



**SOMFY ULC**  
**POLICY REGARDING MINIMUM ADVERTISED PRICES**  
**FOR ONLINE ADVERTISING**  
**CANADA DECEMBER 2023**

**BACKGROUND**

Effective August 2020, Somfy ULC (“Somfy”) is adopting the following policy regarding minimum advertised prices for **online advertising** (“MAP/Online Policy”) for sales in Canada of the products listed on **Schedules 3 and 4**. Somfy is adopting the MAP/Online Policy to enable its dealers and distributors (“Somfy Resellers”) to effectively supply end-user customers with Somfy’s industry-leading motors and controls for interior and exterior window coverings to enable Somfy and Somfy Resellers to support and service Somfy’s products after resale to end-users and so as to compete more effectively against third-party products within a highly competitive industry.

Somfy Resellers are an essential part of the success of Somfy’s products, and Somfy has determined that the MAP/Online Policy set forth herein will help to ensure that Somfy Resellers are able to provide the full range of pre-after-sale consultation and service necessary for the continued success of the Somfy brand and to continue to compete effectively against third-party products. Somfy further regards adoption of the MAP/Online Policy as integral to the protection of Somfy’s valuable trademarks and the reputation of Somfy’s trade name and other goodwill.

All Somfy Resellers, as well as buyers to which Somfy Resellers sell Somfy Products (“Downstream Resellers”), will be required to adhere to the terms of the MAP/Online Policy as set forth herein. Somfy Resellers are required to make adherence to the MAP/Online Policy by Downstream Resellers a term of sale when selling Somfy Products to Downstream Resellers.

**As used in the MAP/ONLINE Policy, “Somfy Products” means the products listed below on Schedule 3.**

**MINIMUM ADVERTISED PRICE IN ONLINE ADVERTISING**

Effective August 2020, Somfy Resellers and Downstream Resellers shall not advertise online any Somfy Products shown on **Schedule 3** for individual unit sales in Canada (i.e., not “bundled” with other Somfy-powered finished products) at any prices below those shown therein. This policy applies to advertisements or other announcements or descriptions of prices in any online media, including (but not limited to) internet advertising including websites and dynamically generated web content but does not apply to actual final transaction prices. As stated above, Somfy Resellers must ensure that all Downstream Resellers to which they sell Somfy Products also adhere to the MAP/Online Policy.

For purposes of this MAP/Online Policy, any discounts or rebates available to online customers on Somfy Products shall be considered when determining the prices at which they are being advertised. Advertised discounts or rebates, such as percentage discounts applicable to online sales of products made or marketed by Somfy, or groups of products that include Somfy Products and other manufacturers’ products, shall not result in advertised sale prices on Somfy Products below the prices on Schedule 3, unless the advertisement clearly states that such discounts or rebates will not apply to Somfy Products.



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**MINIMUM ADVERTISED PRICE IN ONLINE ADVERTISING - CONTINUED**

Prices of Somfy Products sold in bundles that include motorized end applications are not subject to the MAP/Online Policy (for example, motorized shades, motorized awnings, motorized screens sold with a Somfy control). After-sales promotions to existing/past customers of finished motorized end applications are not subject to the MAP/Online Policy.

Somfy may, from time to time, run promotions on specific Somfy Products for which advertising at prices below those on Schedule 3 will not be a violation of the MAP/Online Policy. Somfy will provide advance notice of such promotions to its dealers and distributors.

Please be advised that this policy only applies to online advertising of Somfy Products by Somfy Resellers as discussed above, and to online advertising by all Downstream Resellers. It does not restrict the price at which Somfy Resellers and Downstream Resellers may sell Somfy Products, which remains within their discretion.

Somfy reserves the right to change the products and prices listed on **Schedule 3**, and will provide notice of changes to **Schedule 3** to Somfy Resellers in advance of such changes.

**NO ONLINE SALES AND MARKETING OF THE PRODUCTS ON SCHEDULE 2**

Effective August 2020, Somfy Resellers and Downstream Resellers in Canada shall not advertise online to end-user consumers, or otherwise offer for sale online to end-user consumers, the products shown on Schedule 4. In addition, under no circumstances shall any Somfy Reseller or Downstream Reseller offer any Somfy Products on online auction websites. As stated above, Somfy Resellers must ensure that Downstream Resellers to which they sell Somfy Products also adhere to the MAP/Online Policy.

Additionally, Somfy Resellers and Downstream Resellers are required to adhere to Somfy's Marketing Assets Use Guide as it relates to Somfy logos, images and resources, which can be found at <https://www.somfypro.ca/marketing-assets>.

Somfy reserves the right to change the products shown in **Schedule 4** and will provide notice of changes to **Schedule 4** to Somfy Resellers in advance of such changes.



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**ALL SOMFY RESELLERS AND DOWNSTREAM RESELLERS MUST ADHERE TO THE MAP/ONLINE POLICY**

This Policy does not prohibit Somfy Resellers and Downstream Resellers from advertising or offering for sale Somfy Products online to resellers where (a) the Somfy Reseller or Downstream Reseller maintains a password-protected, non-public website, for which access is restricted to its reseller customers and not accessible by end-user consumers, or (b) the Somfy Reseller or Downstream Reseller, as the case may be, obtains a current Tax Identification Number, issued by the United States Internal Revenue Service (or equivalent number from the Canada Revenue Agency), in connection with its sale of Somfy Products.

