

AMAZON.COM POLICY MINIMUM ADVERTISED PRICE POLICY

Updated June 30, 2021

Almased actively supports the advertising, marketing and promotion of its products on Amazon.com. Almased has built a strong reputation and following among customers. Almased has determined that in order to provide the best consumer experience possible, the Amazon marketplace must be strategically managed and monitored. Managing the Amazon marketplace also ensures that the brand's image and integrity will not be diminished in any way.

The following MAP Policy shall apply to Resellers on Amazon.com

1. Seller must abide by all Amazon.com General Policies, Sponsored Ad Policies and Amazon's intellectual property, and product listing requirements. See links:
<https://advertising.amazon.com/resources/ad-policy/general-policies>
<https://advertising.amazon.com/resources/ad-policy/sponsored-ads-policies>
https://sellercentral.amazon.com/gp/help/help.html?itemID=G521&language=en_US
2. Almased has the right to immediately remove any and all unauthorized Amazon reseller's listing for Amazon.com and cease supplying Almased products.
3. Almased has the right to immediately remove any and all unauthorized Amazon reseller's listing(s) from Amazon.com that are utilizing Amazon's fulfillment services (FBA), but are not authorized to do so and cease supplying Almased products.
4. Resellers must obtain Almased's approval before going live on Amazon with a new or revised listing.
5. Resellers may only use listings provided by Almased.
6. Resellers may not mix or bundle Almased products with products of any other brand.
7. Resellers must use the latest product images provided by Almased. It is the Seller's responsibility to ensure they are using the latest product images.
8. Resellers cannot make medical claims about Almased products. All information regarding the products will be provided by Almased.
9. Only Almased will be authorized to approve authorized reseller(s) to utilize Amazon's fulfillment services (FBA).

If Almased determines that a Reseller has taken any action that does not uphold this policy, they will be provided written notification and a "compliance grace period" of 5 business days in which to correct advertised price. If a Reseller takes any action that does not uphold the policy a second time, Almased reserves the right, but does not undertake to put on hold or cancel all orders from the Reseller until the advertised price is corrected and the Reseller will be placed on probation for a period of sixty (60) days. For Reseller's violation of the MAP Policy a third time, Almased reserves the right to refuse to accept new orders from the Reseller for as long as the Product in question appears on the MAP listing.

Almased USA, Inc. (Almased) has unilaterally adopted this Minimum Advertised Price Policy (MAP Policy), which shall apply to distributors and retailers, (collectively, “Resellers”) who resell or otherwise distribute genuine Almased products to end users via Amazon.com. This MAP Policy shall apply to the products provided on the attached Almased MAP Listing (“Products”), which may be updated under Almased’s discretion.

Product Name	Size	SRP	MAP Policy	UPC Code
Original Almased Multi Protein Powder	17.6 oz	\$32.99	\$29.97	688449258727
Original Almased Multi Protein Powder 2-pack	17.6 oz 2-pack	\$65.98	\$55.94	688449258727
Original Almased Multi Protein Powder 3-pack	17.6 oz 3-pack	\$98.97	\$83.90	688449258727
Vanilla Almond Almased Multi Protein Powder	17.6 oz	\$33.99	\$32.79	688449258772
Vanilla Almond Almased Multi Protein Powder 2-pack	17.6 oz 2-pack	\$67.98	\$65.58	688449258772
Vanilla Almond Almased Multi Protein Powder 3-pack	17.6 oz 3-pack	\$101.97	\$98.37	688449258772

SRP based on current pricing as of 6/30/2021. Prices are subject to change without prior notice. This MAP Product Listing supersedes any prior lists.

The terms of this Amazon Policy are confidential and should not be disclosed to other parties. This Amazon policy has been established and will be enforced unilaterally by Almased to ensure brand integrity, and may be adjusted at any time by Almased in its sole discretion.

Almased reserves the right to terminate this policy at any time by Almased’s sole discretion.

Any questions or concerns should be directed to Denise Odermatt via email dodermatt@almased.com