



KTBG Inc. (a.k.a. Kids Table Board Gaming)

Effective June 1, 2024, a Minimum Advertised Price policy on all KTBG Inc. products will be in effect (herein referred to as "MAP policy").

KTBG Inc. has spent 10 years building a brand of strong recognition and high perceived value. By not adhering to the established MAP policy, a reseller can dramatically diminish or detract from the perceived value of KTBG Inc.'s brands and products. The global impact of the internet can cause great harm to any company's products if they are advertised at prices that will eliminate legitimate retail competition. This MAP policy is intended to allow consumers to purchase from resellers based on loyalty and customer experience. In the interest of protecting both resellers and consumers, it is necessary to abide by the following requirements:

1. This MAP policy applies to all retailers, distributors, and resellers of board games produced by KTBG Inc.
2. The Minimum Advertised Price (MAP) for all KTBG Inc.'s board games is set at the manufacturer's suggested retail price (MSRP). The MSRP can be found on the Kids Table BG website, here: www.kidstablebg.com/shop. Retailers are prohibited from advertising any KTBG Inc. board game below the established MAP.
3. If pricing is displayed anywhere other than a brick-and-mortar-retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited. Advertised prices must not be displayed below the MAP, whether in print, online, or any other form of media. Retailers may offer discounts or promotions that result in a final sale price below the MAP only after the product has been added to the customer's cart or at the point of purchase. Clearance sales or liquidation events where products are sold below the MAP must be approved in writing by KTBG Inc.
4. KTBG Inc. maintains the right to run a temporary sale at its discretion, and in such case, the Minimum Advertised Price will be the same as the temporary sale price on those particular items for that particular time period.
5. KTBG Inc. reserves the right to monitor compliance with this MAP policy through various means, including but not limited to online price monitoring and customer reports. Violations of this MAP policy may result in consequences, including but not limited to:

MAP POLICY KTBG INC.



- Suspension of wholesale accounts
- Termination of business relationship
- Refusal of future product shipments

6. KTBG Inc. reserves the right to amend or modify this MAP policy at any time. Retailers will be notified in writing of any changes and are expected to comply with the updated policy within a reasonable timeframe.

7. All questions related to the MAP policy should be directed to: kidstablebg@gmail.com

8. By adhering to this MAP policy, retailers contribute to maintaining the integrity of KTBG Inc.'s brand and ensure fair competition in the marketplace. Thank you for your cooperation in upholding these standards.

This policy ensures that board games from KTBG Inc. are priced fairly across all retail channels, protecting the brand's reputation and providing consumers with consistent value.