



Product Quality Policy

NORTH AMERICA RESELLERS

Zebra Technologies Corporation ("Zebra") and its subsidiaries have implemented this Product Quality Policy, which establishes our expectations for the care and handling of Zebra products ("Products") by resellers of the Products in the United States and Canada ("Resellers").

1. Product Quality and Handling

- a. If Resellers identify any damage or defect to a Product or its packaging, Resellers shall not offer such Product for sale. Resellers shall report any concerns related to Product quality to Zebra.
- b. Resellers shall not advertise or sell Not New Products as new. For purposes hereof, "Not New Products" shall be:
 - i. Products that are acquired from existing customer installations, liquidations, bankruptcies, lease terminations or expirations, and any other similar resource;
 - ii. Products that, at any point in its lifecycle, have been used by an end user, used as demonstration equipment, or considered defective (per manufacturer's specification); or
 - iii. Products that, at any point in its lifecycle, have been loaded with software, sold to, leased, rented or shipped to any party by the originating party and then returned, whether they were used or not.

Products returned to Reseller in their original unopened packaging will not be considered Not New. Resellers shall retain and share with Zebra upon request all records pertaining to such Products, including, without limitation, Product serial numbers, the source and sold-to customer thereof, and the date on which the transaction involving such Products occurred.

- a. Resellers shall not tamper with or alter any serial number, UPC code, or other identifying information on Products or its packaging.
- b. Resellers shall not remove, translate, or modify the contents of any label or literature on or accompanying the Products.
- c. Resellers shall fully cooperate and comply with Zebra's reasonable instructions regarding any Product recall event, necessary safety information dissemination effort or other voluntary or involuntary action in which Zebra participates to the extent related to the Products. A Reseller shall promptly inform Zebra if it obtains any information that could indicate a safety, quality, regulatory or other legal concern associated with any Product.

2. Resale on Online Marketplace and Auction Sites

In furtherance of Zebra's efforts to protect the value and goodwill associated with its brand and to prevent end user confusion, Resellers shall not sell Products on shopping sites ("bots") (for example, mylamon.com, dealtime.com, and bottomdollar.com, marketplace sites (for example, Amazon Marketplace, Walmart Marketplace, and Google Marketplace), drop ship accounts (for example, Rakuten.com, Newegg.com, Overstock.com, and Jet.com), or classified sites (for example, Craigslist and Facebook Marketplace), without Zebra's prior written authorization, which may be granted or refused at Zebra's sole and absolute discretion. Additionally, Resellers shall not sell any Products on auction sites (for example, ubid.com, eBay.com, and Buy-it Now).

3. Minimum Advertised Price Policy

Zebra has a unilateral Minimum Advertised Price ("MAP") Policy, which is available online. This section is intended to inform Resellers of the MAP Policy. Zebra does not seek, nor will it accept, any assurance of compliance with the MAP Policy from any Reseller.

Reseller Frequently Asked Questions

Overview

Q. What is the Zebra Product Quality Policy?

The Zebra Product Quality Policy (North America) sets expectations for the sale, care and handling of Zebra products by resellers. The policy applies to resellers participating in the Zebra PartnerConnect program AND to resellers that do not participate in the program. The policy includes:

- a. **Product Quality and handling**—Resellers may not sell Zebra products with any damages or defects to the product or the packaging; may not advertise or sell products that are not new as “new”; may not tamper with identifying information on a product or its packaging; may not remove, translate or tamper with the content of any product label or literature; and must comply with any instructions regarding a product recall and must inform Zebra of any potential issues with a product. This applies to all sales of Zebra products, no matter the sales method.
- b. **Resale on online marketplaces and auction sites**—Resellers may not sell Zebra products on online marketplace sites without prior approval from Zebra. This applies to all U.S. and Canadian based sellers and to U.S. and Canada online marketplaces. In addition, resellers may not sell Zebra products on any auction sites.

Q. Why has Zebra introduced this policy?

Zebra is committed to protecting the integrity of the Zebra brand and wants to ensure that customers associate Zebra with high quality products. Demonstrating our dedication to product quality to all resellers, the policy addresses issues such as the potential sale of altered, damaged, repackaged, or counterfeit products. This will help us to preserve our positive reputation in the marketplace.

In addition, this policy addresses challenges associated with online marketplaces at a time when an increasing number of B2B buyers use online marketplaces to research and purchase products. By limiting online marketplace sales to authorized sellers only, the policy further helps us to protect the Zebra brand, today and in the long term.

Online Marketplace Selling

Q. What is the Zebra strategy for online marketplace selling?

Based on our research into the challenges associated with online marketplaces and feedback from our existing reseller partners, we have developed a proactive online marketplace selling strategy that recognizes the purchasing relevance of online marketplaces while protecting the Zebra brand. This strategy focuses on four key areas:

- a. Ensure the quality of products sold via online marketplaces (as well as products sold via other selling methods).
- b. Proactively manage selling activities on U.S. and Canadian online marketplaces by limiting online marketplace activity to the sale of select products on select marketplaces only by approved sellers.
- c. Improve listings for our products on the online marketplaces that include our products. Accurate, trusted product listings will better serve customers and strengthen our brand and trademarks.
- d. Enforce the Product Quality Policy to ensure our product quality requirements are being met, and we will monitor online marketplace activity to ensure that unapproved sellers are not selling Zebra products via online marketplaces.

Q. What types of online selling does this policy encompass?

This restriction related to selling on marketplaces does not impact resellers selling through their own e-commerce sites. As a reminder, as stated in the PartnerConnect Terms and Conditions, resellers must disclose the URLs of all corporate sites used to sell Zebra products. The policy impacts the following types of online marketplaces:

- a. Shopping sites (“bots”) (examples: mylamon.com, dealtime.com, bottomdollar.com)
- b. Marketplace sites (examples: Amazon Marketplace, Walmart Marketplace, Google Marketplace)
- c. Drop ship accounts (examples: Rakuten.com, Newegg.com, Overstock.com, Jet.com)
- d. Classified sites (examples: Craigslist, Facebook Marketplace)
- e. Auction sites (examples: ubid.com, eBay.com, Buy-it Now)

Q. How will Zebra identify potential sellers for online marketplaces?

Zebra will be very selective in granting approvals on select sites only, for select products, with no preference given to existing PartnerConnect resellers. These limited approvals will be based on a variety of factors, including whether the seller has a business model featuring the unique value-added services critical to success in an online marketplace.

Enforcement

Q. What happens if a reseller violates the policy?

Zebra vigorously enforces the Product Quality Policy and takes violations of the policy seriously. Zebra is committed to taking appropriate measures against resellers that violate the policy.

More Information

Q. Where will this policy be posted?

The Product Quality Policy as well as the Zebra Minimum Advertised Price Policy are available to all on Zebra.com.

Q. Who do I contact with questions about the Zebra Product Quality Policy?

Contact your distributor with any questions. Resellers that are members of the Zebra PartnerConnect program may also contact the Partner Interaction Center.