



UNITED STATES MINIMUM ADVERTISED PRICE POLICY

Effective Date: MARCH 1, 2024

THINK has determined that advertising its Products at prices below certain levels undermines THINK's trade reputation, brand, and image and discourages THINK resellers from investing in the growth of their product lines and providing the best possible service and support to consumers. Therefore, THINK has adopted this unilateral United States Minimum Advertised Price ("MAP") Policy (the "Policy"), which applies to all Advertisements (as defined below) of THINK Products by all distributors, retailers, dealers, and other resellers of THINK products in the United States (hereinafter, "Resellers").

MINIMUM ADVERTISED PRICE

The MAP will be established solely by THINK and will be communicated to all Resellers of THINK Products. The Products, Suggested Retail Prices ("SRPs"), and MAP may be changed from time to time at THINK's sole discretion. If THINK changes the MAP on any Product, it will provide at least 30 days' notice to Resellers before such change takes effect.

The Policy is not intended to control, influence, determine, limit, or affect in any way the prices at which Resellers sell THINK products to consumers. The Policy is strictly limited to restrictions on advertised prices. Each Reseller remains free to determine its own resale price for THINK products.

It is a violation of this Policy for a Reseller to advertise any think Product(s) at a price lower than the published MAP.

This Policy applies to all advertisements of THINK Products in any and all media as well as any advertising within brick and mortar retail stores or other selling venues.

An "Advertisement" includes any and all promotional or pricing information displayed via any type of media, marketing, or promotional materials, including, without limitation:

- flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogues, television, radio, public signage, billboards; and

- all forms of Internet advertising, including, without limitation, all website pages and banners, social media, emails, blogs, portal sites (search engines - Google, Yahoo, etc.), and click-through search engines, whether or not products are sold from those sites.

Direct or indirect attempts to circumvent this Policy will be considered a violation of this Policy. Such attempts may include, but are not limited to:

- Coupons, discounts, rebate offers, or other inducements that advertise a price lower than the MAP;

- Advertisements that bundle or include free or discounted THINK products with other products or services if such bundling has the effect of discounting the advertised price of the THINK product below the MAP; and

- Any other Reseller-initiated communication or form of advertisement that has the effect of advertising a price below the MAP, such as a price-off coupon, storewide sale, promotional code or other similar items that can be applied to THINK Products or from which THINK Products are not excluded.

It is not a violation of this Policy to advertise that a customer may “call for price” or “email for price” or use similar language as long as no price is listed. Use of phrases that advertise “the lowest prices,” “will match or beat competitor’s prices,” or similar phrases also do not violate this Policy so long as the Reseller does not include any advertised price below the MAP.

INTERNET SALES

Reseller shall not market or offer for sale the Products on any website or fulfill Reseller’s sales of Products through any website without prior written consent from THINK, which is granted solely through the execution by THINK of the Authorized Online Reseller Agreement. Execution by THINK of the Authorized Online Reseller Agreement constitutes the only means of providing consent to sell Products online. No THINK employee or agent may authorize online sales through oral statements, other written agreement, or by any other means. Selling on third-party marketplace sites (e.g., ebay, Amazon, Walmart Marketplace, Sears Marketplace), drop-ship accounts (e.g. Rakuten.com, Newegg.com, Overstocking.com, Jet.com), classified sites (e.g. Craigslist.com, Facebook Marketplace), or via direct messages on Internet forums is strictly prohibited. Violation of this paragraph is considered a material breach of this policy and may result in THINK’s block on Reseller’s account.

POLICY VIOLATIONS

THINK will monitor and review Resellers’ Advertisements for violations of this Policy. Violations of the Policy shall be determined by THINK in its sole discretion. Resellers have no right to enforce the Policy and THINK will not communicate with any Reseller or third party regarding violations of this Policy by others.

THINK reserves the right to impose penalties if THINK believes that:

- i. A Reseller has violated the provisions of this Policy; or
- ii. A Reseller has engaged in any activity that THINK determines, in its sole discretion, is designed or intended to circumvent the intent of this Policy.

Specifically, THINK will take the following actions, which apply to all Resellers, should a Reseller fail to comply with the Policy:

1. First Violation: THINK will block Reseller’s account for 30 days after sending notice of the violation.
2. Second Violation: THINK will suspend Reseller’s account for a period of 90 days after sending notice of the violation and will suspend wholesale discounts to Reseller, and/or Reseller’s supplier for a period of 6 months.
3. Third Violation: THINK will cease doing business with the Reseller.

THINK may not provide prior notice before taking action under this Policy.

