

MINIMUM ADVERTISED PRICE POLICY

Updated January 26, 2015

Almased USA, Inc. (Almased) has adopted the following Minimum Advertised Price Policy (MAP Policy), which shall apply to distributors and retailers, including catalogue and internet retailers, (collectively, “Resellers”) located in the U.S. who resell or otherwise distribute genuine Almased products to end users via the Internet. This MAP Policy shall apply to the products provided on the attached Almased MAP Product Listing (“Products”), which may be updated under Almased’s discretion. The minimum advertised price for such Products shall not be less than twenty-five percent (25%) below the Suggested Retail Price (SRP) for each product as provided on Almased’s Price List in effect at that time. However, the discounting of products has been determined in a variable amount by number of units. Please see table below for exact MAP prices. The inclusion in Advertising¹ if particular Almased product does not appear on the MAP Listing, then there is MAP in effect for the product.

If Almased determines that a Reseller has taken any action that does not uphold this policy (after written notification and a “compliance grace period” of 5 business days in which to correct advertised price), which may include advertising¹, of Almased Product; Almased reserves the right, but does not undertake any obligation, to cancel all orders from that Reseller for the given Product. Additionally, for Reseller’s violation of this MAP Policy for the first time, Almased reserves the right, but does not undertake any obligation, to refuse to accept new orders from that Reseller for that Product for a period of sixty 60 days. For Reseller’s violation of the MAP Policy a second time, Almased reserves the right, but does not undertake any obligation, to refuse to accept new orders from that Reseller for so long as the Product in question appears on the MAP Listing.

THIS MAP POLICY DOES NOT ESTABLISH MAXIMUM ADVERTISED PRICES. ALL RESELLERS MAY OFFER ALMASED PRODUCTS AT ANY PRICE IN EXCESS OF THE MAP ESTABLISHED FOR SUCH PRODUCT. ADDITIONALLY, EACH ALMASED RESELLER IS FREE TO INDEPENDENTLY SET ACTUAL RESALE PRICES AT WHATEVER LEVEL IT CHOOSES.

THIS MAP POLICY DOES NOT IN ANY WAY LIMIT THE ABILITY OF ANY RESELLER 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.

¹¹ “Advertising” applies to all advertisements of selected Products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, including websites, e-mail newsletters, e-mail solicitations, television, radio, and public signage. Internet advertising also includes displaying a price for any Product, together with a picture, description or listing of the Product. It also includes a Product price displayed on a “checkout” or “shopping cart” page. In-store displays, point-of- sale signs, bar codes or similar marks on products or product packaging which merely state the price are not considered advertising for purposes of this MAP Policy.

No Almased representative or employee has authority to modify or otherwise alter this MAP Policy, or to request that the advertised price or resale price of an Almased product be at or above the price on the MAP Listing. The foregoing MAP Policy and any MAP Listing may be modified or discontinued by Almased, in its sole and absolute discretion, at any time without notice. The terms of this MAP Policy, including the MAP Listing, are confidential and should not be disclosed to third parties.

Product Name	Size	SRP	MAP Policy	UPC Code
Almased Multi Protein Powder Single	17.6 oz	\$39.95	\$27.97	688449258727
Almased Multi Protein Powder 2-pack	17.6 oz 2-pack	\$79.90	\$55.94	688449258727
Almased Multi Protein Powder 3-pack	17.6 oz 3-pack	\$119.85	\$83.91	688449258727
Almased Multi Protein Powder 3(+)-pack	17.6 oz 3(+)-pack	\$39.95 x # units	\$27.97 x # units	688449258727
Almased Wellness Tea	3.5 oz	\$16.95	\$12.71	688449258741
Almased Single Serve 10-Pack Box	10 x 50g Packets	\$44.45	\$33.34	688444925976

SRP based on current pricing as of 1/1/2015. Prices are subject to change without prior notice. This MAP Product Listing supersedes any prior lists.
