

MOUNTAIN OCEAN, LTD.

Minimum Advertising Pricing (MAP) Policy

(September 1, 2023)

To: All Mountain Ocean, Ltd. product retailers and resellers:

This is to advise you that Mountain Ocean, Ltd. has unilaterally initiated a company Minimum Advertised Price policy effective as of the date of this notice. Under this policy Mountain Ocean products may not be advertised for sale at prices lower than those appearing on the attached SCHEDULE A, a list of products and their accompanying Minimum Advertised Price (MAP). This policy applies to all mediums of advertisement of any of the delineated products on SCHEDULE A, including but not limited to print, mailings, flyers, coupons, catalogues, Internet, e-commerce platform, radio, telephone messaging and television/cable. Additionally, any price information related to products on any Internet website which can be accessed directly through any hypertext link or by any other method which uses “http” or other protocol is considered to be advertising under this policy.

This Mountain Ocean MAP policy covers all Mountain Ocean retailers and resellers located in the United States and its territories. The policy does not apply to the price at which products are actually sold to customers, or to advertised prices that are higher than those established at the unilateral minimum advertised resale prices set forth on SCHEDULE A. Resellers and retailers remain free to establish their own resell and retail prices. The Mountain Ocean MAP policy is not applicable to any “brick and mortar”, in-store advertising that is displayed only in the store premises and not distributed to customers. This MAP policy does not apply to the actual sales price on any “check out” or “cart” page of any retailer’s or reseller’s website or related Internet site where the customer finally purchases the product.

Each and every advertisement advertising a scheduled Mountain Ocean product below the MAP shall be a violation of this policy. This includes products that are advertised for sale in lots, cases, combinations or multiples of a single product should the result be to advertise a product at a price less than that set forth on Schedule A. Violations of MAP policy may result in Mountain Ocean ceasing to supply a violator with product or terminating all orders from or to and all contracts with the offending reseller or retailer. Additionally, Mountain Ocean may advise its distributors to refuse any order from any retailer or reseller and/or terminate the relationship with any retailer or reseller immediately following verification that such retailer or reseller has advertised any product at a price less than MAP.

At any time and at the sole discretion of Mountain Ocean, the products referenced on SCHEDULE A and the MAP policy may be changed from time to time by Mountain Ocean. This MAP policy is a Mountain Ocean company policy and not a binding agreement or contract with any retailer or seller of Mountain Ocean product. Any questions concerning this policy should be directed in writing or by email to J. B. Bishko, Mountain Ocean MAP Director, Mountain Ocean, Ltd., 5150 Valmont, Boulder, CO 80301 jb@mountainocean.com.

SCHEDULE A

9/1/2023

Schedule of Mountain Ocean Products and Accompanying Minimum Advertised Price

<u>Product Name/Description</u>	<u>UPC</u>	<u>MAP</u>
Lip Trip SPF 15	075772-277561	\$ 4.65
Skin Trip Coconut Moisturizer	075772-277516	\$ 11.99
Skin Trip Coconut Soap	075772-277615	\$ 5.65
Mother's Special Blend Skin Toning Oil	075772-277608	\$ 16.60
Mother's Special Blend Cocoa Butter Soap	075772-277660	\$ 5.65
Skin Trip Lip Balm	075772-277677	\$ 4.65