MAP Product; (d) provide price data on any AED MAP Product to search engines for inclusion in search results or Advertise pricing comparisons below the MAP for any AED MAP Product; (e) bid on as a keyword/keyword phrase, use in the text of paid search listings, or otherwise provide terms such as "price match," "best price," "lowest price guarantee," or "sale" with respect to any AED MAP Product to search engines for inclusion in search results or Advertise pricing comparisons that suggest or imply that a price below the MAP is available for any AED MAP Product; or (f) mention this MAP Policy in Advertising or refer to it as "the manufacturer's policy," or with similar reference.

6. **Advertising Promotions (including Discounts and Rebates).**
It is Philips unilateral policy that Resellers should not include individual or multiple Philips AED MAP Products in any Advertised promotion (such as a discount or rebate on all purchases), unless the gross Advertised prices of the AED MAP Products included in the promotion are at or above the combined individual MAP pricing for such products.

7. **Advertising Product Bundles that include AED MAP Products.** Philips unilateral policy is that AED MAP Products sold in product bundles should not be Advertised at a discount unless the combined price of the product bundle is equal to or greater than the sum of the MAP for each individual AED MAP Product. The price of the bundle must be at least equal to the sum of the MAP prices of the individual Philips items in the bundle. For example, if one MAP Product with a MAP of $100.00, and a different MAP Product with a MAP of $50.00 are sold together, Philips unilateral policy is that the total Advertised price of the bundle should be at least $150.00 ($100.00 + $50.00). Please be aware that there are Philips approved bundles with MAP prices.

8. **Coupons.** Coupons are allowed provided purchasers are required to take additional action to redeem the coupon. This can be done by clipping a coupon (online or print), checking a box or entering a coupon/promo code. Coupon limits must be implemented adhering to a limit of one coupon per AED purchased.

9. **Intentional Evasion.** This MAP Policy also applies to any activity which Philips determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy as reflected herein, or to create confusing Advertising for the sake of evading this MAP Policy. Examples of such evasions are:

   a. The use of math tables that allow the net sale price to be visible. This is not allowed in any manner until after a coupon is redeemed in the shopping cart at checkout. At checkout, the net price must only be visible after the purchaser has included their personal and payment information.

   b. Using shipping and handling costs as incentives in a manner in which the cost of shipping and handling is presented as a discount to the actual product sale price of a MAP Restricted Product. Free shipping and handling may be offered, provided that such incentives are not used to circumvent this MAP Policy.

   c. Using "No Tax" specials in a manner in which the cost of taxes is presented as a discount to the actual product sale price of a MAP Restricted Product. This may be offered, provided that such incentives are not used to circumvent this MAP Policy.

10. **Consequences of Non-Compliance.** If Philips determines that a Reseller is not complying with this MAP Policy, Philips will issue a written notice to the Reseller and allow the Reseller to decide whether it will comply with this MAP Policy. It is entirely up to the Reseller to choose to comply with such notice. If the Reseller chooses not to comply with this MAP Policy or if the Reseller, thereafter, again fails to act in accordance with this MAP Policy, Philips reserves the right, in its sole discretion, to take any action it deems in the best interest of Philips including, without limitation, a temporary or permanent termination of the Reseller. Any such notice or action by Philips shall not be a request that the Reseller agree to comply with this MAP Policy. Such a response by a Reseller shall not be permitted and will not be accepted.

11. **Other Important Points.**
Philips sales, marketing, and customer service personnel have no authority to discuss, consider or make any agreement regarding this MAP Policy, or to modify or grant any exceptions to this MAP Policy. They are not permitted to discuss with any Reseller the enforcement of this MAP Policy, including the discontinuation of sales of any Product to any Reseller. **All questions with respect to this MAP Policy and its unilateral implementation by Philips must be directed to the MAP Policy team via email at** philipsmap@philips.com

