

Minimum Advertised Price (MAP) Policy.

Policy Effective Date: May 15, 2024.

With many years of presence in the market, CINSA USA, Inc. (the Company), under its authorized brands GRANITE WARE® and CINSA®, has been a companion to generations of American and Mexican families. Firmly grounded in heritage and tradition, we are dedicated to crafting the finest products that enhance your recipes with nutrients and flavors, contributing to the well-being of consumers. The diversity of our product range is the result of our commitment to excellence. With each piece crafted by our hands, we bear the responsibility for the well-being of those who place their trust in us.

This MAP Policy is designed to protect the value of our products and the investments made by CINSA for the brands GRANITE WARE® and CINSA® mentioned in this document. This MAP Policy applies to all listed GRANITE WARE and CINSA products.

In order to preserve its reputation for providing customers with high value products the Company is unilaterally instituting a policy of minimum advertised price standards. This Minimum Advertised Pricing Policy ("MAP Policy"), will apply to resellers, distributors, dealers and retailers, including catalogs and internet retailers (collectively, "Resellers"), who resell products to end users located in the United States of America.

The Company greatly values the efforts of all Resellers to distribute products and support our customers. This MAP Policy is adopted for the benefit of all Resellers and will be uniformly enforced.

The importance of comply with this MAP to cover the products under the brands GRANITE WARE® and CINSA are:

- ✓ to help prevent price wars which can be detrimental to retailers and the Company.
- ✓ incentivizes retailers to compete on value and service.
- ✓ it helps to ensure that aggressive discounting and price-cutting will not diminish the brand's reputation for quality.

This MAP Policy will not affect the resale prices that Resellers may choose to charge or sell the products covered by this document. The Company or any of its employees and executives, may not determine the minimum selling prices for products subject to this policy. This MAP Policy does not establish maximum advertised prices.

This MAP Policy shall work under the following guidelines:

1. Products covered by this Policy:

The products covered by this document as of the effective date above, and the corresponding Minimum Advertised Price ("MAP"), are established on the "Minimum Advertised Price List" ("Covered Products") attached hereto. From time to time the Company may provide updates or amendments to the Covered Products at its sole discretion. A breach and/or violation of this MAP Policy occurs when a Reseller and one of their Resellers advertises the Covered Products below this MAP.

2. Resale price at reseller's discretion:

The MAP Policy only applies to advertised prices of the Covered Products, and not the prices at which Covered Products are actually sold. The Resellers is free to resell the Covered Products at any price of its choice. The

MAP Policy is not intend to affect the resale prices. Resellers may choose to charge or to require any Reseller to actually sell the Covered Products at the listed Minimum Advertised Price.

Each Reseller is free to determine independently the price(s) at which it Resells the Covered Products. The Company does not seek any person's agreement on minimum selling prices and their representatives, executives or employees are not authorized to accept any agreement on the minimum selling price.

This MAP Policy applies only to advertised prices and does not apply to the price at products are actually sold or offered for sale to an individual consumer within Reseller's retail location or over the telephone. Resellers remain free to sell these products at any prices they choose under these circumstances.

3. MAP Applications:

- The MAP Policy applies to the internet and internet-related electronic media: emails and its responses even automated email responses, newsletters emails, emails solicitations, social media, audio, video, Reseller websites, third-party websites and marketplaces.
- Automated email responses to customer pricing requests are also considered advertising.
- Any price information relating to the Covered Products on an internet website which can be accessed directly through any hypertext link, search, App(s) or by any other method which uses the hypertext transfer protocol (HTTP) is considered to be advertising for this Policy.
- Any prices shown on a Reseller's website, marketplaces or any ecommerce site are considered advertised prices and subject to this Policy until the consumer is committed to the purchase of the covered product.
- Published prices on any Internet site are considered an "advertised price" and must adhere to this MAP Policy. Once the pricing is associated with the intent to purchase (added to a secure, not public shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. Discounts applied at the checkout to the entire order based on a customer's purchasing history with the Reseller, such as discounts for "frequent shoppers", do not violate this MAP Policy.
- The MAP Policy is not applicable to any in-store advertising that is displayed only in the store and distributed to any consumer(s) other than while the consumer is visiting a physical store. The MAP Policy does not apply to shelf talkers, price tags or window displays. However, advertising any of the Covered Products below MAP on exterior store banners is a violation of the MAP Policy.
- This MAP Policy also applies to traditional media such as coupons, mailers, inserts, flyers, newspapers, posters, magazines, catalogs, mail order catalogs, TV and radio.

4. Enforcement:

Resellers advertises prices below those required by this MAP Policy, sanctions will be unilaterally imposed by the Company, including but not limited to one or more of the following actions:

- ✓ Could notify the of the non-compliant advertisement with a reminder of the MAP Policy on Covered Products;
- ✓ Loss of any discounts;
- ✓ Termination of buying privileges for the Covered Products.

