

◆ F O U N D E D   M M X X V I   ◆   W A S H I N G T O N ,   D . C .   ◆

T H E   C O N S T I T U T I O N   O F   T H E

# E-Commerce eXchange & Buyers Alliance

E X B A

*A Covenant of Mutual Benefit & Fair Trade*

**Alone**, each of us pays retail to run a business; together, we command the scale of the giants we compete against. We pool our demand without surrendering our independence — and we share what we save.

T H E   T E N   P R I N C I P L E S

- I We rise together, or not at all.
- II We cooperate in the buying room and compete in the open market.
- III A deal struck is a deal kept.
- IV The Alliance buys for you; it does not own you.
- V What we save belongs to those who saved it.
- VI Give to the table before you take from it.
- VII We win by being better buyers, not by cutting corners.
- VIII Built for the independent American seller.
- IX Selective at the door, generous inside.
- X Officers change; principles do not.

*We hold these principles as our own — and we rise together, or not at all.*



A D O P T E D   B Y   T H E   F O U N D I N G   C I R C L E