**ADHERENCE TO MAP/ONLINE POLICY**

Adherence to the MAP/Online Policy by Somfy Resellers is mandatory. Somfy will monitor compliance with the MAP/Online Policy. If Somfy determines that a Somfy Reseller or Downstream Reseller is not in compliance with the MAP/Online Policy, Somfy will, in its sole discretion, decide what action to take, including withholding of marketing support and termination as a reseller. Should a Somfy Reseller have questions or concerns regarding compliance with the MAP/Online Policy, such questions should be directed to Somfy. Somfy Resellers should not discuss pricing matters with each other and should maintain compliance with applicable competition laws at all times.

This MAP/Online Policy shall not apply to Somfy, which shall retain the right to market and promote the sale of Somfy Products as it deems appropriate.

**ONLINE POLICY EXCEPTION**

Shade-ready motorized tubes may be sold and advertised online to consumers provided that the following conditions are met:

- The product must be advertised online as a motorized tube including:
  - Tube, motor, crown & drive
  - Brackets and mechanical accessories can be added separately.
  - Power: This policy exception allows online advertising and sale of wirefree and plug-in systems using 12VDC, 24VDC.
- Content: Support easy compatibility identification and selection (how to measure, install, etc.)
- Online advertising and site content must communicate and present motorized tubes and not suggest individual motors to consumers.
- Imagery must support the product presentation of a shade-ready, motorized tube.

Thank you for your compliance with this MAP/Online Policy. If you have any questions, please contact Somfy at [mapsomfyus@somfy.com](mailto:mapsomfyus@somfy.com).



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**SCHEDULE 3 - Updated December 1, 2023**

Item Number	Item Name	(MAP) CAD
1822445	12V DC Plug-in Power Supply with (9.9 ft) Cable	\$155.95
9018685	12V DC Reloadable Battery Tube	\$ 32.95
1003080	Battery Charger for Irismo™ 45 WireFree RTS (1002353)	\$141.95
1810899	Decoflex WireFree™ 1 Channel, Black	\$195.95
1810898	Decoflex WireFree™ 1 Channel, Ivory	\$170.95
1810897	Decoflex WireFree™ 1 Channel, White	\$170.95
1811067	DecoFlex WireFree™ 2 Channel (kit), Black	\$203.95
1811069	DecoFlex WireFree™ 2 Channel (kit), Ivory	\$177.95
1811068	DecoFlex WireFree™ 2 Channel (kit), White	\$177.95
1811070	DecoFlex WireFree™ 3 Channel (kit), Black	\$205.95
1811072	DecoFlex WireFree™ 3 Channel (kit), Ivory	\$179.95
1811071	DecoFlex WireFree™ 3 Channel (kit), White	\$179.95
1870908	DecoFlex WireFree™ 3-Button, White	\$179.95
1811073	DecoFlex WireFree™ 4 Channel (kit), Black	\$208.95
1811075	DecoFlex WireFree™ 4 Channel (kit), Ivory	\$181.95
1811074	DecoFlex WireFree™ 4 Channel (kit), White	\$181.95
1810830	Decoflex WireFree™ 5 Channel, Black	\$204.95
1810814	Decoflex WireFree™ 5 Channel, Ivory	\$178.95
1810813	Decoflex WireFree™ 5 Channel, White	\$178.95
1871025	DecoFlex WireFree™ Surface 5 Channel, White	\$205.95
9028644	DecoFlex WireFree™ Surface In-Wall Adaptor	\$ 42.95
1816082	Eolis 3D WireFree™ RTS Wind Sensor (Black)	\$230.95
1816083	Eolis 3D WireFree™ RTS Wind Sensor (Off-White)	\$230.95
1816081	Eolis 3D WireFree™ RTS Wind Sensor (White)	\$230.95
9012499	Eolis RTS Wind Sensor 24V DC Kit (includes sensor and transformer)	\$264.95
2006029	Hz Digital key pad	\$257.95
2008805	Hz Mobile Transmitter 1 channel (white)	\$112.95
2008806	Hz Mobile Transmitter 5 channel (white)	\$123.95
2008577	Hz Surface Mounted Wireless Wall Switch, 1 channel (white)	\$114.95
2008776	Hz Surface Mounted Wireless Wall Switch, 5 channel (white)	\$140.95
2007350	Hz Transmitter 16 channel handheld (white)	\$371.95
2008329	Hz Transmitter 4 channel key chain sequencing (black)	\$123.95
9025166	Lithium-ion Charger (V2 Head)	\$ 35.95
9028562	Magnetic Adaptor (for V2 Li-ion)	\$ 14.95
9028560	Magnetic Rigid Cable (for V2 Li-ion)	\$ 24.95
1811403	myLink RTS Smartphone & Tablet Interface	\$346.95
9018620	Plug-in AC battery charger for Rechargeable Battery Tube	\$ 99.95
9018684	Rechargeable Battery Tube	\$ 44.95

