



Inogen Minimum Advertised Price (MAP) Policy

Effective September 1, 2021

Inogen takes great pride in its commitment to offering reliable, high-quality products and exceptional customer support. Inogen recognizes that advertising and sales practices that promote Inogen products primarily based on price could degrade Inogen's brand image, weaken customer support efforts, and damage the valuable goodwill Inogen has developed in its trademarks.

To protect Inogen's brand image and goodwill, Inogen has unilaterally adopted the following Minimum Advertised Price Policy ("Policy") for all products sold under the Inogen brand name ("Products"). Inogen's goal in establishing this Policy is to ensure that all Products are advertised, promoted and sold in a way that will maintain the integrity and reputation associated with Inogen's products and protect Inogen's brand image.

This unilateral Policy applies to all resellers of Products including those that advertise online (collectively referred to as "Resellers"). Inogen is not seeking agreement from any Reseller to comply with this Policy. It is entirely within each Reseller's discretion whether to comply or to not comply, however non-compliance may result in termination of business relationship between Inogen and the Reseller. Inogen reserves the right to cease supplying Products to Resellers, cancel orders, or take other actions against Resellers who violate one or more guidelines of this Policy.

Policy Guidelines:

1. This Policy applies to all forms of advertisements of Products, including but not limited to flyers, electronic and print mailers, brochures, coupons, newspapers, television/radio media, inserts, electronic media advertising such as e-commerce sites, websites, natural or paid search engine listings, social media, or the like.
2. All Products must be advertised at or above the Minimum Advertised Price (MAP). The initial MSRP and MAP list product pricing is set forth in Schedule A, which may be amended or revised by Inogen, from time to time, in its sole discretion. Products may be advertised at MSRP, MAP, or any price above either point.
3. Resellers may not advertise a coupon, sale, promotion, or a discount for use with a Product, if said coupon, sale, promotion, or discount will lower the Product's advertised price below the MAP. However, Resellers' advertising may include discounts that reduce the advertised price of the Products to below MSRP, so long as the discounts do not reduce the advertised price of the Product to below its given MAP.
4. Resellers may not advertise that it has "the lowest price", "the best price", or "will beat its competitors' prices", or "don't pay retail", or use similar statements in advertisements for Inogen Products designed to circumvent the intent and spirit of this MAP Policy.
5. Resellers may not advertise that a consumer may "call for price" or "email for price," or "view internet price" or "click to view price" or "prices too low to advertise" or "not allowed to advertise price online" or use any similar language thereto in advertisements designed to circumvent the intent and spirit of this MAP Policy.



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6. Resellers may not advertise a Product online without listing the advertised price of the Product to circumvent the intent and spirit of this MAP Policy.
 - Resellers may point their paid media to a landing page that does not list the advertised price if the purpose of the landing page is to generate leads. All other components of this policy apply to landing pages. An example of a compliant landing page is shown in Exhibit 1.
 - Resellers must prominently list the advertised price of the Product on their main websites. Advertised pricing must be easy to find by consumers on product detail pages. The actual advertised price must be displayed in larger font than the majority of other text on the page, cannot be buried in long blocks of copy or be below the fold, etc. Inogen in its sole discretion will determine if advertised price is prominently displayed. Examples of compliant advertised pricing displays are shown in Exhibit 1.
 - Inogen will determine landing page vs main website classification at its sole discretion, but in general terms a landing page has limited navigation if any and typically has one purpose such as to generate leads or to complete a sale whereas a main website has corporate information, multiple product offerings, more detailed company/product information, and is easy for a customer to find through organic search.
7. Resellers may not advertise a Product online without listing the components that a customer will receive. For example, for each Inogen One System advertised, all accessories and battery sizes that a customer will receive in the order must be listed on Reseller's main website.
8. Resellers may not generally "bundle" Products with free or discounted Products (whether made by Inogen or another company). However, Resellers may include additional accessory products at no extra charge over the phone when necessary, but the giveaway cannot be advertised or featured online as a standard practice or part of a normal package.
9. Resellers may offer free shipping on any Product, so long as the Product is advertised at or above the MAP.
10. This Policy does not establish maximum advertising or sale prices. Resellers may advertise Products at any price above the MAP or MSRP.
11. This Policy applies only to advertised prices and does not apply to the prices the Products are actually sold. Resellers may establish their own resale prices for all Products.
12. This Policy applies to advertised prices in the United States and in Canada.