- ✓ Cancel any pending orders, and suspend the right to sell the Covered Product in question for a period of time (e.g., thirty (30), forty-five (45) or ninety (90) days) depending on the breadth and severity of the MAP Policy violation, commencing from the date of notice from the Company;
- ✓ Cancel any pending orders, and suspend the dealer's right to sell the entire the Company product portfolio for a period of not less than one (1) year, commencing from the date of notice; and/or
- ✓ Terminate the Reseller agreements or other relevant agreement.

The Company will make all decisions concerning compliance with and enforcement of this MAP Policy unilaterally. This MAP Policy is a unilateral declaration and does not reflect or constitute an agreement between the Company and any Reseller, or any other person or entity, and by issuing this policy is not seeking any such agreement.

Intentional and/or repeated failure to abide by this MAP Policy will result in sanctions unilaterally imposed the Company. The Company does not intend to do business with Resellers who degrade the Company image and its products. The Company need not provide prior notice or issue warning before taking any action under this MAP Policy.

The Company reserves the right to determine whether a violation of the MAP Policy has taken place, and it will do so in its sole and absolute discretion and independent judgment.

5. Procedure:

This MAP Policy is solely within the Company discretion and authority acting through the duly authorized managers. No employee or sales representative of the Company has any authority to discuss, modify or grant exceptions to this MAP Policy. Any representation or action by any employee, sales representative or persons not specifically authorized to discuss, modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid. All questions about this MAP Policy should be in writing and directed via U.S. Mail to MAP Policy Administrator located at 1723 N Loop 1604 E Ste 210 San Antonio TX, 78232 – email: customerservice@cinsausa.com; who will respond only in writing. No oral communications about this MAP Policy are authorized. The MAP Policy Administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Resellers regarding the policy and receiving any communications regarding sanctions imposed under this MAP Policy. Any action taken by the Company under this MAP Policy shall be without liability to the Company.

6. MAP Amendments:

The Company reserves the right to modify, suspend, or cancel the MAP Policy. The Company will provide notice of any such modifications, suspension or cancellations on their websites. It is the responsibility of the Resellers to monitor the designated websites for updates: <https://www.cinsausa.com/en> and/or <https://graniteware.com/>

List of Covered Products: GRANITE_WARE®:

