



2024 Minimum Advertised Price Policy (MAPP)

In order to maintain the integrity of the The Original Toy Company brand, a MAPP policy has been established for all of our resellers.

Resellers of a Original Toy Company product may not advertise a price lower than the Minimum Advertised Price (MAPP) for that product. The MAPP is calculated with the following formula based on MSRP (Manufacturer's Suggested Retail Price)- Current for 2024.

$$\text{MAP} = (2 \times \text{cost})$$

For example, for a product with a suggested retail price of \$10.00:

$$\text{MAPP} = 2 \times \$ 10.00 = \$20.00$$

Prices below the MAP cannot be advertised in any medium, including print, internet, radio, television, and all others.

*******The only exception to this policy is: there are several items noted on price list not allowed to be resold on amazon.*******

This MAPP policy has been established to protect and support all resellers as well as consumers of The Original Toy Company products. The intention is not to interfere with the businesses of our resellers, but rather to enable our customers to have sustainable business practices by allowing for a reasonable profit margin.

Temporary sales, discounts, and promotions that effectively lower the retail price of the product are impossible to enforce, and therefore acceptable. An example of this would be a 10% discount on order totals exceeding \$200. However, these discounts must not be applied directly to the advertised price (the price for which the product is advertised or listed). The advertised price cannot be below the MAP. Permanent discounts and promotions that effectively lower the retail price below the MAP — for example, extraordinary discounts on shipping — are unacceptable. Aggregating the product price and shipping price to satisfy the MAPP policy is also unacceptable: The MAPP policy applies to the advertised price of a product before shipping, handling, or additional charges are levied.

The Original Toy Company reserves the right not to sell to any reseller found to be in violation of this policy or the wholesale terms and conditions. The Original Toy Company will hold distributors, and resellers who sell to other resellers, responsible for the MAPP policy compliance of their customers and any business entities whom they are supplying. The Original Toy Company will act on this policy when deemed necessary and when legal. The Original Toy Company, and only The Original Toy Company, will decide when and what enforcement action is necessary.

The Original Toy Company will enforce its MAPP policy on specific MAPP violators by holding shipments, limiting order quantities, requiring prepayment terms, denying discounts, and/or denying sales altogether.

Any Seller whom changes there seller name, or storefront on Amazon, Ebay or anyother online marketplace is responsible for updating your account within 24 hours of these changes.

By signing below, the retailer acknowledges the MAPP Policy stated on this page.

Name /Title:

Date:

Company:

All MAPP Policy correspondence should be sent to this email address: _____

Complete all of the following:

Amazon: Seller names (all):
Ebay: Seller names (all)
Website:
List all others applicable:

Please email or fax this form to: Erin@theoriginaltoycompany.com or 203-876-2739

*****Must Notify The Oriignal Toy Company of All Name Changes within 5 days*****