

Jim's Organic Coffee Minimum Advertised Price (MAP) Policy
Effective January 1, 2021

To ensure all of our partners can effectively sell our products, and avoid channel conflict, we require partners to advertise our products within our Minimum Advertised Price (MAP) policy. Enforcement of MAP ensures fair pricing for all of our partners and is an ongoing commitment from Jim's Organic Coffee.

Policy Statement: Jim's Organic Coffee, in its sole discretion, reserves the right to discontinue doing business with any partner that advertises any product(s) covered by this MAP Policy at a price lower than MAP.

Advertisements: This MAP Policy applies to all Advertisements (defined below) of Jim's Organic Coffee product(s) sold by a partner in any and all media, whether in print or online.

- All advertisements of MAP Product(s) must include the Jim's Organic Coffee name and a price at or above MAP.
- Advertisements are defined as any and all media including, but not limited to, inserts, newspapers, magazines, catalogs, flyers, posters, brochures, any other print media, television, radio, e-mail, internet websites or other e-commerce, links to a web based shopping cart and any other electronic media.
- At no time may a partner make any statements with our product(s) indicating or implying that a lower price may be found at the online or in-store checkout.
- MAP products may only be advertised as standalone products and may not include bundling of products.
- Direct mail, e-mail, or web sites that support other limited access programs such as "Auto Ship", "Subscribe and Save", "More Spend, More Savings", "Friends & Family" or "Customer Loyalty" – are covered by this policy. The partner must ensure that the final price with any loyalty program stays within the parameters of this MAP policy.

This MAP policy does not apply to in-store displays and advertising, including but not limited to signage, price tags or prices written in a sample book, as long as such displays and advertising are not distributed to any customers.

Policy Enforcement: Any price advertisement(s) that does not comply with this MAP policy will be enforced in accordance with all applicable laws.

Penalties:

- **Initial Warning:** Jim's Organic Coffee will immediately contact the partner highlighting the specific Jim's Organic Coffee product(s) with MAP violations. The partner will have 48 hours to correct the violation(s).
- **Second Warning:** If a second violation occurs for the same Jim's Organic Coffee product(s) within 60 days, the partner will be banned from ordering or selling the specific product(s) in violation for 60 days. In order to start selling and ordering the specific product(s) again, all MAP information must be corrected.
- **Final Warning:** If the partner violates the MAP policy for a third time with the same Jim's Organic Coffee product(s), the partner will not have access to order and sell the specific product(s) for a period of 360 days. If the violation(s) is not corrected in 360 days, they will be restricted from selling any Jim's Organic Coffee products in the future.
- Each violation, with respect to our MAP policy, will remain on record for one (1) year following the partner's last violation.

Additional Policy Guidelines:

- Jim's Organic Coffee will monitor advertised prices directly, or via the use of third parties.
- Jim's Organic Coffee recognizes that partners are free to make their own decisions to advertise and sell any product at any price they choose, without consulting or advising Jim's Organic Coffee.
- From time to time Jim's Organic Coffee may permit partners to advertise pricing lower than MAP, which may include coupons, promotions, or other sales initiatives. In such events, Jim's Organic Coffee reserves the right to modify or suspend MAP with respect to the affected products for a specified period of time.
- Neither dealers, distributors, nor partners have the right to enforce this MAP Policy.

MAP Policy Administrator Guidelines:

- Jim's Organic Coffee's MAP Policy Administrator is solely responsible for determining whether a violation of the MAP Policy has occurred.
- Waivers to this MAP Policy may be granted in Jim's Organic Coffee's sole discretion by the MAP Policy Administrator in writing. In the event that the MAP Policy Administrator authorizes a waiver to the MAP Policy, partners must strictly adhere to the terms of the waiver letter. Deviation from the terms of a waiver letter will be considered a violation of the MAP Policy.

Changes to Policy: Jim's Organic Coffee reserves the right to change, update, or terminate this MAP policy at any time and for any reason in its sole discretion with 7 days' notification.

Violations of this MAP Policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law. All questions related to this MAP Policy should be directed to:

Info@JimsOrganicCoffee.com.

