



Dear Dealer,

At King Technology, Inc. (“[King Technology](#)”), we are committed to you—the channel partners that help our company satisfy customer’s pool and spa needs and deliver best-in-class products that simplify the complicated and accomplish the impossible. To protect our brands and the integrity of our authorized distribution channels in the United States, King Technology is implementing a U.S. Authorized Seller Program for our products, including our FROG brand and other King Technology brands. This Program will be effective on November 13, 2023.

Among other benefits, our Authorized Seller Program will ensure that sellers of King Technology products understand and take the steps necessary to ensure product quality and provide the excellent customer service that is integral to the reputation of our brands. In addition, our Authorized Seller Program will assist us in identifying and taking action against unauthorized sellers that are harming you and consumers through the sale of damaged, diverted, or otherwise poor-quality products.

Your obligations under our new Authorized Seller Program are outlined in the King Technology, Inc. **Authorized Dealer Policy for the United States**, which is linked here for your review: [King Technology Authorized Seller Policies](#). You are expected to comply with the Authorized Dealer Policy to be an “Authorized Dealer” of our products. The key features of the Authorized Dealer Policy are noted below:

- **Permissible Customers:** King Technology is committed to maintaining the integrity of its authorized distribution channels and to stopping the diversion of our products to unauthorized sellers. To this end, you may sell King Technology products solely to end users and not to persons or entities who intend to resell King Technology products.
- **Online Sales; Disclosure Requirement:** You may sell King Technology products online through your own e-commerce website, provided that you (1) register your website through the [King Technology, Inc. Website Disclosure Form](#) available at [kingauthorizedseller.com](#) and (2) follow our Online Sales Guidelines. **You may not sell our products through any other website, including as a third-party seller on marketplace websites such as Amazon, eBay, Facebook Marketplace, Google Shopping, Houzz, Kroger Marketplace, Newegg, Overstock, Sears Marketplace, Target+, or Walmart Marketplace without our prior written consent.** Our rules regarding online sales will be strictly enforced.
- **Ensuring Product Quality and Customer Satisfaction:** To ensure that the customers who purchase King Technology products have the best experience possible, the Authorized Dealer Policy outlines our expectations for the service you will provide to your customers and also describes certain steps you must take to maintain the quality of King Technology products until they reach end users.

Finally, King Technology has updated its unilateral Minimum Advertised Price Policy (“MAP Policy”), which applies to all authorized sellers of King Technology products in the United States. A copy of the MAP Policy, which will be effective on October 1, 2023, is linked here for your review: [King Technology MAP Policy](#).

Thank you for your careful attention to the documents. If you have any questions, please contact us at ASP@kingtechnology.com.

Sincerely,

King Technology, Inc