

Price Policy  
Lowest Price Guarantee

1. Objectives/Background

Through our ‘Lowest Price Guarantee’ Policy, CraftMiddleEast.com (owned by Craft Me Trading LLC) is committed to providing the lowest online prices in the UAE on our extensive range of products. This policy outlines how our online store guarantees offering the lowest available online market prices.

Should a customer find an identical stocked item for a lower price from a competitor, we will happily beat the price with an additional 10% discount, subject to the following terms and conditions:

2. Nature of Competitor

We will beat competitor price with an additional 10% discount for an identical lower-priced product, provided that the competitor:

- (a) Is a registered online store or business in the UAE, as it:
  - (i) has a valid UAE Trade License; and
  - (ii) has been registered by the FTA with valid Tax Registration Number (TRN)
- (b) Is an online store, as Craft Me Trading LLC does not do price beat nor price match with Brick and Mortar stores.
- (c) Online stores of Dubai Libraries, Wamda Galleries, Art Mall, Amazon.ae, and Noon.com are excluded from the price beat policy. However, price match will be implemented with above online stores.

3. Product Specifications and Availability

The lower-priced product from the competitor must:

- (a) be of the exact same Color, Model and Description; and
- (b) be available for immediate purchase; and
- (c) be in stock at the competitor’s online store or website; and
- (d) include VAT in its price; and
- (e) be available for retail quantities only and not bulk buy or commercial quantities

4. Product Exclusions

Even if the lower-priced identically stocked item matches the conditions above, we will not price beat on:

- (a) Items that are part of a liquidation sale or limited stock offer

- (b) Items offered by trade buyers, wholesalers, importers, warehouses, auctions and auction sites, duty-free, liquidation sales
- (c) A lower-priced item that is the result of a:
  - (i) pricing error, mistake, or misprint by the competitor
  - (ii) cashback offer or voucher
- (d) Situations where a product would fall below our cost price
- (e) Specific items or brands offered by us where we could only do price match and not price beat.

## 5. Proof of Competitor's Price

### 5.1. Nature of Proof

To be eligible for the policy, you must present proof of the competitor's lower-priced item through any one of the following means:

- (a) A photograph or screenshot of the competitor's advertised price.
- (b) Access to the product's live web page.

### 5.2. Product Verification

We reserve the right to verify the lower-priced item's availability, price, and specifications at the time of sharing the proof by:

- (a) Visiting competitor website
- (b) Or through any other means as we see fit

## 6. Honouring the Policy

### 6.1. Location

The policy will be honoured if, subject to the conditions above, you present proof of the lower-priced item either through email at [info@craftmiddleeast.com](mailto:info@craftmiddleeast.com) or through Whatsapp at 050-6714951.

### 6.2. Timing

The proof of lower price must be valid at the time the customer shares the proof.

### 6.3. Number of Items

Depending on product, Craft Me trading LLC has the right to limit the number of units a customer will be able to purchase at price beat prices.

## 7. Further Considerations

Craft Me trading LLC reserves the right to terminate or amend the Lowest Price Guarantee policy at any time without notice.

Craft Me trading LLC reserves the right to object to implement Lowest Price Guarantee Policy if it is found that a customer has violated or circumvented the Policy Terms & Conditions. If Craft Me Trading LLC believes that the Price Policy is being intentionally abused or manipulated, we reserve the right to cancel the implementation of the policy.