

Minimum Advertised Price Policy Guidelines – Effective April 1, 2021

Lansinoh Laboratories, Inc. has invested substantial time and money advertising its brand and, in particular, establishing its line of breast feeding accessories and supplies in the U.S. market as premium products for its consumers. Lansinoh, acting in its unilateral business judgment, has established this minimum advertised price (“MAP”) policy to (1) protect reseller margins, (2) support and preserve the reputation, equity and value of the Lansinoh name; and (3) avoid destructive channel conflicts created by resellers aggressively discounting prices. We greatly appreciate the efforts of all of our resellers to market and sell Lansinoh products.

Policy Violations

Lansinoh, in its unilateral discretion, will not do business with any dealer, distributor, or retailer (“Resellers”), if that Reseller intentionally advertises any Lansinoh product covered by this MAP policy below the MAP. Intentional or repeated failure of a Reseller to abide by the MAP policy may result in one or more of the following: (1) immediate cancellation of all orders from the Reseller; (2) cancellation of any/all preferential terms/allowances with the Reseller; (3) refusal to accept any new orders from the Reseller for a period of 90 days; or (4) Lansinoh refusing to accept any new orders from the Reseller indefinitely.

Minimum Advertised Price - MAP

Lansinoh shall from time to time unilaterally establish the MAP for its products in writing. Lansinoh reserves the right to modify, suspend, or discontinue the MAP policy in whole or in part at any time. Lansinoh may designate promotional periods during which the terms of the MAP policy change or during which the MAP policy is not applicable.

Resellers may not advertise or otherwise promote Lansinoh products at a net price less than the MAP and may not sell Lansinoh products to any other person or entity which advertises or otherwise promotes its products at a net price less than the MAP. The net price means the published or advertised price at which the Reseller makes the product available to its retail customers taking into account all discounts, deductions, rebates, allowances, credits, charges, trade-ins, the separate price of products bundled with Lansinoh products by the Reseller, coupons, premiums, promotions, free goods and services and gifts offered with the product(s). Shipping and customer paid taxes shall not be included in the determination of the “net price.”

The MAP policy applies to all advertisements and promotions of Lansinoh products in any and all media, including but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, email newsletters, email solicitations, search engine results, metatags, mobile device applications, banner ads, television, radio, and public signage.

Resellers are free to sell Lansinoh products at any price they choose in their sole and absolute discretion. Resellers are free to advertise Lansinoh products at any price at or above the MAP.

The MAP policy is not applicable to

- the sale of Lansinoh products that are close out, discontinued, display, demonstration, their samples or other products that may be sold on an “as is basis” as distributed inventory;
- any in-store or point of sale advertising that is displayed only in the physical store and not distributed to any customer(s); and
- the price shown in the on-line shopping cart or checkout stage of a customer transaction.

Resellers may not use statements or make indications that a lower price may be found in the store, in the on-line shopping cart, or at the checkout stage, including but not limited to “price lower in store”, “before in-store savings”, “click for better/lower prices”, use of strikethroughs or grayscale on the price, or similar statements or indications. It shall not be a violation of this MAP policy to make statements that a customer may “call for price”, “email for price”, “add to cart for price” or similar statements, so long as no price is listed.

Policy Communications

LANSINOH SALES REPRESENTATIVE AND EMPLOYEES HAVE NO AUTHORITY TO MODIFY OR ALTER THIS MAP POLICY, TO GRANT EXCEPTIONS, OR TO DISCUSS MAP POLICY VIOLATIONS. Lansinoh does not solicit and will not accept from any Reseller any complaint or information about violation of this Policy by any other Reseller. Any questions regarding this Policy should be directed in writing to: 99 Canal Center Plaza Suite 500, Alexandria, VA 22314.

Confidentiality

The terms of this MAP policy are confidential and may not be disclosed to any other parties.