



SONOVA USA INC. INTERNET MINIMUM ADVERTISED PRICE POLICY FOR THE UNITED STATES
Effective Date: August 1, 2025

1. Purpose

There are certain advertising practices that undermine the reputation, brands, goodwill, and premium image of Phonak and Unitron products with our target customer population and discourage our sellers from investing in our products and providing the best possible service and support to customers. To protect the integrity of our brands, Sonova USA Inc. ("Sonova") is implementing this unilateral Internet Minimum Advertised Price Policy for the United States ("Policy"), which applies to all authorized sellers ("Sellers") of our products advertising to end user customers in the United States. This Policy is effective August 1, 2025 and supersedes all of our prior policies or representations regarding minimum advertised prices or minimum resale prices for the Covered Products (as defined below) applicable to Sellers.

2. Covered Products

This Policy applies to online advertisements of our products listed on the Sonova USA Inc. IMAP Schedule ("Covered Products"). The IMAP Schedule will be made available to all Sellers and may be changed by us at any time in our discretion. Sellers are responsible for reviewing the current IMAP Schedule, but we will work to notify Sellers promptly when updates are made to it.

3. The Internet Minimum Advertised Price

The "internet minimum advertised price" ("IMAP") is the lowest price at which the Covered Product may be advertised on the internet. We are solely responsible for (1) establishing the IMAP for each Covered Product and (2) communicating the Policy to all Sellers. **While Sellers remain free to advertise and sell all of our products (including the Covered Products) at any price, it is a violation of this Policy for a Seller to advertise online any Covered Product at a price lower than the IMAP unless otherwise set forth herein.**

4. Internet Advertising and Advertisements

The terms "advertising" and "advertisement" include all promotional or pricing information related to Covered Products displayed in any type of media, including, but not limited to:

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| • online newspapers | • affiliate marketing networks/ | • paid search ads |
| • online catalogs | comparison shopping engines | • pay-per-click ads |
| • online magazines | • seller-initiated text messages or | • display ads |
| • online flyers | emails to customers or | • mobile ads |
| • online brochures | prospective customers | • product listing ads |
| • websites | • mobile/smart phone applications | • sponsored links |
| • blogs | • banner ads | • ads in any other media in a digital |
| • social media | • online product ads | format that is conveyed via the internet |

The terms "advertising" and "advertisement" do not include:

- Advertising communicated via means other than the internet or mobile applications, such as signage and other pricing information displayed within a brick-and-mortar selling location; and
- Pricing information displayed at the "Final Online Checkout Stage" (which is when the Covered Product is put into an online shopping cart that contains the customer's name, shipping address, email address, and payment information for a transaction). Please note that pricing information in the Final Online Checkout Stage must be obscured technically so that it is not retrievable by shopping and pricing engines and not displayed on search page results within the Seller's own website.

5. Policy Violations and Permissible Promotions

Direct or indirect attempts to circumvent this Policy violate this policy. Other advertisements that violate this Policy include, but are not limited to:

- A. Displaying the advertised price of the Covered Product below the MAP.

- B. Offering coupons, discounts, rebates, or other inducements that, when applied, result in an advertised price lower than the MAP, including through use of a storewide sale, category-wide sale, website-wide sale, promotional code, or other similar provision that can be applied to the Covered Products.
- C. Bundling Covered Products with other products or services (whether made by or provided by Sonova or another entity) in a manner that implies below-IMAP pricing for the bundled Covered Product(s).
- D. Strikeouts or strikethroughs of advertised pricing information, “see price in cart,” “add to cart [or other container] for discount,” “discount available at checkout,” “see price at checkout” or similar statements that suggest a lower price for a Covered Product may be found at the Final Online Checkout Stage.
- E. Advertising terms such as “lowest price,” the “lowest prices,” “prices too low to show,” “make an offer,” “best offer,” “email for discount” “call for coupon code,” or “email for coupon code.”
- F. Advertising, promoting, or applying a trade-in offer for a Covered Product.
- G. Advertising any promotion or discount containing a form of a low-price guarantee.
- H. Permitting any third-party to alter the advertised price for any Covered Product.

It is not a violation to advertise the following, notwithstanding the prior advertisements that constitute violations in Section 5:

- I. That a customer may “call for price,” “chat for price,” “text for price,” or “email for price,” as long as no price is listed and no automated call, chat, text message, or “bounce-back” email is used in response.
- J. Free or reduced-price shipping, as long as such offer applies to all or almost all other products offered by the Seller in the same product category.

6. This Policy Is Not an Agreement and Is Non-Negotiable

This Policy is not an agreement between Sonova and any other entity. We do not seek and will not accept any promise of compliance with this Policy from any Seller or other party, and each Seller must independently choose whether to comply with this Policy. **This Policy is not negotiable and will not be altered for any individual Seller.**

7. IMAP Holidays

We may announce IMAP holidays or promotions that are applicable to all Sellers, during which periods a Seller that advertises a Covered Product in compliance with the terms of the IMAP holiday will not be considered to have violated this Policy.

8. Noncompliance

We will take the following actions against any Seller that does not comply with this Policy:

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| First Violation: | Written notice. |
| Second Violation: | Written notice and a 14-day shipping hold for the current platform. This means that we will revoke our acceptance of any pending orders, cancel any pending shipments to you, and not accept any new orders from you for the current platform during this 14-day period. |
| Third Violation: | Written notice and a 30-day shipping hold for the current and previous platforms. This means that we will revoke our acceptance of any pending orders, cancel any pending shipments to you, and not accept any new orders from you for the current and previous platforms during this 30-day period. |
| Fourth Violation: | Termination of business relationship and revocation of “authorized” status. We will revoke our acceptance of any pending orders and cancel any pending shipments to you. You will no longer be an “authorized” Seller of our products. |

We will enforce this Policy in our sole discretion. Sellers have no right to enforce this Policy.

9. Policy Administration

We may update, revise, suspend, or otherwise modify this Policy at any time in our discretion, and any modifications will be made available to all Sellers.

Please note that our employees or agents cannot modify, interpret, or grant any exceptions to this Policy; cannot solicit or obtain the agreement of any person or entity to comply with this Policy; and cannot otherwise discuss any aspect of this Policy with any Seller, including any Seller's compliance with the terms.

Any questions about this Policy should be sent in writing to our IMAP Policy Administrator at IMAP@Phonak.com. We will not accept any other form of communication from Sellers regarding this Policy.

SONOVA USA INC. IMAP SCHEDULE

Dated: August 1, 2025

Phonak Infinio		
Product	IMAP (Single Unit)	IMAP (Pair)
Phonak Audeo I90-Sphere	\$2,450	\$4,899
Phonak Audeo I90-R	\$2,299	\$4,598
Phonak Audeo I70-Sphere	\$1,789	\$3,577
Phonak Audeo I70-R	\$1,618	\$3,236

Unitron Smile		
Product	IMAP (Single Unit)	IMAP (Pair)
Unitron Moxi S9-R	\$2,111	\$4,221
Unitron Moxi S7-R	\$1,361	\$2,722