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13. Inogen reserves the right to advertise below the MSRP/MAP, from time to time, for the purpose of conducting price optimization studies. Resellers may advertise the same price points, in the same regions, during the same specified time frames in the optimization studies as Inogen.
14. Resellers may not advertise used units for sale. Resellers may sell used units if Resellers adhere to all federal, state, and local regulations for doing so, but used units may not be advertised.
15. Resellers must adhere to ethical business practices, truth in advertising, and must not mislead consumers. Select examples of behavior to avoid are listed below, but overall, it is the Reseller's responsibility to uphold ethical business practices and to fulfill the spirit of this policy.
 - Claims made by Resellers in all forms of advertisements must be truthful and they must be able to be substantiated. For example, "Largest Inogen Distributor", "Best Service Program", "Happiest Patients", "#1 in POCs", etc. are either not true or cannot be substantiated and therefore should not be advertised.
 - Inogen At Home prices cannot be advertised generically under "Inogen Products" to mislead patients looking for information on Inogen One products. For example, "Inogen Oxygen Concentrators Starting at \$1645" is a true statement, but it is misleading to the vast majority of patients who are in fact searching for Inogen One products, and therefore the statement should not be used.
16. Inogen reserves the right to update, revise, modify or discontinue this Policy and pricing structure at any time with no need for prior approval from its Resellers. Any revisions or adjustments are solely at the discretion of Inogen.



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Violation Guidelines:

If Inogen determines, at its sole discretion, that a Reseller violates this Policy, Inogen may unilaterally enforce consequences at its sole discretion. If a Reseller violates this Policy and Inogen enforces a consequence, the Reseller shall have a period of 3 business days to cure the violation before the next consequence is enforced. Inogen reserves the right to unilaterally take any or all of the following actions:

- Reseller may be placed on ship hold
- Reseller's price may be increased
- Reseller's authorization to advertise and sell Inogen products through search engine marketing or other digital marketing tactics may be revoked.
- Reseller's business relationship with Inogen may be terminated.

In the event that a Reseller violates the Policy and Inogen terminates its business relationship with the Reseller, it is within Inogen's discretion to request the return of its Products as well.

MSRP & MAP SCHEDULE A

| Systems | | | |
|-------------------------------|--|-----------------|-----------------|
| Model | Description (included in MSRP) | Warranty | MSRP/MAP |
| IS-300-3Y124 | Inogen One® G3 concentrator, 1 double battery, AC/DC power supplies, carry bag, nasal cannula | 3-years | \$2,835 |
| IS-400-3Y18 | Inogen One® G4® concentrator, 1 double battery, AC/DC power supplies, carry bag, nasal cannula | 3-years | \$2,712 |
| IS-400-LW8 / Lifetime | Inogen One® G4® concentrator, 1 double battery, AC/DC power supplies, carry bag, nasal cannula | Lifetime | \$3,412 |
| IS-500-3Y116 | Inogen One® G5® concentrator, 1 double battery, AC/DC power supplies, carry bag, nasal cannula | 3-years | \$2,932 |
| IS-500-LW16 / Lifetime | Inogen One® G5® concentrator, 1 double battery, AC/DC power supplies, carry bag, nasal cannula | Lifetime | \$3,632 |
| GS-100 | Inogen At Home® concentrator, AC power cord, nasal cannula | 3-years | \$1,645 |
| GS-100 / Lifetime | Inogen At Home® concentrator, AC power cord, nasal cannula | Lifetime | \$2,085 |

