

## Minna Life Minimum Advertised Pricing (MAP) Policy

The MAP policy applies to, but is not limited to, advertising in catalogs, direct mail, websites, in-store displays and any and all other forms of advertising media, including, without limitation, the internet and any other electronic medium available to the general public.

### Pricing

Minna has two key pricing requirements:

1. **MSRP / MAP for retail:** we require that our MAP policy be respected everywhere our products are sold to consumers. These prices are:
  - a. Ola: \$149 USD
  - b. Limon: \$119 USD

To maintain price integrity, which benefits all parties, we ask the assistance of all our distributors to monitor and enforce price-cutting of our products by any of their customers.

2. **NET wholesale pricing:** we require that distributors abide by our minimum NET wholesale pricing.
  - a. Ola: Normal wholesale \$74.50, NET minimum wholesale price \$69
  - b. Limon: Normal wholesale \$59.50, NET minimum wholesale price \$56

If after ten (10) days following a request to correct pricing, the pricing has not been corrected, Minna may, at its sole discretion, cease future supply of the product to the noncompliant party *or its distributor*. This policy may be modified by Minna as it deems necessary.

### Amazon

Minna asks that distributors **do not sell its products to parties who will retail them on Amazon, regardless of whether they respect MAP pricing.**

### Point of Sale Collateral

Our goal is for all physical retailers to have our POS display (which includes floor samples of both Ola and Limon). However, given the cost (over \$150/unit), we are only able to provide 1 free display for each 12 products ordered. We recommend that distributors encourage retailers to invest in 3 of each of our 4 SKUs in order to be provided the free display.

### Ordering Guidelines

Our case count for all products is 16 units; all distributor orders must be in increments of 16 per SKU (note that each color is an individual SKU).