



MINIMUM ADVERTISED PRICING (MAP) POLICY

November 28, 2022

Overview

The purpose of this policy is to ensure that all marketplace resellers adhere to the OLYRA MAP pricing.

OLYRA FOODS INC is instituting a policy of minimum advertised price standards for OLYRA products in order to preserve its reputation and provide customers with high value products and strong after-sales support, and to further enhance the OLYRA brand image and its competitiveness in the marketplace.

This Minimum Advertised Pricing Policy ("MAP Policy") will become effective immediately and will apply to internet retailers (collectively, "Resellers"), who resell OLYRA products to end users located in the United States. OLYRA FOODS INC is not subject to the Minimum Advertising Policy.

MAP Policy

MAP pricing for all OLYRA products can be found on current price list, which may be amended or adjusted by OLYRA FOODS INC at any time in its sole discretion. The MAP list will identify the effective date, the products and MAP pricing for those products. The MAP pricing is attached as **Appendix A**.

All **advertised prices must be at or above MAP** for all OLYRA products.

Resellers are free to set the actual resale price of any product as long as it is at, or above MAP price given the most recent publication of the price list.

This MAP Policy applies only to advertised prices and does not apply to the price at which OLYRA products are sold or offered for sale to an individual consumer within Resellers' retail location.

Failure to Comply with the MAP Policy

At the sole discretion of OLYRA FOODS INC, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all OLYRA products both direct as well as through distribution.

Appendix A – MAP List, November 28, 2022

Name	Size	MAP Price	SRP	UPC	UNFI East	UNFI West
OLYRA Organic Breakfast Biscuits Cinnamon Tahini	Case with 6 packs of 5.3oz	\$32.99	\$29.99	10819019020100	238733	30065
OLYRA Organic Breakfast Biscuits Carob Hazelnut	Case with 6 packs of 5.3oz	\$32.99	\$29.99	10819019020124	239314	30068
OLYRA Organic Breakfast Biscuits Fig Anise	Case with 6 packs of 5.3oz	\$32.99	\$29.99	10819019020148	239311	30067
OLYRA Organic Breakfast Biscuits Variety	Case with 6 packs of 5.3oz	\$32.99	\$29.99	819019020202	N/A	N/A
OLYRA Organic Sandwich Breakfast Biscuits Blueberry & Greek Yoghurt Crème	Case with 6 packs of 5.3oz	\$36.29	\$32.99	10819019020292	269470-1	67606
OLYRA Organic Sandwich Breakfast Biscuits Chocolate Creme	Case with 6 packs of 5.3oz	\$36.29	\$32.99	10819019020285	269472-7	67616
OLYRA Organic Sandwich Breakfast Biscuits Hazelnut Cocoa Butter	Case with 6 packs of 5.3oz	\$36.29	\$32.99	10819019020308	269471-9	67610
OLYRA Certified Organic Sandwich Breakfast Biscuits Variety	Case with 6 packs of 5.3oz	\$36.29	\$32.99	10819019020315	N/A	N/A
OLYRA Organic Filled Breakfast Biscuits Double Chocolate	Case with 6 packs of 5.3oz	\$36.29	\$32.99	10819019020476	TBD	TBD
OLYRA Organic Filled Breakfast Biscuits Almond	Case with 6 packs of 5.3oz	\$36.29	\$32.99	10819019020513	TBD	TBD
OLYRA Organic Filled Breakfast Biscuits Peanut butter	Case with 6 packs of 5.3oz	\$36.29	\$32.99	10819019020490	TBD	TBD
OLYRA Organic Breakfast Biscuits Cinnamon Tahini	1 pack of 5.3oz	\$8.99	\$7.99	819019020110	238733	30065
OLYRA Organic Breakfast Biscuits Carob Hazelnut	1 pack of 5.3oz	\$8.99	\$7.99	819019020134	239314	30068
OLYRA Organic Breakfast Biscuits Fig Anise	1 pack of 5.3oz	\$8.99	\$7.99	819019020158	239311	30067
OLYRA Organic Sandwich Breakfast Biscuits Blueberry & Greek Yoghurt Crème	1 pack of 5.3oz	\$9.99	\$8.99	819019020257	269470-1	67606

OLYRA Organic Sandwich Breakfast Biscuits Chocolate Creme	1 pack of 5.3oz	\$9.99	\$8.99	819019020233	269472-7	67616
OLYRA Organic Sandwich Breakfast Biscuits Hazelnut Cocoa Butter	1 pack of 5.3oz	\$9.99	\$8.99	819019020271	269471-9	67610
OLYRA Organic Filled Breakfast Biscuits Double Chocolate	1 pack of 5.3oz	\$9.99	\$8.99	819019020479	TBD	TBD
OLYRA Organic Filled Breakfast Biscuits Almond	1 pack of 5.3oz	\$9.99	\$8.99	819019020516	TBD	TBD
OLYRA Organic Filled Breakfast Biscuits Peanut butter	1 pack of 5.3oz	\$9.99	\$8.99	819019020493	TBD	TBD