



Dear National Account Retailer,

At Ingersoll Rand, we are committed to you—the retailer partners that have been helping our company deliver innovative, best-in-class products for more than 100 years. To protect the Ingersoll Rand® brand and the integrity of our authorized distribution channels, Ingersoll Rand is announcing and implementing an Authorized Reseller Program for our Power Tools product line in Canada, **effective July 1, 2020**.

Ingersoll Rand has successfully launched our Authorized Reseller Program in the United States. Among other benefits, the Authorized Reseller Program has ensured that sellers of Ingersoll Rand products understand and take the steps necessary to ensure product quality and provide the excellent customer service that is integral to the reputation of our brand. In addition, our Authorized Reseller Program has assisted us in identifying and taking action against unauthorized sellers that are similar to the ones harming you and consumers through the sale of damaged and diverted products. We will now implement the same program in Canada.

Your obligations under the Authorized Reseller Program are outlined in the **Ingersoll Rand Company Brand Protection Policy (Canada)**, which is attached for your review.

Key Features of the Brand Protection Policy:

- **Where and to Whom You May Sell Ingersoll Rand Products:** Ingersoll Rand is committed to maintaining the integrity of its authorized distribution channels and to stopping the diversion of Ingersoll Rand products to unauthorized sellers. To this end, the Brand Protection Policy requires that you sell Ingersoll Rand products solely to end users and not to persons or entities who intend to resell Ingersoll Rand products. In addition, you may not market for sale or ship Ingersoll Rand products outside of Canada without our prior written consent.
- **Online Sales:** The Brand Protection Policy restricts the manner in which you may sell Ingersoll Rand products online. Specifically, without Ingersoll Rand's prior written consent, you may sell Ingersoll Rand products online only on your own proprietary websites, subject to our **Online Sales Guidelines**. You may not sell Ingersoll Rand products as a third-party seller on marketplace websites such as Amazon, eBay, Jet, Walmart Marketplace, or Sears Marketplace without prior written consent from Ingersoll Rand. Our rules regarding online sales will be strictly enforced.
- **Ensuring Product Quality and Satisfaction:** The growth of e-commerce and prevalence of online product reviews has brought both new opportunities and new threats to our brand, particularly with respect to product quality and the customer experience. To ensure that the customers who purchase Ingersoll Rand products have the best experience possible, the Brand Protection Policy outlines our expectations for the service you will provide to your customers. The Brand Protection Policy also describes certain steps you must take to maintain the quality of Ingersoll Rand products until they reach consumers, whether through an online or a brick-and-mortar sale.

Thank you for your careful attention to the Brand Protection Policy and for your continued support of Ingersoll Rand.

Sincerely,

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