



## MAP POLICY

As the world's leading brand of Dietary Supplement Confections, Vitamin Friends, LLC ("VFR") is focused on maintaining high margins for our Authorized Resellers and Distributors. In recognition of the investment in time and resources required for our high-quality Authorized Resellers to provide the level of customer service and product knowledge expected from our customers, Vitamin Friends is committed to enforcing policies that allow our Authorized Resellers to maintain high profit margins through the sale of our products. VFR has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Vitamin Friends products. All VFR Authorized Resellers are required to abide by the following MAP Policy.

### **VFR's MAP Policy Guidelines for Vitamin Friends Products**

MAP pricing for all Vitamin Friends products can be found on your current price list. All advertised prices must be at or above MAP for all Vitamin Friends products if a MAP price has been established by VFR. Authorized Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Other statements such as "call for price" or "call for quote" are acceptable and permitted.

VFR will issue new price lists from time to time. Pricing is to be updated immediately upon receipt.

Authorized Resellers are also responsible for ensuring their advertised Vitamin Friends pricing is at or above MAP. Authorized Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. VFR's MAP Policy for all Vitamin Friends products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placements on Authorized Resellers own website, broadcast emails, flyers, posters or coupons.

**Authorized Resellers will NOT promote, market, advertise, offer to sell or sell VFR products on or through any online marketplace or auction service (e.g., Ebay, Amazon/Amazon Marketplace, or like websites), except as may be expressly consented to by VFR in writing and in advance, and it being understood that VFR may withdraw its consent at any time.**

From time to time, VFR may permit Authorized Resellers to advertise MAP Products at prices lower than the MAP price. In such events, Vitamin Friends reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all Authorized Resellers of such changes.



### Pricing Statements

VFR's MAP Policy does allow Authorized Resellers to omit pricing entirely from advertisements and/or advertisement statements such as "Call for Price" or "Call for Quote."

### Free Offers Associated with VFR Product

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP Policy.

### All Vitamin Friends Products Price Matching Policies

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of VFR's MAP Policy. Advertised price must always be at MAP or higher.

### Failure to Comply with the MAP Policy

**At the sole discretion of VFR, failure to abide by the MAP Policy may result in the immediate loss of authorized reseller status and your ability to purchase all Vitamin Friends products both direct as well as through distributors. VFR will utilize the following steps to resolve MAP violations:**

- 1. Violations by Authorized Resellers need to be corrected within 24 hours of notification.**
- 2. In the event of two or more violations, VFR reserves the right to revoke authorization to resell Vitamin Friends products.**

### MAP Policy Acknowledgment

VFR places great value on the efforts of all authorized resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of VFR products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge this MAP Policy by signing in the space provided below.

Thank you for your prompt attention to this matter, and your continued support for Vitamin Friends products.

Acknowledged: \_\_\_\_\_ (Name & Signature)

\_\_\_\_\_ (Company Name)

\_\_\_\_\_ (Date)