PACKAGES (POC plus additional battery)

| Model | Description (included in MSRP) | Warranty | MSRP/MAP |
|------------------|---|-----------------|-----------------|
| IS-400-F3 | Freedom Package, Inogen One® G4® concentrator, 2 double battery, AC/DC power supplies, carry bag, nasal cannula | Lifetime | \$3,665 |
| IS-500-F3 | Freedom Package, Inogen One® G5® concentrator, 2 double battery, AC/DC power supplies, carry bag, nasal cannula | Lifetime | \$3,860 |

Bundles (POC plus At Home Stationary)

| Bundle Name | Product 1 / Warranty | Product 2 / Warranty | MSRP/MAP |
|------------------------------------|------------------------|-----------------------|----------|
| 3-year, Double Battery Bundle | IS-300-3Y16 / 3-year | GS-100-FB / 3-year | \$4,045 |
| G4 Double Battery Bundle, 3-year | IS-400-3Y8 / 3-year | GS-100-FB / 3-year | \$3,922 |
| G4 Double Battery Bundle, Lifetime | IS-400-LW8 / Lifetime | GS-100-FB / 3-year | \$4,622 |
| G4 Double Battery Bundle, Lifetime | IS-400-LW8 / Lifetime | GS-100-LWB / Lifetime | \$5,062 |
| G5 Double Battery Bundle, 3-year | IS-500-3Y16 / 3-year | GS-100-FB / 3-year | \$4,142 |
| G5 Double Battery Bundle, Lifetime | IS-500-LW16 / Lifetime | GS-100-FB / 3-year | \$4,842 |
| G5 Double Battery Bundle, Lifetime | IS-500-LW16 / Lifetime | GS-100-LWB / Lifetime | \$5,282 |

**Any Inogen One with a warranty advertised longer than 3 years (example: 5 years or lifetime) must be advertised for at least \$700 more than the 3-year warranty single battery price, thereby amending the effective MAP for those products. Freedom Bundles listed above are with 3-year warranty for the Inogen at Home. Any Inogen At Home with a warranty advertised longer than 3 years (example: 5 years or lifetime) must be advertised for at least \$400 more than the 3-year warranty price, thereby amending the effective MAP for those products.*

Ventilators

| Model | Description (included in MSRP) | Warranty | MSRP/MAP |
|------------------|---|----------|----------------|
| VS-100 | TAV controller, Nasal Pillow Interfaces (2), 7' tubing, regulator, regulator adapter, battery | 1 year | \$1,599 |
| VS-100-B | TAV controller, Nasal Pillow Interfaces (2), 7' tubing, 50' tubing, battery, TAV compatible stationary concentrator | 1 year | \$2,698 |
| VS-100-BR | TAV controller, Nasal Pillow Interfaces (2), 7' tubing, 50' tubing, regulator, regulator adapter, battery, TAV compatible stationary concentrator | 1 year | \$2,848 |

Accessories

| Model | Description (included in MSRP) | MSRP/MAP |
|---------------------------|--------------------------------|----------|
| G3 Accessories | | |
| BA-300 | G3 Battery | \$374 |
| BA-316 | G3 Double Battery | \$569 |
| BA-303 | G3 Ext. Battery Charger | \$314 |
| RP-320 | G3 replacement columns | \$109 |
| RP-321 | G3 replacement columns, 1050mL | \$109 |
| CA-350 | G3 Backpack | \$110 |
| G4 Accessories | | |
| BA-400 | G4 Battery | \$374 |
| BA-408 | G4 Double Battery | \$569 |
| BA-306 | G3, G4, G5 DC Power Adapter | \$72 |
| BA-401 | G4 AC Power Supply | \$87 |
| BA-403 | G4 Ext. Battery Charger | \$314 |
| RP-406 | G4 Replacement Column Pair | \$109 |
| CA-400 | G4 Carry Bag | \$27 |
| CA-410 | G4 Hip Bag | \$65 |
| CA-450 | G4 Backpack | \$110 |
| G5 Accessories | | |
| BA-500 | G5 Battery | \$374 |
| BA-516 | G5 Double Battery | \$569 |
| BA-501 | G5 AC Power Supply | \$164 |
| BA-503 | G5 Ext. Battery Charger | \$314 |
| RP-502 | G5 Replacement Column Pair | \$109 |
| CA-500 | G5 Carry Bag | \$65 |
| CA-501 | G5/G3 Cart | \$138 |
| CA-550 | G5 Backpack | \$110 |
| AtHome Accessories | | |
| RP-402 | AtHome Replacement Column Pair | \$164 |

