# **AUTHORIZED DISTRIBUTOR APPLICATION (ADA)**

Thank you for your interest in Natural Immunogenics. In order to set up your account, we must first ensure that your company meets our Distributor guidelines. To help us initiate and finalize this process, please complete the following information:

### Store Information - to which you distribute (check all that apply)

Health Food Store Gourmet/Specialty Store	Chain Health Food Store Specialty Pet Store	E-Commerce (own) Gym/Spa	E-Commerce (A Other	mazon)
Billing Information				
Business Name:		Owner N	lame:	
Bus Address:		Buyer Na	ame:	
City/State/Zip:		MAPP Co	ontact:	
Email:		Phone:		
Is the billing address the same as the shipping address? Yes No		Accounti	ing Contact:	
Shipping Address (i	f different from billing add	ress)		
Name:		City/Stat	e/Zip:	
Shipping Address:		Phone:		
Company Informati	on			
Federal Tax ID#:	Resal	e License #:	# Yrs. in Bus	iness:
What are the primary pro	ducts your company offers?			
Have you previously had a	an account with Natural Immuno	genics? Yes	No	
If yes, please provide deta	ails:			
Does your company sell a	ny products online? Yes	No		
Payment Information	on			
Visa	Mastercard		American Express	
Name on Card:	Card Number:		Exp. Date:	CV Code:





Please provide a brief description of your business model (if any channel other than 100% direct business distribution, please provide appropriate detail, including DBA's and Fulfillment Centers. Please list by name and physical address.):

# store distributions:	# other distributions:			
What percentage of sales are generated online?				
If you sell online, what percentage of online sales is through each of the following:				
Direct Website	Jet.com	Other (list)		
Amazon.com	Ebay	Other (list)		

Please provide 3 or more examples of top selling supplement brands that you sell:

#### What types of products do you distribute (check all that apply):

Supplements	Pet Products
Food – Fresh & Dry Goods	Household Items
Food – Dry Goods only	Personal Care
Food – Bulk	OTC Medicine
Food – Specialty (ethnic, etc)	Other:

### **ADA and MAPP Agreement**

By signing below, I acknowledge the above is correct and factual. I understand that completion of this form does not guarantee a Natural Immunogenics' account will be set up for my business nor does it guarantee that I will qualify for promotional/volume discounts. I acknowledge that I have been provided with Natural Immunogenics' Minimum Advertised Pricing Policy (MAPP), and agree to comply with its guidelines at all times. I understand that sales to third-party resellers and distributors are strictly prohibited. I understand that failure to fully comply with all Natural Immunogenics' policies will result in termination of the business relationship and closure of my account. I also understand all orders are to be placed in quantities divisible by case packs in approved pricing.

Signature:

Print Name:

Date:





## ADA MINIMUM ADVERTISED PRICING (MAPP) POLICY

Natural Immunogenics Corp (NIC) has grown to be #1 by offering the highest quality silver hydrosols at fair and reasonable prices and investing heavily in manufacturing, testing and quality control processes that are much more comprehensive and expensive than others in the category.

Based upon how **Sovereign Silver**<sup>®</sup> products are advertised in the marketplace, NIC requires the Minimum Advertised Pricing Policy (MAPP) be acknowledged and adhered to by customers. This policy **limits** the **advertised** product discount to 20% (10% on gallon size) off **Manufacturer Suggested Retail Price (MSRP)**. Please refer to our Current Price List for details.

MAPP violations include, but are not limited to:

- Lower price than MAPP
- Bundled discounts
- Quantity discounts
- Advertising "Too Low to Show," "See Price in Cart," or any variation that requires extra clicks to ultimately see a price that is lower than MAPP
- Membership discounts that mention getting our products at wholesale prices below MAPP

As a product distributor, your company is responsible for enforcing compliance to this policy and maintaining enforcement information on your resellers.

Selling our products to 3<sup>rd</sup> party resellers or other distributors, to include Amazon.com and like sites is strictly prohibited.

Amazon/Ebay store resellers:

- Must disable price matching tools that violate our MAPP
- Fulfilled by Amazon (FBA) sales are prohibited with the exception of the Brand Registry owner

Failure to adhere to this policy, including failure to notify business name changes, storefront name changes, domain / site changes or DBAs (current or future) will ultimately result in discontinuing the further sale of any of our products to your company.

We have set extremely high standards in the manufacture of our products and this is one of the primary reasons that we do not engage in heavy discounting programs. Significant pricing discounts put unnecessary pressure on manufacturing costs. Due to our unwavering commitment to quality, we cannot compromise in this area. Providing the quality that you have come to expect from NIC is simply more important than low advertised pricing. Our commitment to product integrity and consistency provides advantages that no other manufacturer can match, including, but not limited to:

- 1. Smallest particle size ever documented
- 2. Highest percentage of active silver content  $[98\% Ag_{(n)}^{1+}]$
- 3. Only the purest ingredients (99.999% silver and pharmaceutical-grade purified water)
- 4. Safe, low, yet highly effective silver concentration
- 5. Packaged only in glass to prevent any degradation of silver speciation and leaching

We look forward to your ongoing adherence to this policy and supporting our brand as a premier product by maintaining price controls and equitable selling opportunities to all.

We reserve the right to revise this policy as and when needed in order to continue to protect our brand.



