**Online Distribution**

Asoft, a company established in your State, develops and markets consumer electronic products. This company distributes its products through various channels, i.e. on its own website (Asoft.com) and via distributors acting on- or off-line. The distribution agreements entered into are selective distribution agreements, with criteria both qualitative (the distributor must offer for sale the whole range of Asoft products and must follow the annual training program organized by Asoft) and quantitative
(1 distributor maximum for 100,000 inhabitants).

Several practices are currently being studied; their viability needs careful examination in light of the constraints arising from competition law.

1. In the distribution agreements entered into (selective distribution agreements), Asoft authorizes its distributors to sell on-line but imposes certain constraints that do not exist in off-line distribution:

(i) the distributor must make available to its users a hotline functioning 24h/24;

(ii) the distributor is prohibited from offering second hand goods on its website (whereas it can in its physical store);

(iii) on the website proposing Asoft products, food consumption products may not be offered for sale

1. Asoft is opposed to its authorized distributors reselling its products on "market places" as it considers this damaging to its brand image.
2. Asoft prohibits its distributors from providing information to technical comparison platforms that compare and grades the various products present on the market, according to their technical specifications
3. Asoft has made an undertaking to its independent distributors to apply on its own website the tariff that it notifies them of monthly as the "recommended tariff".

Home deliveries are free of charge. When the product is purchased on its website, Asoft offers an after-sales guarantee of 3 years, free of charge, knowing that this guarantee is not systematically offered by independent distributors, which can render it more attractive for the consumer to purchase directly from the network head.