



## Inogen Minimum Advertised Price (MAP) Policy

**Effective December 29, 2023**

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 or traditional advertising channels (such as print, search, television, direct mail, email, etc.) 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. Inogen devices are to be sold and shipped to patients with US prescription and residing in the United States. Sales to patients with prescriptions originating outside of the US or patient who live outside of the US are prohibited.
13. Inogen reserves the right to advertise below the MSRP/MAP, from time to time, for the



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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 portable oxygen concentrator products. For example, "Inogen Oxygen Concentrators Starting at \$1,703" is a true statement, but it is misleading to the vast majority of patients who are in fact searching for Inogen Portable Oxygen Concentrator 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.

### 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		
Description (included in MSRP)	Warranty	MSRP/MAP
Inogen One® G4® concentrator, 1 <b>single battery</b> , AC/DC power supplies, carry bag, nasal cannula	3-years	<b>\$2,744</b>
Inogen One® G4® concentrator, 1 <b>double battery</b> , AC/DC power supplies, carry bag, nasal cannula	3-years	<b>\$2,948</b>
Inogen One® G5® concentrator, 1 <b>single battery</b> , AC/DC power supplies, carry bag, nasal cannula	3-years	<b>\$2,983</b>
Inogen One® G5® concentrator, 1 <b>double battery</b> , AC/DC power supplies, carry bag, nasal cannula	3-years	<b>\$3,187</b>
Inogen® Rove 6 concentrator, 1 <b>single battery</b> , AC/DC power supplies, carry bag, nasal cannula	3-years	<b>\$3,295</b>
Inogen® Rove 6 concentrator, 1 <b>double battery</b> , AC/DC power supplies, carry bag, nasal cannula	3-years	<b>\$3,515</b>
Inogen At Home® concentrator, AC power cord, nasal cannula	3-years	<b>\$1,703</b>
Inogen At Home® concentrator, AC power cord, nasal cannula	Lifetime	<b>\$2,158</b>

## PACKAGES (POC plus additional battery)

Description (included in MSRP)	Warranty	MSRP/MAP
Inogen One® G4® concentrator, <b>two (2) double battery</b> , AC/DC power supplies, carry bag, nasal cannula	Lifetime	<b>\$3,983</b>
Inogen One® G5® concentrator, <b>two (2) double battery</b> , AC/DC power supplies, carry bag, nasal cannula	Lifetime	<b>\$4,195</b>
Inogen® Rove 6 concentrator, <b>two (2) double battery</b> , AC/DC power supplies, carry bag, nasal cannula	Lifetime	<b>\$4,630</b>

## Bundles (POC plus At Home Stationary)

Bundle Name	POC Warranty	At Home Warranty	MSRP/MAP
<b>G4 Double Battery Bundle, 3-year</b>	3-year	3-year	<b>\$4,200</b>
<b>G4 Double Battery Bundle, Lifetime</b>	Lifetime	3-year	<b>\$4,713</b>
<b>G4 Double Battery Bundle, Lifetime</b>	Lifetime	Lifetime	<b>\$5,169</b>
<b>G5 Double Battery Bundle, 3-year</b>	3-year	3-year	<b>\$4,439</b>
<b>G5 Double Battery Bundle, Lifetime</b>	Lifetime	3-year	<b>\$4,964</b>
<b>G5 Double Battery Bundle, Lifetime</b>	Lifetime	Lifetime	<b>\$5,420</b>
<b>Rove 6 Double Battery Bundle, 3-year</b>	3-year	3-year	<b>\$4,767</b>
<b>Rove 6 Double Battery Bundle, Combo Warranty</b>	Lifetime	3-year	<b>\$5,352</b>
<b>Rove 6 Double Battery Bundle, Lifetime</b>	Lifetime	Lifetime	<b>\$5,808</b>

*\*Any Inogen portable oxygen concentrator 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. 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 \$450 more than the 3-year warranty price, thereby amending the effective MAP for those products.*