EXHIBIT 1

Examples

Compliant landing page for lead generation:

The landing page features the Inogen logo at the top left with the tagline "oxygen. anytime. anywhere.®". A prominent orange button in the top center reads "GET MY FREE GUIDE". On the right, text encourages calling (toll-free) to speak to an Inogen representative now, with the phone number "1-844-298-9613".

The main visual is a photograph of a smiling woman with short white hair, wearing a blue shirt and a patterned scarf, sitting on a green park bench with a small dog. She is wearing a nasal cannula. The text "Regain Your Independence" is overlaid on the image, with a sub-headline: "Live life to its fullest again with innovative, affordable, and portable oxygen therapy."

On the right side, a blue header reads "Please send me a FREE Guide!*". Below this is a form with the following fields: "Full Name" (with a dropdown arrow), "Email", "Phone Number", and "Zip Code". A question "Is this for you or a loved one?" is followed by two radio buttons: "Myself" (selected) and "Someone Else". A large orange "CONTINUE" button is positioned below the form.

At the bottom of the form area, it states "We take your privacy concerns seriously. [Learn more about our privacy policy.](#)" and includes three logos: BBB (Better Business Bureau), A+ (Quality Service Award), and USA (American Made).

Compliant display of price on main website:

inogen
Oxygen. Anytime. Anywhere.®

Products | Parts & Accessories | Customer Resources | Support | Business Resources | Blog

855-MY-INOGEN

Request a **FREE** Inogen One info guide today!¹

Full Name Phone Email

GET MY FREE INFO GUIDE

HOME // PRODUCTS // G5 SYSTEMS // **G5 SYSTEM**



INOGEN ONE® G5 System

G5 System Warranty
3 Year Warranty

ADD TO CART

\$2,932

SHARE:

Introducing the Inogen One G5, our most versatile portable oxygen concentrator, delivering 6 flow settings in a compact and lightweight device.

The Inogen One G5 delivers medical grade oxygen on the go. Weighing 5.7 lbs and providing up to 13 hours of battery power*, many patients feel empowered to carry it around as they perform activities such as running errands, walking with friends or taking a flight to visit family. The Inogen One G5 also meets FAA requirements for air travel.

inogen
Oxygen. Anytime. Anywhere.®

Products | Parts & Accessories | Customer Resources | Support | Business Resources | Blog

855-MY-INOGEN

Request a **FREE** Inogen One info guide today!¹

Full Name Phone Email

GET MY FREE INFO GUIDE

HOME // PRODUCTS // G5 SYSTEMS // **G5 SYSTEM**



INOGEN ONE® G5 System

G5 System Warranty
Lifetime Warranty

ADD TO CART

\$3,632

SHARE:

Introducing the Inogen One G5, our most versatile portable oxygen concentrator, delivering 6 flow settings in a compact and lightweight device.

The Inogen One G5 delivers medical grade oxygen on the go. Weighing 5.7 lbs and providing up to 13 hours of battery power*, many patients feel empowered to carry it around as they perform activities such as running errands, walking with friends or taking a flight to visit family. The Inogen One G5 also meets FAA requirements for air travel.