"Minimum Advertised Price List" (Covered Products)				
Brand	Item	Description	MAP	UPC
Graniteware	320682	15.5 QT CANNER WITH JAR RACK BLACK GW	\$ 48.99	785403003512
Graniteware	319814	21 QT CANNER GW 0707 / CANNER 21 NEGRO DIRECTO	\$ 62.99	072495007079
Graniteware	319826	21 QT CANNER JAR RACK 0715 GW / RACK PARA CANNER 21 QT	\$ 19.99	072495007154
Graniteware	319806	7.5 QT BLANCHER BLACK GW 6140 / OLLA RECTA ALTA 22 CON TODO EN 1 NEGRO DIRECTO	\$ 46.99	072495061408
Graniteware	319835	FOOD MILL 0722 GW / MOLINO DE ALIMENTOS	\$ 39.99	72495007222
Graniteware	320654	12 QT. STOCK POT HEAVY GAUGE SPECKLED BLACK GW / OLLA RECTA ALTA 25 CON ANILLO NEGRO BRILLANTE JASP. GW	\$ 48.99	785403003383
Graniteware	320658	15 QT. STEAMER POT HEAVY GAUGE SPECKLED BLACK GW / OLLA RECTA ALTA 27 CON ANILLO Y PARRILLA NEGRO BRILLANTE JASP. GW	\$ 59.99	785403003413
Graniteware	320653	15 QT. STOCK POT HEAVY GAUGE SPECKLED BLACK GW / OLLA RECTA ALTA 27 CON ANILLO NEGRO BRILLANTE JASP. GW	\$ 54.49	785403003376
Graniteware	320851	21 QT CANNER WITH RACK HEAVY GAUGE SPECKLED BLACK GLASS LID GW	\$ 84.99	785403003666
Graniteware	320886	21 QT. STOCK POT HEAVY GAUGE SPECKLED BLACK GW / OLLA RECTA 33 CON ANILLO NEGRO BRILLANTE JASP. GW	\$ 69.99	785403003758
Graniteware	320656	4 QT. STOCK POT HEAVY GAUGE SPECKLED BLACK GW / VASO RECTO 18 CON ANILLO NEGRO BRILLANTE JASP. GW	\$ 29.99	785403003406
Graniteware	320655	8 QT. STOCK POT HEAVY GAUGE SPECKLED BLACK GW / OLLA RECTA ALTA 22 NEGRO BRILLANTE JASP. GW	\$ 37.99	785403003390
Graniteware	320657	9.5 QT. DUTCH OVEN HEAVY GAUGE SPECKLED BLACK GW / BUDINERA ABOMBADA 28 CON ANILLO NEGRO BRILLANTE JASP. GW	\$ 44.99	785403003437
Graniteware	34691	2QT SAUCE PAN BLACK GW 6157 / CACEROLA RECTA 17.5 NEGRO DIRECTO	\$ 14.99	072495061576
Graniteware	305658	1 & 2 QT SAUCEPAN SET BLACK GW 6148 / JUEGO DE CACEROLAS 13.5 Y 17.5 NEGRO DIRECTO	\$ 23.99	072495061484
Graniteware	34690	1 QT SAUCE PAN BLACK GW 6155 / CACEROLA RECTA 13.5 NEGRO DIRECTO	\$ 11.99	072495061552
Graniteware	34700	12 CUP COFFEE BOILER BLACK GW 6006 / CAFETERA 3 LTS. NEGRO DIRECTO	\$ 27.59	072495060067
Graniteware	305699	12 QT STOCK POT BLACK GW 6133 / OLLA RECTA ALTA 25 NEGRO DIRECTO	\$ 39.99	072495061330
Graniteware	34709	15 QT DISH PAN WHITE GW 6416 / BANDEJA 44 BLANCO JASPEADO FILO NEGRO	\$ 42.99	072495064164
Graniteware	305698	15.5 QT STOCK POT BLACK GW 6124 / OLLA RECTA ALTA 27 NEGRO DIRECTO	\$ 43.19	072495061248
Graniteware	307117	21 QT STOCK POT BLACK GW 6125 / OLLA RECTA 33 NEGRO DIRECTO	\$ 52.99	072495061255
Graniteware	38722	4 QT BEAN POT BLACK GW 6129 / OLLA CONVEXA 20 C/OREJAS NEGRO DIRECTO	\$ 23.99	072495061293
Graniteware	319839	5 QT COVERED CASSEROLE BLACK GW 7504 / BUDINERA RECTA 26 NEGRO DIRECTO	\$ 26.99	072495075047
Graniteware	307116	7.5 QT STEW POT BLACK GW 6160 / OLLA RECTA 24 NEGRO DIRECTO	\$ 26.99	072495061606
Graniteware	319799	13 IN. COVERED OVAL ROASTER BLACK GW 6106 / ASADOR OVALADO OR 11 NEGRO DIRECTO	\$ 23.99	072495061064
Graniteware	319796	15 IN. COVERED OVAL ROASTER BLACK GW 0508 / ASADOR OVALADO OR 13 NEGRO DIRECTO	\$ 30.99	072495005082
Graniteware	319792	18 IN. COVERED OVAL ROASTER BLACK GW 0509 / ASADOR OVALADO OR 15 NEGRO DIRECTO	\$ 42.99	072495005099
Graniteware	319791	18 IN. COVERED OVAL ROASTER BLACK GW 0509 1/2 PALLET/ ASADOR OVALADO OR 15 NEGRO DIRECTO 1/2 PALLET	\$ 42.99	072495005099
Graniteware	319807	19 IN COVERED OVAL ROASTER BLACK GW 0510 / ASADOR OVALADO OR 19 NEGRO DIRECTO	\$ 51.99	072495005105
Graniteware	34771	21 IN. RECTANGLE ROASTER COVERED BLACK GW 0511 / ASADOR RECTANGULAR NEGRO DIRECTO	\$ 64.99	072495005112

Graniteware	34863	3 LB. ROUND COVERED ROASTER BLACK GW 0517 / ASADOR REDONDO CR - 9 NEGRO DIRECTO	\$ 22.99	072495005174
Graniteware	319819	3 PC. SET BAKE BROIL & GRILL BLACK GW 0513 / SET 3 PZS. BBG NEGRO DIRECTO	\$ 36.99	072495005136
Graniteware	319866	OPEN RECTANGLE ROASTER BLACK GW 0564 - ASADOR ABIERTO OR 16 NEGRO DIRECTO JASPEADO	\$ 35.99	072495005648
Graniteware	320247	OPEN RECTANGLE ROASTER WITH FLAT RACK	\$ 42.99	785403003154
Graniteware	321307	OPEN ROASTING PAN WITH RACK BLACK GW 2.7"	\$ 42.99	785403004199

List of Covered Products: CINSA®:

