



## MINIMUM ADVERTISED PRICE POLICY

Updated January 11, 2017

Genexa LLC (“Genexa”) has unilaterally adopted this Minimum Advertised Price Policy (MAP Policy), which shall apply to both physical and online retailers, distributors and healthcare practitioners (collectively, “Resellers”) located in the U.S. who resell Genexa Products.

This MAP Policy shall apply to those products provided on the attached Genexa MAP Listing at the end of this document. The minimum advertised price for such products shall not exceed the discount noted in the Minimum Advertised Price Discount column of the price list provided on the attached MAP Listing. This represents the discount off the full retail price.

If Genexa 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 advertising<sup>1</sup> Genexa Products at a price with a higher discount than noted in the Minimum Advertised Price Discount column: Genexa will cancel all orders from that Reseller for the given Product; and for Reseller’s violating this MAP Policy for the first time, Genexa will refuse to accept new orders for that Product for a period of 60 days; and for Reseller’s violating this MAP Policy a second time, Genexa will refuse to accept new orders.

**Each Genexa reseller is free to decide whether or not follow this MAP Policy regarding an advertised price. HOWEVER, ADVERTISING A PRICE, OR TAKING OTHER ACTION THAT IS CONTRARY TO THIS**

---

<sup>1</sup> “Advertising” means all online, visual or audio media, including websites. In-store displays, point-of-sale signs, bar codes or similar marks on shelves, products or product packaging which merely state the price are not considered advertising for purposes of this MAP Policy.

In that regard, this MAP Policy does not apply to the actual sales price on any “check-out page” of any Reseller’s website or related internet site (typically the page at which the end user finally purchases the product). This MAP Policy does apply to any other page(s) on the Reseller’s website, unless such website requires account log in to view and access Genexa Products.





**POLICY MAY RESULT IN THE ABOVE MENTIONED ACTIONS. IN ADDITION, THE MAP POLICY DOES NOT APPLY TO A RESELLER'S ACTUAL SALES PRICES. EACH GENEXA RESELLER IS FREE TO INDEPENDENTLY SET ACTUAL RESALE PRICES AT WHATEVER LEVEL THEY CHOOSE.**

Genexa does not ask for, nor will it accept or discuss, any assurance of compliance or agreement from a Reseller regarding this MAP Policy or any conditions of acceptance related to this MAP Policy. Nothing in this MAP Policy is intended to be, nor shall be construed to be, an agreement between Genexa and any Reseller as to the minimum prices at which the Reseller shall advertise or resell Genexa Products.

No Genexa representative or employee has authority to modify or alter this MAP Policy, or to request that the advertised price or resale price of a Genexa Product be at or above the price on the MAP Listing. The foregoing MAP Policy and any MAP Listing is subject to modification or discontinuance by Genexa, in its sole and absolute discretion, at any time.





## MAP LISTING – GENEXA PRODUCTS

DESCRIPTION	GENEXA UPC NUMBER	SIZE	FULL RETAIL PRICE	MINIMUM ADVERTISED PRICE DISCOUNT (20% off MSRP)
<i>Cold Crush for Children</i>	008-57630- 00604-5	60 tablets	\$13.49	\$10.79
<i>Cold Crush Adult</i>	008-57630- 00606-9	60 tablets	\$14.99	\$11.99
<i>Allergy-D Adult</i>	008-57630- 00605-2	60 tablets	\$14.99	\$11.99
<i>Allergy-D for Children</i>	008-57630- 00602-1	60 tablets	\$13.49	\$10.79
<i>Sleepology</i>	008-57630- 00609-0	60 tablets	\$14.99	\$11.99
<i>Arnica Advantage</i>	008-57630- 00608-3	100 tablets	\$14.99	\$11.99
<i>Stress Relief</i>	008-57630- 00600-7	60 tablets	\$14.99	\$11.99
<i>Calm Keeper for Children</i>	008-57630- 00610-6	60 tablets	\$13.49	\$10.79
<i>Jet Lag Rx</i>	008-57630- 00601-4	60 tablets	\$14.99	\$11.99
<i>Leg Cramp Rx</i>	008-57630- 00607-6	100 tablets	\$14.99	\$11.99
<i>Flu Fix</i>	008-57630- 00603-8	60 tablets	\$14.99	\$11.99