POLICY MODIFICATIONS

THINK reserves the right at any time to modify, suspend, or discontinue this MAP Policy, in whole or in part, or to designate promotional periods during which the terms of the Policy change or are not applicable. THINK will provide notice of any such actions to all Resellers.

No THINK employee or agent is authorized to modify, interpret, or grant exceptions to this Policy for any Reseller. No person has authorization to modify this Policy or to solicit or obtain agreement of any person to this Policy, and any such modification or agreement is invalid. Any questions about this Policy should be submitted in writing and directed to THINK's MAP team at: info@gothink.com or 2280 Ward Ave Ste 100, Simi Valley CA 93065.

UNILATERAL ACTION

This Policy does not constitute an agreement between any Reseller or other party and THINK. THINK is not seeking, and will not accept, any agreement or other assurance of compliance from any Reseller or other party to adhere to this MAP Policy. It is entirely within the discretion of the Reseller whether to comply or not comply. This Policy is non-negotiable and will not be modified for any reseller.

ITEM #	THINK PRODUCT DESCRIPTION	ITEM UPC	RETAIL PRICE	MAP
42684.01	THINKbaby Safe Sunscreen SPF50 3 oz	890397002684	\$15.49	\$12.39
42790.01	THINKsport Kids sunscreen SPF50 3 oz	890397002790	\$15.49	\$12.39
44170.01	THINKbaby SAFE Sunscreen SPF50 6 oz	859871004170	\$23.99	\$19.19
44187.01	THINKsport Safe Sunscreen SPF50 6 oz	859871004187	\$23.99	\$19.19
44453.01	THINKsport Kids Sunscreen SPF50 6 oz	859871004453	\$23.99	\$19.19
48037.01	Thinksport SPF 50 Clear Zinc Sunscreen 6 oz	810009378037	\$23.99	\$19.19
48174.01	Thinkbaby SPF 30 Clear Zinc Sunscreen 6 oz	810009378174	\$23.99	\$19.19
47870	Thinksport Kids SPF 30 Clear Zinc Sunscreen 6 oz	810009377870	\$23.99	\$19.19
42806.01	THINKsport Sunscreen SPF50 3oz	890397002806	\$15.49	\$12.39
44200.01	THINKsport Everyday Face SPF30 2 oz	859871004200	\$16.49	\$13.19
44903.01	THINKbaby Safe Sunscreen stick SPF50	859871004903	\$11.99	\$9.59
44897.01	THINKsport Kids Sunscreen stick SPF 30	859871004897	\$11.99	\$9.59
44558	THINKbaby Aloe After Sun Lotion 8 oz	810009374558	\$14.99	\$11.99
45067.01	THINKbaby Sensitive Skin Lotion 8 oz	810009375067	\$9.49	\$7.59
44527	THINKbaby Shampoo and Body Wash 8 oz	810009374527	\$8.99	\$7.19
44565	Thinkbaby Bubble Bath 8 oz	810009374565	\$8.49	\$6.79
44541	THINKbaby Shampoo and Body	810009374541	\$8.99	\$7.19
46361	Think Body Wash & Shampoo Rose Hibiscus	810009376361	\$8.99	\$7.19
44873.01	THINKsport Sunscreen	859871004873	\$12.49	\$9.99
44435	THINKsport Shampoo Body Wash 8 oz Aloe Tea	810009374435	\$8.99	\$7.19
44497	THINKsport Kids Shampoo Body Wash 8 oz	810009374497	\$8.99	\$7.19
46989.01	THINKsport Safe Sunscreen SPF 30 Aloe & Tea Leaves	810009376989	\$14.49	\$11.59
47047.01	THINK Kids Mineral Sunscreen SPF30	810009377047	\$18.99	\$15.19

47015	Thinkbaby Massage Moisture Cream	810009340157	\$10.99	\$8.79
42795.01	Thinksport Kids SPF 30 Clear Zinc Sunscreen	810009347958	\$15.49	\$12.39
42804.01	Thinksport SPF 50 Clear Zinc Sunscreen	810009348047	\$15.49	\$12.39
42805.01	Thinksport Clear Zinc Sunscreen SPF 30	810009348054	\$15.49	\$12.39
44175.01	Thinkbaby SPF 30 Clear Zinc Sunscreen	810009341758	\$15.49	\$12.39
44215.01	Thinksport SPF 50 Clear Zinc Active Face	810009342151	\$15.49	\$12.39
47007.01	Thinksport Kids Clear Zinc Sunscreen Spray SPF 50	810009340072	\$18.99	\$15.19
47008.01	Thinksport Clear Zinc Sunscreen Spray SPF 50	810009340089	\$18.99	\$15.19

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