

Santevia Water Systems Inc. Minimum Advertised Price Policy

Effective January 1, 2021



Santevia Water Systems Inc. (“Santevia”) and its approved retailers (“Retailers”) work to develop, market, and distribute Products (as defined below) of the highest quality that represent excellent value for customers. Santevia has expended a great deal of resources to build a positive image of its brand. Santevia is proud to associate with Retailers that dedicate the time and effort to ensure consumer satisfaction with Santevia brand products and protect the Santevia brand reputation.

The Policy helps to maintain the value of Santevia’s Products, including preserving the goodwill, market value, reputation, and image of Santevia and its Products and Trademarks.

MINIMUM ADVERTISED PRICE POLICY

Retailers may sell Products at any price they choose in their sole discretion. This Policy applies only to advertised prices.

Santevia believes that marketing the Products at a price other than the manufacturer suggested retail price (“MSRP”) undermines Santevia’s reputation and market value of the Products. However, Santevia will permit a minimum advertised price (“MAP”) of ten percent (10%) less than the MSRP at any time.

No Trademark or Copyrighted Material may be used in any advertisement, catalog, or publication, whether printed, audio, video, or electronic unless the price is greater or equal to the MAP price, as published by Santevia.

The MSRP and MAP for the Products is attached to the Policy (“MSRP List”) as Appendix A. Santevia reserves the right to amend or suspend the Policy or the MSRP List, in whole or in part, at any time.

ADVERTISEMENTS - “Advertisement” is defined as any advertisement, announcement, information, publication, or notice given or made by a Retailer in connection with the solicitation of business or sale of any Product(s) in whatever medium, including email, print, radio, newsletter, television, handbill, sign (except signs inside the Retailer’s retail store directed to consumers inside the store), catalog, letter, other electronic media (including but not limited to all forms of social media such as Facebook, LinkedIn, Twitter, Instagram, and text messages) which includes Retailer’s website address where the Products are offered for sale. This Policy is not applicable to any in-store advertising such as in-store displays or signs.

PRICING ON THE INTERNET IS AN ADVERTISEMENT - Prices listed on an approved website, including but not limited to prices listed in the “shopping cart,” are considered an advertisement, and are subject to the Policy. However this excludes website-wide promotions that do not single out only Santevia products, but offer general store level promotions (ie: loyalty points, discounts and/or first time purchases).

POLICY VIOLATIONS - Violations of the Policy include but are not limited to the following conduct:

- Displaying advertised prices below the current MAP.
- For Online Retailers, including phrases such as “click for price,” “add to cart for lower price,” “email for price,” “call for price,” or similar phrases that imply that the advertised price is below the MSRP.
- Supporting, supplying, or in any way facilitating other Retailers who advertise in violation of the Policy.

ENFORCEMENT - Santevia monitors the advertised prices of its Products and will enforce the Policy in its sole discretion and without notice. Any questions concerning the Policy, should be submitted in writing to the Sales & Marketing Department at marketing@santevia.com. Retailers have no right to enforce the Policy. Santevia will not discuss Policy compliance with any Retailer; nor will Santevia discuss any other Retailer’s compliance with Policy terms.

If a Retailer does not confirm to the Policy, Santevia will enforce the Policy in the following manner:

FIRST OFFENCE: Retailer will be notified by the distribution partner or Sales Representative of the violation and will have 48 hours to correct the infraction.

SECOND OFFENSE: Retailer will be placed on a non-ship basis for a period of thirty (30) days from the date of the Notice for all Santevia products.

THIRD OFFENSE: Retailer will be placed on a non-ship basis indefinitely for all Santevia Products.

SANTEVIA HAS SOLE AUTHORITY REGARDING POLICY - Santevia is solely responsible for establishing this Policy and, acting through the MAP Policy Administrator, retains sole authority regarding the Policy. No Santevia employee or sales representative has any authority to discuss, modify, or grant exceptions to the Policy. Any representation or action relating to the Policy by any unauthorized employee, sales representative, or other person is invalid.

ABSENCE OF AGREEMENT; NON-NEGOTIABILITY - This Policy does not constitute an agreement between Santevia and any other entity. Santevia neither solicits nor will it accept any assurance of compliance with this Policy from any Retailer or other party. Each Retailer must independently choose whether to comply with the terms of this Policy. This Policy is not negotiable and will not be altered for any individual Retailer.

CONFIDENTIALITY - The terms of this Policy are confidential and may not be disclosed to any other party.

APPENDIX A

The following MAP prices are 10% off MSRP across the entire Santevia product line. MSRP and MAP pricing is subject to change with a minimum of 90 days notice provided. Not all products on this list are available for sale in all US channels. For further details please contact your respective distributor or contact Santevia directly.

Product(s)	MSRP	MAP
Alkaline Water System Countertop, Dispenser	\$199.99	\$179.99
Alkaline Water System Filter All Models 5 Stage Filter, Mineral Stones	\$39.99	\$35.99
Alkaline Water System Filter All Models Fluoride Filter	\$44.99	\$40.49
Alkaline Water System Filter All Models Ceramic Pre-filter	\$42.99	\$38.69
Alkaline Water System Parts Countertop Water Tap	\$9.99	\$8.99
Alkaline Water Pitcher MINA Model Black, White	\$49.99	\$44.99
Alkaline Water Pitcher Filter MINA Model 1-Pack	\$17.99	\$16.19
Alkaline Water Pitcher Filter MINA Model 3-Pack	\$49.99	\$44.99
Alkaline Water Pitcher Classic Model All Colours	\$49.99	\$44.99
Alkaline Water Pitcher Filter Classic Model 1-Pack	\$19.99	\$17.99
Alkaline Water Pitcher Filter Classic Model 3-Pack	\$54.99	\$49.49
Water Bottle Filter Pouch Immune Support, Energy Boost 6-Pack	\$19.99	\$17.99
Water Bottle Filter Pouch Energy Boost 24-Count Shelf Display	\$3.49/ea	\$3.14/ea
Water Bottle Filter Power Stick, Recovery Stick 6-Count	\$17.99/ea	\$16.19/ea
Water Bottle Tritan Blue, Black, Purple, Red	\$12.99	\$11.69
Water Bottle Glass Blue, Green	\$26.99	\$24.29
Water Bottle Stainless Steel Blue	\$19.99	\$17.99
Shower Filter Shower Head Model White	\$42.99	\$38.69
Shower Filter Shower Head Model Replacement Cartridge	\$19.99	\$17.99
Bath Filter Faucet Model Baby Bath Filter	\$19.99	\$17.99
Optimal Health Tools pH Test Kit 12-Count Shelf Display	\$12.99/ea	\$11.69/ea
Optimal Health Tools Book Alkalize Your Body	\$6.99	\$6.29