

EFFECTIVE DATE: **February 01, 2025**

ACURE
UNITED STATES UNILATERAL MINIMUM ADVERTISED PRICE (“UMAP”) POLICY

Better Planet Brands LLC dba Acure (“Acure”) recognizes that its high-quality resellers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling vendor presentation. To support its resellers’ efforts and preserve its strong brand reputation, Acure wishes to establish policies that allow resellers to earn the profits necessary to maintain the high level of customer excellence people have come to expect from Acure resellers.

In order to successfully compete in the marketplace and to maintain its premium brand image, Acure has announced this UMAP Policy. Hereafter, all sales from Acure resellers to end-users of products set forth in Acure’s *UMAP Grid* (the “Product(s)”) inside the United States shall be subject to this UMAP Policy.

Acure Products covered and their coordinating minimum advertised prices are set forth in the *UMAP Grid* and shall be delivered or otherwise made available by Acure to the reseller. The UMAP Policy is available at <https://Acure.com/pages/imp-authorized-reseller-policy>. Acure reserves the right from time to time to alter, modify, suspend, or cancel this UMAP Policy, the Products covered, and/or the minimum advertised prices.

This UMAP Policy does not restrict a reseller’s right to establish independent advertised and/or resale prices of Acure Products. Acure reserves the right to determine whether a reseller has advertised Acure’s Products at a net advertised price less than the minimum advertised price established in this UMAP Policy. Upon such determination, Acure may, without assuming any liability, cancel all orders and may indefinitely refuse to accept new orders from the reseller. ***Please note that following the actions of another reseller is not an exception to this Unilateral Policy and will be considered non-acquiescence.***

This UMAP Policy has been unilaterally adopted by Acure. Acure neither solicits nor will it accept assurances by any reseller of acquiescence with this UMAP Policy. Nothing in this UMAP Policy shall constitute an agreement between Acure and any reseller of compliance with this UMAP Policy. The reseller within its own discretion can choose to acquiesce or not acquiesce with this UMAP Policy. Acure will not discuss conditions of acceptance related to this UMAP Policy. This UMAP Policy is non-negotiable and will not be altered, modified, or amended for any reseller.

The following are actions that constitute acquiescence with Acure’s UMAP Policy:

- The offer of free shipping or financing on Product(s) listed in the *UMAP Grid*
- The offer of a gift card redeemable for value on a future purchase with the purchase of Product(s) listed in the *UMAP Grid*
- Acure, from time to time within its sole discretion, may announce promotional prices and bundles of Product(s) listed in the *UMAP Grid*

The following are actions that do not constitute acquiescence with Acure’s UMAP Policy:

- Advertising that: i) states things such as “see price in cart,” “click to see price,” “add to cart for best price,” or “call for price”; ii) lists a price that is struck through; iii) does not list a price, or iv) contains any language or graphic representation that implies, or from which the end-user can infer, that the end-user may click through to the cart to see a price lower than that set forth in the *UMAP Grid*
- The issuance of non-Acure announced rebates (in any form, including coupon codes) on Product(s) listed in the *UMAP Grid*
- Combining a Product from the *UMAP Grid* with any other product for a combined price lower than 15% off the minimum price set forth in the *UMAP Grid*
- Combining a Product from the *UMAP Grid* with another Product(s) from the *UMAP Grid* for a combined price lower than 15% off what the products could be advertised independent of each other as set forth in the *UMAP Grid*

Acure’s sales personnel have no authority to modify or grant exceptions to this UMAP Policy. All questions regarding interpretation of this UMAP Policy should be directed to the UMAP Policy Committee at reseller@acure.com.

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**ACURE
UMAP GRID**

The Products and Minimum Advertised Price covered by the UMAP Policy is listed on the current published MSRP list price for all Acure Products.

A schedule of all current UMAP products and minimum advertised prices is available upon request by contacting reseller@acure.com.