



## U.S. MINIMUM ADVERTISED PRICE POLICY

### 1. INTRODUCTION

We recognize that our success is tied to the success of our network of select authorized resellers. We also know that many of our resellers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discouraging price-based advertising that would be detrimental to our service and support efforts. As a result, Rishi has unilaterally established this Minimum Advertised Price (“MAP”) Policy.

### 2. POLICY STATEMENT

Rishi, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at a price lower than the MAP.

### 3. GENERAL GUIDELINES

A. The products covered by this policy are listed in Section 6 (“MAP Products”). Rishi may, in its sole discretion, modify this list from time to time.

B. Rishi recognizes that resellers are free to make their own decisions to advertise and sell any Rishi product at any price they choose, without consulting or advising Rishi. Similarly, Rishi will exercise its right to make its own decisions regarding marketing materials, point-of-purchase displays, product allocation, new product availability, or future promotional programs.

C. The MAP Policy applies to advertised prices, not the price at which MAP Products are actually sold or offered for sale to an individual in-store or over the telephone.

D. Rishi believes in maintaining a well regulated and fair marketplace for all its authorized resellers.

### 4. ADVERTISING GUIDELINES

A. The MAP Policy applies to all advertisements of MAP Products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage, as well as internet sites, social media sites, apps, or any other electronic media.

B. The MAP Policy does not apply to solely on-premise or in-store advertising that is not distributed to customers.



C. Website features such as “click for price,” automated “bounce-back” pricing e-mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer’s shopping cart and other similar features are considered to be communications initiated by the dealer (rather than by the customer) and thereby constitute “advertising” under this MAP Policy.

D. It shall not be a violation of this MAP Policy to advertise that a customer may “call for price” or “e-mail for price,” or to use similar language, specifically with respect to Rishi products, so long as no price is listed.

E. This MAP Policy also applies to any activity which Rishi determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for “group purchases” and the like.

F. It shall not be a violation of this MAP Policy to advertise in general that the reseller has “the lowest prices” or will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.

G. From time to time, Rishi may permit a reseller to advertise MAP Products at prices lower than the MAP retail price. In such events, Rishi reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

## 5. POLICY ENFORCEMENT

A. Rishi is solely responsible for determining whether a violation of the MAP Policy has occurred, as well as determining appropriate sanctions.

B. Rishi monitors the advertised prices of resellers, either directly or via the use of third-party agencies or tools. Resellers are expected to provide reasonable cooperation in any delaying, or otherwise failing to cooperate with a Rishi MAP Policy investigation is a violation of this MAP Policy.

## 6. LIST OF MAP PRODUCTS

Loose Leaf Tea	VIN	UPC	MSRP	Single Unit MAP	Multi-Unit MAP	East Item Code	West Item Code
Dandelion Detox	ODD976-CS	7-41391-97885-0	\$14.99	\$13.99	\$12.50	259969-4	61294
Earl Grey	OEG976-CS	7-41391-97886-7	\$14.99	\$13.99	\$12.50	259970-2	61298
Elderberry Healer	OEH976-CS	7-41391-97887-4	\$14.99	\$13.99	\$12.50	259971-0	61301
Lavender Mint	OLM976-CS	7-41391-97888-1	\$14.99	\$13.99	\$12.50	259972-8	61305
Matcha Super Green	OSG976-CS	7-41391-97891-1	\$14.99	\$13.99	\$12.50	259975-1	61317
Quince Eucalyptus	OQE976-CS	7-41391-97889-8	\$14.99	\$13.99	\$12.50	259973-6	61306
Reishi Mushroom Hero	ORMH976-CS	7-41391-97890-4	\$14.99	\$13.99	\$12.50	259974-4	61307
Spicy Masala Chai	OSMC976-CS	7-41391-97892-8	\$14.99	\$13.99	\$12.50	259976-9	61317
Turmeric Ginger	OTUR976-CS	7-41391-97893-5	\$14.99	\$13.99	\$12.50	259977-7	61319
Valerian Dream	OVD976-CS	7-41391-97894-2	\$14.99	\$13.99	\$12.50	259978-5	61323