IN EXECUTING THIS PRICE ADVERTISING POLICY, PHILIPS WILL ACT UNILATERALLY AT ALL TIMES. NOTHING IN THIS MAP POLICY IS TO BE CONSTRUED AS AN AGREEMENT BETWEEN PHILIPS AND RESELLERS. AS TO THE ADVERTISEMENT OF PHILIPS, RESELLERS ARE FREE TO DECIDE INDEPENDENTLY WHETHER OR NOT TO FOLLOW THIS POLICY. PHILIPS DOES NOT SEEK, NOR WILL IT ACCEPT, ANY ASSURANCE OF COMPLIANCE OR AGREEMENT FROM RESELLLERS REGARDING THIS POLICY. ADVERTISING PHILIPS DEFIBRILLATORS IN INTERNET ADVERTISEMENTS AT OR ABOVE THE MAP IS NOT COMMUNICATING ACCEPTANCE OR COMPLIANCE WITH THIS MAP POLICY. NOTWITHSTANDING ANYTHING TO THE CONTRARY THAT MAY BE EXPRESSED OR IMPLIED IN ONE OR MORE AGREEMENTS BETWEEN RESELLERS AND PHILIPS, NOTHING IN THOSE AGREEMENTS CONSTITUTES AN AGREEMENT BY RESELLERS TO COMPLY WITH THIS PRICE ADVERTISING POLICY.

HeartStart AEDs & Accessories US List and MAP Pricing

Effective February 17, 2025. Replaces all previous versions.

HeartStart Home Automated External Defibrillator

Includes Home Defibrillator, 1 pre-installed Battery, 1 set pre-installed SMART Pads Cartridge, Slim Carry Case, Quick Set-up Guide, Maintenance Booklet, Quick Reference Guide, Owner's Manual, Training DVD, 8-yr warranty for AED, 4-year warranty for Battery, Pads are warranted until expiration date. Other accessories include 1-year warranty.

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
M5068A_C01/ 861284_C01	HeartStart Home AED	$1,600	$1,500
M5068A_C02/ 861284_C02	HeartStart Home AED with Training Pads	$1,704	$1,610
M5068A_C04/ 861284_C04	HeartStart Home AED Value Package with Training Pads, Wall Mount, ARC First Aid Kit	$1,809	$1,710

HeartStart OnSite Automated External Defibrillator

Includes OnSite Defibrillator, 1 pre-installed Battery, 1 set pre-installed SMART Pads Cartridge, user-selected Carry Case, Quick Set-up Guide, Maintenance Booklet, Quick Reference Guide, Owner's Manual, 8-yr warranty for AED, 4-year warranty for Battery, Pads are warranted until expiration date. Other accessories include 1-year warranty.

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
M5066A/ 861282	OnSite AED (customer must choose a carry case option)	$1,580	-
C01	OnSite AED + OnSite Standard Carry Case (space for spare battery, spare pads cartridge)	$1,705	$1,609
C02	OnSite AED + OnSite Slim Carry Case	$1,622	$1,529
C03	OnSite AED + OnSite Plastic Waterproof Shell Carry Case	$1,841	$1,749
R01	OnSite AED + OnSite Ready-Pack (includes: Standard Carry Case, Spare Adult SMART Pads Cartridge Device and spare pads are pre-installed in carry case.)	$1,769	$1,679
Legacy Prod#/ New Prod #	**OnSite Value Package**	LIST	MAP
M5066A/ 861282	OnSite AED	$1,580	-
C02	Slim Carry Case	$42	-
68-PCHAT	Fast Response Kit	$57	-
989803170891	Wall Mount	$114	-
989803170921	Wall Sign	$42	-
TOTAL		$1,835	$1,725
Legacy Prod#/ New Prod #	**OnSite Ready Pack Value Package**	LIST	MAP
M5066A/ 861282	OnSite AED	$1,580	-
R01	Ready Pack	$189	-
68-PCHAT	Fast Response Kit	$57	-
989803170891	Wall Mount	$114	-
989803170921	Wall Sign	$42	-
TOTAL		$1,982	$1,865
Legacy Prod#/ New Prod #	**OnSite Business Package**	LIST	MAP
M5066A/ 861282	OnSite AED	$1,580	-
C02	Slim Carry Case	$42	-
68-PCHAT	Fast Response Kit	$57	-
989803136531	Basic Cabinet	$369	-
989803170921	Wall Sign	$42	-
TOTAL		$2,090	$1,989
Legacy Prod#/ New Prod #	**OnSite Ready Pack Business Package**	LIST	MAP
M5066A/ 861282	OnSite AED	$1,580	-
R01	Ready Pack	$189	-
68-PCHAT	Fast Response Kit	$57	-
989803136531	Basic Cabinet	$369	-
989803170921	Wall Sign	$42	-
TOTAL		$2,237	$2,135

