

# Morecare Enterprises / Morgasm Minimum Advertised Pricing Policy

This Minimum Pricing Policy was unilaterally created and adopted by Morecare Enterprises, LLC. Nothing in this policy constitutes an agreement between Morecare Enterprises, LLC and Reseller. Each Reseller may agree or disagree with this policy at its sole discretion. Morecare Enterprises, LLC does not discuss the terms of acceptance associated with this policy. This policy is non-negotiable and will not be changed, modified or modified for any reseller.

This policy applies to all resellers who sell directly to the end user on all platforms. The minimum price for all Morecare Enterprises, LLC products, whether sold in brick-and-mortar stores, corporate websites or third-party resellers. MSRP prices are listed on the Morgasm website.

This Minimum Pricing Policy is without prejudice to Reseller's right to set independent promotional and/or retail prices for Morecare Enterprises, LLC products. This policy was not developed in collaboration with or with any of Morecare Enterprises, LLC's retailers. We reserve the right to determine if a retailer has advertised our products at a lower net price than the MAP price set forth in this policy. If we make such a decision, Morecare Enterprises, LLC may impose consequences without liability, including cancellation of open orders and indefinite refusal to accept new orders from the reseller. This includes ordering authorized Morecare Enterprises, LLC wholesalers to cease further sales to resellers who violate this policy. Morecare Enterprises, LLC sales representatives have no authority to modify or make exceptions to the terms of this MAP policy. All questions regarding the interpretation of this policy should be directed to the Policy Administrator: [legal@morgasm.com](mailto:legal@morgasm.com).

We understand that our quality dealers invest time and resources to provide an exceptional customer experience through knowledgeable staff and compelling sales presentations. In support of these efforts, Morecare Enterprises, LLC seeks to create practices that allow our reseller partners to earn the profits necessary to maintain the high level of customer service that people have come to expect from Morecare Enterprises, LLC resellers. Advertising methods that do not comply with this MAP policy include:

- Ads that ask the end user to "see price in cart", "click to see price", "add to cart for lowest price".
- stated price that has been crossed out or otherwise crossed out
- Advertised price not shown at all, such as language asking "Why don't we show the price?"
- Any advertisement in the main sales list of the product, from which the end user can conclude that by clicking on the shopping cart, he will see a cheaper price, and where this price is lower than the price stated in this MAP policy.

Temporary exceptions to MAP policy for short-term promotions or holiday sales are expected and acknowledged. Retailers can expect not to be penalized for sub-MAP prices when prices are limited in duration (up to 15 days, up to times per calendar year) and advertised prices revert to MAP prices after the established duration. If you find or suspect that a Reseller is in violation of Morecare Enterprises, LLC's MAP Policy, you may contact Morecare Enterprises, LLC at [legal@morgasm.com](mailto:legal@morgasm.com)