

## MINIMUM ADVERTISED PRICING POLICY AGREEMENT

As of September 22, 2014, a Minimum Advertised Price (MAP) on all Suavecito products will be in effect.

Suavecito, Inc. has built a brand of strong recognition which selects accounts recognized for their visionary alignment and integrity. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the Suavecito brand and its products. The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if Suavecito agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.

### THE MAP POLICY SHALL WORK UNDER THE FOLLOWING GUIDELINES

1. The MAP for all Suavecito products shall be no less than the MSRP provided in the Suavecito Price Sheet. The retailer also agrees to not sell any products at any promotional rate or include discounts in pricing when purchasing multiple products, such as bundle packs, 3 or 5 packs, etc.
2. The MAP policy applies to all advertisements of Suavecito products in any and all media, including, but not limited to, flyers, posters, mailers, inserts, catalogs, email newsletters, social media, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. If pricing is displayed in other than a brick and mortar store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
4. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the account's retail location or over the telephone. Suavecito sales representatives remain free to sell these products at any prices they choose.
5. Suavecito's MAP policy does not in any way limit the ability of any accounts to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
6. Accounts agree to hold all trademarks of Suavecito as the property of Suavecito and use advertising materials provided by Suavecito in an authorized manner only.
7. Intentional or repeated failure to abide by this policy will result in termination of account holding with Suavecito, Inc. Suavecito does not intend to do business with accounts who degrade the image of Suavecito and its products. It is Suavecito's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.
8. Ebay and Amazon accounts policy:
  - a. You *must* receive written authorization from Suavecito, Inc. prior to selling products on Ebay and Amazon.
  - b. "Buy it Now" options must be listed at a price equal to MAP or greater.
  - c. For auctions, the opening bids must start at MAP without a "Buy it Now" option.
  - d. Best Offer auctions are not allowed
9. Negotiated Contracts:
  - a. These type of contracts will have an addendum along with this agreement which will go through approvals and have a written consent between both parties.
10. Sales representatives of Suavecito products will supply a copy of the Suavecito MAP policy to any new or existing reseller to be filled out, acknowledged and returned to Suavecito. This form shall be signed and returned to Suavecito and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

This Map policy has been established by Suavecito to help ensure the legacy of Suavecito, Inc. and to protect the reputation of its name and products. The MAP policy is also designed to ensure accounts have the incentive to invest resources into services for Suavecito customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

**AGREED TO BY:**

**Date:**

**ACCOUNT ADDRESS:**

**CONTACT NUMBER:**

**E-MAIL:**

**WEBSITE URL:**

**ACCOUNT HOLDER NAME:**

**ACCOUNT HOLDER SIGNATURE:**

***Important: As of October 1, 2014, no shipments will be made to any wholesaler without having completed this form and returning it to Suavecito, Inc.***