HeartStart FRx Automated External Defibrillator

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
861304/ 861304	FRx AED (customer must choose a carry case option)	$2,170	-
A01	FRx AED + FRx Aviation Bundle with Aviation Carry Case (zippered), Standard Battery replaced with FRx Aviation Battery	$2,359	$2,039
C01	FRx AED + FRx Standard Carry Case	$2,333	$2,010
C03	FRx AED + FRx Plastic Waterproof Shell Carry Case	$2,431	$2,109
R01	FRx AED + FRx Ready-Pack (includes: Standard Carry Case, Spare Adult SMART Pads II Cartridge. Device and spare pads are pre-installed in carry case.)	$2,382	$2,060
R02	FRx AED + FRx Ready-Pack Aviation Bundle with Aviation Carry Case (zippered) and Spare Adult SMART Pads II, Standard Battery replaced with FRx Aviation Battery). Order either A01 or R02, not both.	$2,408	$2,080

Includes FRx Defibrillator, 1 pre-installed Battery, 1 set pre-installed SMART Pads II Cartridge, user-selected Carry Case, Quick Set-up Guide, Maintenance Booklet, Quick Reference Guide, Owner's Manual, 8-yr warranty for AED, 4-year warranty for Battery, Pads are warranted until expiration date. Other accessories include 1-year warranty.

HeartStart Batteries, Pads & Infant/Child Keys

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
M5070A/ 989803121381	OnSite/Home/FRx Battery, Long-Life LiMn02	$205	$205
989803139301/ 989803139301	FRx Battery, Aviation	$210	$210
989803150161/ 989803150161	FR3 Battery, Primary	$313	$313
M5071A/ 861291	OnSite/Home Adult SMART Pads Cartridge	$89	$89
M5072A/ 861292	OnSite/Home Infant/Child SMART Pads Cartridge	$125	$125
989803139261/ 989803139261	FRx SMART Pads II, 1-set	$69	$69
989803139311/ 989803139311	FRx Infant/Child Key	$121	$121
989803149981/ 989803149981	FR3 SMART Pads III, 1 set	$65	$65
989803149991/ 989803149991	FR3 SMART Pads III, 5 sets	$271	$271
989803150031/ 989803150031	FR3 Infant/Child Key	$125	$125

HeartStart Wall Signs, Awareness Placards, Posters

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
989803170921/ 989803170921	AED Wall Sign, red	$42	$42
989803170901/ 989803170901	AED Awareness Placard, red	$42	$42
861476/ 861476	AED Awareness Posters (4-pack) [opt. ABA English, opt. ABE Spanish, opt. ABF French]	$25	$25
861477/ 861477	AED Wall Mount and Signage Bundle	$173	$173
861478/ 861478	AED Signage Bundle (includes: AED Wall Sign, AED Awareness Placards, AED Posters)	$82	$82

HeartStart Cases, Fast Response Kits, Wall Mounts & Cabinets

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
M5076A/ 989803121441	OnSite/Home Slim Carry Case (when ordering case alone)	$129	$129
M5075A/ 989803121431	OnSite/Home Standard Carry Case (when ordering case alone)	$151	$151
989803139251/ 989803139251	FRx Standard Carry Case (when ordering case alone)	$172	$172
989803180231/ 989803180231	FRx Aviation Carry Case	$165	$165
YC/ 989803110251	OnSite/Home/FRx Plastic Waterproof Shell Carry Case	$287	$287
68-PCHAT/ 989803101861	Fast Response Kit	$57	$57
989803149971/ 989803149971	FR3 Rigid System Case – fits AED, extra battery, extra set of SMART Pads III, FR3 Fast Response Kit	$323	$323
989803170891/ 989803170891	AED Wall Mount	$114	$114
M3859A/ 989803108521	Secure-Pull Seal, 10-pack (for use with Wall Mount)	$14	$14
989803136531/ 989803136531	Defibrillator Cabinet, Basic	$369	$369
PFE7023D/ 989803110031	Defibrillator Cabinet, Premium, Semi-recessed	$669	$669
PFE7024D 989803110041	Defibrillator Cabinet, Premium, Wall Surface	$669	$669