Item Number	Item Name	(MAP) CAD
9021217	Rechargeable Lithium-ion Battery Pack (for External Battery WireFree Motors)	\$ 98.95
1810791	RTS Repeater	\$244.95
1800128	Situo 1 RTS Pure II	\$ 89.95
1870574	Situo® 1 RTS Arctic II	\$108.95
1870572	Situo® 1 RTS Iron II	\$108.95
1870573	Situo® 1 RTS Natural II	\$124.95
1870571	Situo® 1 RTS Pure II	\$ 89.95
1870578	Situo® 5 RTS Arctic II	\$112.95
1870576	Situo® 5 RTS Iron II	\$134.95
1870577	Situo® 5 RTS Natural II	\$149.95
1800139	Situo® 5 RTS Pure	\$114.95
1870575	Situo® 5 RTS Pure II	\$114.95
1870579	Situo® 5 Soliris RTS Pure II	\$115.95
1811612	Situo® 5 Variation RTS Pure II	\$151.95
1871217	Smart Plug	\$ 80.95
1811533	Smooove® 1 RTS Pure	\$ 95.95
1811748	Smooove® 4 RTS Pure	\$143.95
9012500	Soliris RTS Sun and Wind Sensor 24V DC Kit (includes sensor and transformer)	\$319.95
9020672	Sonessé WireFree Li-ion Plug-in Charger	\$ 35.95
9013707	Sunis Indoor Wirefree RTS	\$264.95
9020412	Sunis Outdoor WireFree™ RTS Sun Sensor	\$470.95
1870470	TaHoma® Ethernet Adaptor	\$ 40.95
1871122	TaHoma® Gateway with Ethernet Adaptor	\$387.95
1871037	TaHoma® switch	\$415.95
1871038	TaHoma® switch (with ethernet adaptor)	\$465.95
9028054	TaHoma® switch Ethernet Adaptor	\$ 50.95
1811731	TaHoma® RTS/Zigbee Smartphone and Tablet Interface	\$346.95
1805237	Telis 1 Chronis Pure	\$250.95
1810643	Telis 1 RTS Patio Transmitter	\$109.95
1810632	Telis 1 RTS Pure	\$ 95.95
1811081	Telis 16 RTS Pure	\$315.95
1811082	Telis 16 RTS Silver	\$327.95
1810645	Telis 4 RTS Patio Transmitter	\$138.95
1810633	Telis 4 RTS Pure	\$119.95
1811243	Telis 4 Soliris RTS Patio	\$169.95
9013708	ThermoSunis Indoor Wirefree RTS	\$305.95
9027294	WireFree Li-ion Solar Panel Kit (Includes Solar Panel, Brackets, and Glass Mount Adhesive)	\$145.95
1871153	Ysia 1 Zigbee	\$ 99.95
1871154	Ysia 5 Zigbee	\$125.95



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**SCHEDULE 4 - Updated December 1, 2023**

Prohibited from being sold online directly to consumers. This list includes Product Family & Range names, but implies all motor and control item numbers within the range regardless of technology, power or other specificity. Full product list with individual SKUs is available upon request from Somfy.

Motor Ranges
400 Series Motor Range
500 Series Motors
600 Series Motors
Altus® 40 Motors
Altus® 60 Motors
Altus® Range
CMO Range
CordLift WireFree™
Dry Contact Motor Range
Fabric Tension System (FTS)
Maestria™
Orea Motors
Oximo Motors
Pergola Motor Range
Roll Up 24 WireFree™ Li-ion
Roll Up 28 WireFree™ Li-ion
Roll Up Wired Motor Range
Roll Up WireFree™ (External Battery)
Somfy Digital Network Motor Range
Sonesse® 28 WireFree Li-ion
Sonesse® 30 Motors
Sonesse® 30 PoE Motors
Sonesse® 30 ULTRA WireFree Li-ion
Sonesse® 30 WireFree Li-ion
Sonesse® 40 Motors
Sonesse® 40 WireFree Li-ion
Sonesse® 50 AC Motors
Sonesse® ULTRA 50 AC Motors
Sonesse® ULTRA 50 DC Motors
Standard 400 Series Motors
Standard LT50 Range
Standard LT60 Range
Sunea® Motors
WireFree Motor Range
Zigbee Motor Range

Controls & Integration
animeo IB+ Building Automation Range
animeo IP Building Automation Range
Control4® to Digital Motor Interface
Power over Ethernet (PoE) Range
Power Panels & Accessories
SDN PowerConnect™ Range
Somfy Connect Range
Somfy Digital Network Range
Somfy Matic
Universal RTS Interface II
Wired Controls-Decorator,Paddle, IGC, Multilink Switches
Zigbee® Interface Range
Z-Wave® Interface Range
Simu Brand
Type 3.5 Motor Series
Type 5 Motor Series
Type 6 Motor Series
Type 8 Motor Series
Type 9 Motor Series