Tea Bags	VIN	UPC	MSRP	Single Unit MAP	Multi-Unit MAP	East Item Code	West Item Code
Blueberry Hibiscus	OBHRTTB6-CS	7-41391-97379-4	\$8.99	\$8.49	\$7.50	158809-4	33936
Chamomile Medley	OCMRTTB6-CS	7-41391-97382-4	\$8.99	\$8.49	\$7.50	161784-4	44143
Dandelion Detox	ODDRTTB6-CS	7-41391-97695-5	\$8.99	\$8.49	\$7.50	217935-6	46618
Earl Grey	OEGRTTB6-CS	7-41391-97385-5	\$8.99	\$8.49	\$7.50	158810-2	33937
Elderberry Healer	OEHRTTB6-CS	7-41391-97868-3	\$8.99	\$8.49	\$7.50	253414-7	54986
English Breakfast	OEBRTTB6-CS	7-41391-97386-2	\$8.99	\$8.49	\$7.50	158811-0	33938
Jasmine	OJTRTTB6-CS	7-41391-97390-9	\$8.99	\$8.49	\$7.50	158812-8	33939
Lavender Mint	OLMRTTB6-CS	7-41391-97860-7	\$8.99	\$8.49	\$7.50	253416-2	54990
Masala Chai	OMCRTTB6-CS	7-41391-97388-6	\$8.99	\$8.49	\$7.50	158813-6	33940
Matcha Ginger Buzz	OMGBRTTB6-CS	7-41391-97698-6	\$8.99	\$8.49	\$7.50	217934-9	46617
Matcha Super Green	OSGRTTB6-CS	7-41391-97392-3	\$8.99	\$8.49	\$7.50	158814-4	33941
Quince Eucalyptus	OQERTTB6-CS	7-41391-97866-9	\$8.99	\$8.49	\$7.50	253413-9	54982
Reishi Mushroom Hero	ORMHRTTB6-CS	7-41391-97862-1	\$8.99	\$8.49	\$7.50	253415-4	54987
Sencha	OSENRTTB6-CS	7-41391-97393-0	\$8.99	\$8.49	\$7.50	160844-7	54956
Tumeric Mango	OTMRTTB6-CS	7-41391-97697-9	\$8.99	\$8.49	\$7.50	158817-7	33944
Turmeric Ginger	OTURTTB6-CS	7-41391-97381-7	\$8.99	\$8.49	\$7.50	217931-5	46614
Valerian Dream	OVDRTTB6-CS	7-41391-97864-5	\$8.99	\$8.49	\$7.50	253418-8	54992

Matcha Powders	VIN	UPC	MSRP	Single Unit MAP	Multi-Unit MAP	East Item Code	West Item Code
Ceremonial Matcha	OCERMAT976-CS	7-41391-97928-4	\$14.99	\$13.99	\$12.50	265359-0	68078
Cold Brew Matcha	OCBREMAT976-CS	7-41391-97929-1	\$14.99	\$13.99	\$12.50	265360-8	68079
Everyday Matcha	OEDMAT976-CS	7-41391-97927-7	\$9.99	\$8.99	\$7.50	265358-2	68077
Matcha Sticks	OMATSTK976-CS	7-41391-97926-0	\$14.99	\$13.99	\$12.50	265357-4	68076
Sweet Matcha	SMP976-CS	7-41391-97904-8	\$8.29	\$7.49	\$7.00	265356-6	68075

Chai Concentrates	VIN	UPC	MSRP	Single Unit MAP	Multi-Unit MAP	East Item Code	West Item Code
Chaga Chai	OCCTP-EA	7-41391-97759-4	6.99	6.99	6.99	249460-7	37446
Masala Chai	OMCCTP-EA	7-41391-95391-8	6.99	6.99	6.99	147516-9	04503
Turmeric Ginger Chai	OTGCCTP-EA	7-41391-97644-3	6.99	6.99	6.99	183722-8	02087

NOTE: Multi-unit MAP is the minimum price per unit that should be reflected in 2-, 4-, 6-pack bundles or any other bundle quantity.