HeartStart Training Materials & Manuals

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
M5085A/ 861295	OnSite/Home Trainer	$489	$489
M5087A/ 989803130431	OnSite/Home Trainer Replacement Carry Case	$35	$35
M5073A/ 861293	OnSite/Home Adult SMART Training Pads Cartridge	$135	$135
M5074A/ 861294	OnSite/Home Infant/Child SMART Training Pads Cartridge	$121	$121
M5093A/ 989803129921	OnSite/Home Replacement Adult SMART Training Pads	$55	$55
M5094A/ 989803121451	OnSite/Home Replacement Infant/Child SMART Training Pads	$55	$55
M5066-89100/ 989803121741	OnSite Training Toolkit	$43	$43
861306/ 861306	FRx Trainer	$529	$529
989803139531/ 989803139531	FRx Trainer Replacement Carry Case	$35	$35
989803139271/ 989803139271	FRx SMART Training Pads II (for Infant/Child training, purchase Infant/Child Key)	$149	$149
989803139291/ 989803139291	FRx Replacement SMART Training Pads II (includes pads, wire, and plug)	$60	$60
989803139321/ 989803139321	FRx Toolkit (includes PowerPoint presentations, presenter's guide, student guide, training DVD)	$43	$43
989803139341/ 989803139341	FRx Product Training DVD	$27	$27
861467/ 861467	FR3 Trainer 3	$648	$648
989803150181/ 989803150181	FR3 Replacement Training Pads III (use with Inter-connect Cable)	$54	$54

989803150201/ 989803150201	Interconnect Cable (use with FR3 Training Pads III)	$27	$27
M5090A/ 989803136471	Adult Pads Placement Guide	$49	$49
989803139281/ 989803139281	Infant/Child Pads Placement Guide	$64	$64
M5088A/ 989803130441	Internal Manikin Adapter (Compatible with HeartStart FRx Trainer 861306 only)	$46	$46
M5089A/ 989803129851	External Manikin Adapters, 5-pack	$122	$122
M5066-91900/ 989803121471	OnSite Owner's Manual / Instructions for Use	$26	$26
M5066-97800/ 989803121661	OnSite Quick Reference Guide	$7	$7
M5085-91900/ 453563474961	OnSite Trainer Instructions for Use	$15	$15
M5068-91925/ 989803121651	Home Owner's Manual	$39	$39
M5068-91900/ 989803121471	Home Instructions for Use	$23	$23
989803138731/ 989803138731	FRx Owner's Manual	$27	$27
989803138601/ 989803138601	FRx Quick Reference Guide	$19	$19

HeartStart Cross-Compatibility Products

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
05-10000/ 989803100031	Pads Adapter (QUIK-COMBO™)	$55	$55
05-10100/ 989803100041	Pads Adapter (Zoll™)	$81	$81

HeartStart AED Remote Monitoring Suite and Other AED Data Management Tools

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
989803219821	AED Remote Monitor, OnSite Remote Monitor Hardware (fits into standard OnSite carry case only)	$1,100	$1,100
989803219831	AED Remote Monitor, FRx Remote Monitor Hardware (fits into standard FRx carry case only)	$1,100	$1,100
989803219851	AED Remote Monitor, 3-Yr. Software License (one-time purchase per organization)	$99	$99
861451_A01/ 861451_A01	Data Messenger Software – Single PC	$244	$244
861451_A03/ 861451_A03	Data Messenger Software – Site-wide License	$4,650	$4,650
861487/ 861487	Configure Software	$86	$86
861431_A01/ 861431_A01	Event Review Pro Software – Single PC	$2,870	$2,870
861431_A06/ 861431_A06	Event Review Pro Software – Multi-download	$6,760	$6,760
ACT-IR/ 989803121461	Infrared Adapter Cable	$255	$255

HeartStart AED Services US List and MAP Pricing

Effective February 17, 2025. Replaces all previous versions.

Medical Direction & Oversight

Provides physician oversight from a nationally recognized service provider experienced in corporate and community access early defibrillation programs; designed to meet regulatory compliance and quality assurance standards, while providing risk management expertise and general program support.

Legacy Prod#/ New Prod #	DESCRIPTION	LIST	MAP
MXU0001/ MXU0001	Basic Medical Direction, select one option		
A01	1 Year (1-9 AEDs)	$139/AED	$139/AED
A11	1 Year (10-24 AEDs)	$129/AED	$129/AED
A21	1 Year (25+ AEDs)	$118/AED	$118/AED
A41	3 Years (1-9 AEDs)	$371/AED	$371/AED
A51	3 Years (10-24 AEDs)	$350/AED	$350/AED
A61	3 Years (25+ AEDs)	$330/AED	$330/AED