



MIMAKI USA, INC.

- Corporate HQ : 4851 Thurmon Tanner Pkwy Suite 100 Flowery Branch, Georgia 30542
- Phone: 678-730-0170 • Website: www.mimakiusa.com

To: Mimaki USA North America Dealers
Re: Unilateral Minimum Resale Pricing Policy
Revision: UMRP05082025.002

Effective June 1, 2025, a Unilateral Minimum Resale Price policy (herein referred to as "UMRP policy") will be in effect on all Mimaki USA Inc. products, as defined in the Mimaki USA price list or the attached EXHIBIT A.

As used in this UMRP policy, "reseller" means any reseller, distributor, agent, sales representative or dealer.

Mimaki has a 50-year brand strength built on recognition of superior engineering quality and high perceived product value. Our long-term success is directly tied to the success, strength and profitability of our resellers. Therefore, without an established UMRP policy, there is potential to dramatically diminish not only the value of the Mimaki brand and products but, by extension, the importance and value provided by our authorized network of servicing dealers, distribution partners and resellers. This UMRP policy is intended to allow consumers to purchase from resellers based on fair and competitive pricing that facilitates customer care, supports brand loyalty and funds exceptional practices for customer experience. In the interest of protecting the operational and financial interests of both resellers and consumers, it is necessary to abide by the following requirements.

The Minimum Resale Price for any Mimaki product shall be advertised and/or offered for sale at no more than a defined percentage of 5% from the Manufacturer's Suggested Retail Price (MSRP) as published on the Mimaki price list unless otherwise defined in the attached EXHIBIT A. This Minimum Resale Price is established by Mimaki and may be adjusted by Mimaki at such time and in such amounts as it may determine at its sole discretion.

As a Mimaki USA authorized reseller you may not list Mimaki products on any third-party website, such as Amazon, eBay, Overstock, or any other online and/or application driven marketplaces, without prior written consent from Mimaki. Selling Mimaki products on your own website associated directly with your store(s) is permissible so long as this UMRP policy is observed.

This UMRP policy applies to all advertisements of Mimaki products in any and all media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, internet or other electronic media, television, radio, and public signage. This UMRP policy is also applicable to any in-store advertising that is displayed only in the store and not distributed to any customers.



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The inclusion in advertising free or discounted products, with a product covered by this UMRP policy, would be contrary to the UMRP policy if it has the effect of discounting the advertised or final sales price of the covered product below the Minimum Resale Price.

Regardless of where pricing is displayed including but not limited to events, open houses, and brick-and-mortar-retail store(s), any strike-through or other alteration of the Minimum Resale Price is prohibited. This includes photos and/or references to "in-store" discounted pricing via social media posts or other communications. It also prohibits the display and discount of "in-cart" special pricing or other methods of discounting on e-commerce or other such venues.

This UMRP policy does not establish maximum advertised prices. All resellers may offer Mimaki products at any price exceeding the Minimum Resale Price.

The UMRP policy does not, in any way, limit the ability of any reseller to advertise that "they have the best prices" or, they "will meet or beat any competitors' price," that consumers should "call for a price" or phrases of similar meaning as long as the price advertised, listed or offered for the product is not less than the Minimum Resale Price.

Mimaki maintains the right to run a temporary price promotion at its discretion, and in such case, the Minimum Resale Price will be the same as the temporary sale price on those particular items for that particular time period. This policy does not pertain to demonstration models, previously operated, refurbished, or used equipment. Nor does it pertain to what Mimaki may at times refer to as overstock, slow moving, or nearly expiring products. If a reseller with multiple store locations violates this UMRP policy at any one store location, or on any associated website, then Mimaki will consider this to be a violation of this UMRP policy by the reseller and will pertain to all locations. Mimaki reserves the right to cancel any pending orders, restrict future orders, or suspend a reseller's account if Mimaki reasonably believes:

- a reseller has willfully violated the provisions of the UMRP policy; or
- a reseller intends to violate the UMRP policy.

Mimaki is solely responsible for determining whether a violation of the UMRP policy has occurred, as well as for determining appropriate corrective actions.

Waivers to the UMRP policy must be requested via email. Waivers may be granted in Mimaki's sole discretion by the President of Mimaki USA in the form of a written and limited term agreement and will be honored for all authorized resellers of the items listed in exhibit A. Other than the president of Mimaki USA, no other Mimaki personnel, including Mimaki sales, marketing, technical, or any other individual employed by Mimaki USA, are authorized to modify or grant exceptions to the UMRP policy. In the event that the President authorizes a waiver to the UMRP policy, resellers must strictly adhere to the terms of the written waiver. Deviation from the terms of the written waiver is a violation of the UMRP policy.



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Mimaki monitors the advertised prices of resellers, either directly or via the use of third-party agencies or tools. Resellers are expected to provide reasonable cooperation in any Mimaki investigations regarding possible UMRP policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a Mimaki UMRP policy investigation is a violation of the UMRP policy.

The UMRP policy will be enforced by Mimaki in its sole discretion and without notice. Resellers have no right to enforce the UMRP policy or engage in “retaliatory pricing”. Violations of the UMRP policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law.

All questions related to the UMRP policy should be directed to: usa.info@mimaki.com

The UMRP policy has been established by Mimaki to help preserve and protect the reputation of Mimaki’s name, brand and products. The UMRP policy is also designed to ensure resellers have the appropriate resources and incentive to provide expanded services for end users of Mimaki products.

Sincerely,

Naoya Kawagoshi
President, Mimaki USA Inc.



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EXHIBIT A

Machine	List	UMRP
UJV300DTF-75	\$29,995	\$28,495.25
Ink	List	UMRP
ELS-170-x-BA (1L Bottle)	\$ 149	\$ 141.55
ELH-100-x-BA (1L Bottle)	\$ 243	\$ 230.85