"Minimum Advertised Price List" (Covered Products)				
Brand	Item	Description	MAP	UPC
Cinsa	321535	10 IN NON- STICK FRYPAN BLACK CINSA	\$ 15.99	785403004717
Cinsa	321537	11 IN NON- STICK SQUARE PAN BLACK CINSA	\$ 16.99	785403004731
Cinsa	321536	12 IN NON- STICK FRYPAN BLACK CINSA	\$ 17.99	785403004724
Cinsa	321533	8 IN NON- STICK FRYPAN BLACK CINSA	\$ 9.99	785403004694
Cinsa	321534	9.5 IN NON- STICK FRYPAN BLACK CINSA	\$ 13.99	785403004700
Cinsa	315627	10IN DINNER PLATE SPECKLED BLACK	\$ 40.99	7501083879161
Cinsa	315626	10IN DINNER PLATE WHITE BLACK RIM	\$ 40.99	7501083879154
Cinsa	315643	12 OZ MUG SPECKLED BLACK	\$ 32.99	7501083879321
Cinsa	315642	12 OZ MUG WHITE BLACK RIM	\$ 32.99	7501083879314
Cinsa	315613	12.5 IN DINNER PLATE SPECKLED BLACK	\$ 54.99	7501083879024
Cinsa	315612	12.5 IN DINNER PLATE WHITE BLACK RIM	\$ 54.99	7501083879017
Cinsa	315629	12IN DINNER PLATE SPECKLED BLACK	\$ 53.99	7501083879185
Cinsa	315628	12IN DINNER PLATE WHITE BLACK RIM	\$ 53.99	7501083879178
Cinsa	315636	17 OZ BOWL SPECKLED BLACK	\$ 36.99	7501083879253
Cinsa	315635	17 OZ BOWL WHITE BLACK RIM	\$ 36.99	7501083879246
Cinsa	315623	1QT MULTIUSE PLATE SPECKLED BLACK	\$ 45.99	7501083879123
Cinsa	315622	1QT MULTIUSE PLATE WHITE BLACK RIM	\$ 45.99	7501083879116
Cinsa	315634	20 OZ TALL MUG SPECKLED BLACK	\$ 36.99	7501083879239
Cinsa	315633	20 OZ TALL MUG WHITE BLACK RIM	\$ 36.99	7501083879222
Cinsa	315638	33 OZ BOWL SPECKLED BLACK	\$ 39.99	7501083879277
Cinsa	315637	33 OZ BOWL WHITE BLACK RIM	\$ 39.99	7501083879260
Cinsa	315757	4 OZ TEQUILA MUG SPECKLED BLACK	\$ 26.99	7501083889627
Cinsa	315752	4 OZ TEQUILA MUG WHITE BLACK RIM	\$ 26.99	7501083889603
Cinsa	315625	8IN DINNER PLATE SPECKLED BLACK	\$ 36.99	7501083879147
Cinsa	315624	8IN DINNER PLATE WHITE BLACK RIM	\$ 36.99	7501083879130
Cinsa	316422	1&2 QT SAUCE PAN TURQUOISE BLUE CINSA	\$ 24.99	7501083898650
Cinsa	316410	10 QT CONVEX KETTLE TURQUOISE BLUE CINSA	\$ 29.99	7501083874791
Cinsa	317421	10IN DINNER PLATE TURQUOISE BLUE HISPANIC	\$ 40.99	7502278122468
Cinsa	316408	12 OZ MUG TURQUOISE BLUE	\$ 32.99	7501083898742
Cinsa	312129	15QT STEAMER POT W/LID & TRIVET TURQUOISE BLUE	\$ 47.99	7501083874807
Cinsa	317457	17OZ SOUP PLATE TURQUOISE BLUE HISPANIC	\$ 32.99	7502278122666
Cinsa	317454	1QT MULTIUSE PLATE TURQUOISE BLUE HISPANIC	\$ 45.99	7502278122659

Cinsa	312125	1QT SAUCE PAN TURQUOISE BLUE	\$ 11.99	7501083874760
Cinsa	317754	20OZ TALL MUG TURQUOISE BLUE HISPANIC	\$ 32.99	7502278122550
Cinsa	312126	2QT SAUCE PAN TURQUOISE BLUE	\$ 14.99	7501083874777
Cinsa	317416	33OZ SOUP PLATE TURQUOISE BLUE HISPANIC	\$ 35.39	7502278122444
Cinsa	321162	34QT STEAMER POT W/LID & TRIVET BLACK & WHITE CINSA	\$ 69.99	785403004182
Cinsa	312131	34QT STEAMER POT W/LID & TRIVET TURQUOISE BLUE	\$ 69.99	7501083875422
Cinsa	317462	4OZ TEQUILA MUG TURQUOISE BLUE HISPANIC	\$ 27.99	7502278122680
Cinsa	318194	4QT STOCK POT W/LID TURQUOISE BLUE	\$ 19.99	785403000412
Cinsa	317425	4QT WARMER TURQUOISE BLUE HISPANIC	\$ 18.99	7502278122482
Cinsa	312124	5QT CASSEROLE W/LID TURQUOISE BLUE	\$ 25.99	7501083874753
Cinsa	317422	8CUP COFFEE POT TURQUOISE BLUE HISPANIC	\$ 25.99	7502278122475