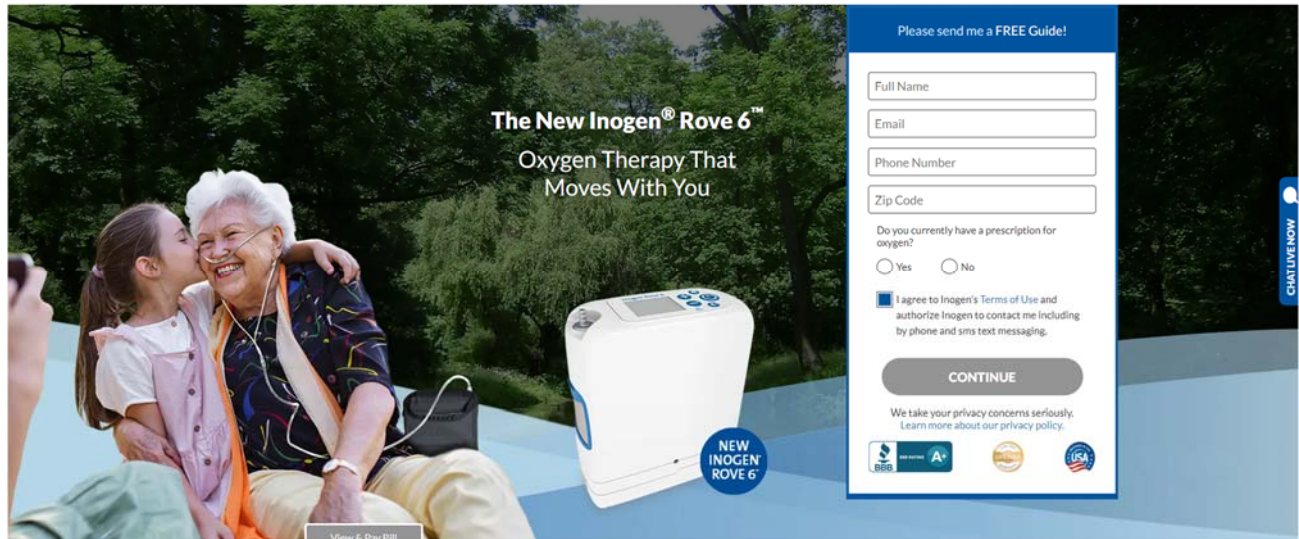
# Accessories

Model	Description (included in MSRP)	MSRP/MAP
<b>G4 Accessories</b>		
<b>BA-400</b>	G4 Battery	\$407
<b>BA-408</b>	G4 Double Battery	\$618
<b>BA-306</b>	G3, G4, G5 DC Power Adapter	\$79
<b>BA-401</b>	G4 AC Power Supply	\$94
<b>BA-403</b>	G4 Ext. Battery Charger	\$342
<b>RP-406</b>	G4 Replacement Column Pair	\$118
<b>CA-400</b>	G4 Carry Bag	\$29
<b>CA-410</b>	G4 Hip Bag	\$70
<b>CA-450</b>	G4 Backpack	\$120
<b>G5/Rove 6 Accessories</b>		
<b>BA-500</b>	G5/Rove 6 Single Battery	\$407
<b>BA-516</b>	G5/Rove 6 Double Battery	\$618
<b>BA-501</b>	G5/Rove 6 AC Power Supply	\$178
<b>BA-502</b>	Rove 6 AC Power Supply	\$178
<b>BA-503</b>	G5/Rove 6 Ext. Battery Charger	\$342
<b>RP-502</b>	G5/Rove 6 Replacement Column Pair	\$118
<b>CA-500</b>	G5/Rove 6 Carry Bag	\$70
<b>CA-501</b>	G5/Rove 6 Cart	\$150
<b>CA-550</b>	G5/Rove 6 Backpack	\$120
<b>At Home Accessories</b>		
<b>RP-402</b>	At Home Replacement Column Pair	\$178

## EXHIBIT 1

### Examples

Compliant landing page for lead generation:



The New Inogen® Rove 6™  
Oxygen Therapy That Moves With You

Please send me a FREE Guide!

Full Name

Email

Phone Number

Zip Code

Do you currently have a prescription for oxygen?  
☐ Yes ☐ No

☒ I agree to Inogen's Terms of Use and authorize Inogen to contact me including by phone and sms text messaging.

**CONTINUE**

We take your privacy concerns seriously.  
Learn more about our privacy policy.

NEW INOGEN® ROVE 6

View & Buy Bill

CHAT LIVE NOW

Compliant display of price on main website:

HOME // PRODUCTS // ROVE 6 SYSTEMS // ROVE 6™ SYSTEM



## Rove 6™ System

**SELECT YOUR OPTIONS TO SEE PRICING**

Battery

Standard Battery

System Warranty

3 Year Warranty

**ADD TO CART**

**\$3,295**

SHARE:   



## Rove 6™ System

SELECT YOUR OPTIONS TO SEE PRICING

Battery

Extended Battery

System Warranty

3 Year Warranty

ADD TO CART

**\$3,515**

SHARE:   