JOC Item #	Description	MAP Price	MAP Price
		Each	Cs/6
301	1X12 oz Jim's OC Mexican Altura	12.45	74.70
302	1X12 oz Jim's OC Colombian	11.99	71.94
303	1X12 oz Jim's OC Guatemalan	12.45	74.70
304	1X12 oz Jim's OC Indonesian Sumatra	12.95	77.70
305	1X12 oz Jim's OC Costa Rican	13.95	83.70
311	1X12 oz Jim's OC Ethiopian	13.95	83.70
315	1X12 oz Jim's OC Papua New Guinea	12.45	74.70
320	1X11 oz Jim's OC Vienna Roast	12.45	74.70
321	1X11 oz Jim's OC French Roast	11.99	71.94
322	1X10 oz Jim's OC Sumatra French Roast	12.95	77.70
324	1X11 oz Jim's OC Italian Roast	11.99	71.94
330	1X12 oz Jim's OC Jo-Jo's Java	11.99	71.94
331	1X11 oz Jim's OC Sweet Love Blend	11.99	71.94
332	1X12 oz Jim's OC Happy House Blend	11.99	71.94
333	1X11 oz Jim's OC Espresso Jimbo	12.45	74.70
336	1X12 oz Jim's OC WonderBrew	12.45	74.70
339	1X12 oz Jim's OC Aurora Blend	12.45	74.70
340	1X11 oz Jim's OC Blend X aka Witches Brew	12.45	74.70
348	1X12 oz Jim's OC Holiday Blend	12.95	77.70
350	1X12 oz 2Souls Breakfast Blend	12.45	74.70
351	1X11 oz 2Souls Dark Roast	12.45	74.70
360	1X12 oz Jim's OC Sweet Nothings Decaffeinated	13.95	83.70
361	1X12 oz Jim's OC Together Decaffeinated	13.95	83.70
362	1X11 oz Jim's OC French Roast Decaffeinated	13.95	83.70
363	1X11 oz Jim's OC Espresso Roast Decaffeinated	13.95	83.70
370	1X12 oz Jim's OC Hazelnut GND	13.95	83.70
371	1X12 oz Jim's OC French Vanilla GND	13.95	83.70
372	1X12 oz Jim's OC Double Chocolate GND	13.95	83.70
370	1X12 oz Jim's OC Hazelnut Decaff GND	13.95	83.70
3419	1X10 oz Jim's OC Ltd Rel #19 Peru Aprocurma	14.95	89.70
3420	1X10 oz Jim's OC Ltd Rel #20 Ethiopian Wata Dara	15.95	95.70

5 lb. Bulk Bags		\$/lb	MAP \$/5 lb bag
701	1X5 lb Jim's OC Mexican Altura	12.45	62.25
702	1X5 lb Jim's OC Colombian	12.80	64.00
703	1X5 lb Jim's OC Guatemalan	13.45	67.25
704	1X5 lb Jim's OC Indonesian Sumatra	13.45	67.25
705	1X5 lb Jim's OC Costa Rican	14.45	72.25
711	1X5 lb Jim's OC Ethiopian	14.45	72.25
715	1X5 lb Jim's OC Papua New Guinea	13.45	67.25
720	1X5 lb Jim's OC Vienna Roast	12.45	62.25
721	1X5 lb Jim's OC French Roast	12.50	62.50
722	1X5 lb Jim's OC Sumatra French Roast	14.45	72.25
724	1X5 lb Jim's OC Italian Roast	13.45	67.25
730	1X5 lb Jim's OC Jo-Jo's Java	12.50	62.50

731	1X5 lb Jim's OC Sweet Love Blend	12.80	64.00
732	1X5 lb Jim's OC Happy House Blend	13.45	67.25
733	1X5 lb Jim's OC Espresso Jimbo	13.45	67.25
736	1X5 lb Jim's OC WonderBrew	13.45	67.25
739	1X5 lb Jim's OC Aurora Blend	13.45	67.25
740	1X5 lb Jim's OC Blend X aka Witches Brew	13.45	67.25
741	1X5 lb Jim's OC P. Gordon Special House Blend	13.45	67.25
750	1X5 lb 2Souls Breakfast Blend	13.45	67.25
751	1X5 lb 2Souls Dark Roast	13.45	67.25
760	1X5 lb Jim's OC Sweet Nothings Decaffeinated	14.45	72.25
761	1X5 lb Jim's OC Together Decaffeinated	14.45	72.25
762	1X5 lb Jim's OC French Roast Decaffeinated	14.45	72.25
763	1X5 lb Jim's OC Espresso Roast Decaffeinated	14.45	72.25
770	1X5 lb Jim's OC Hazelnut	14.45	72.25
771	1X5 lb Jim's OC French Vanilla	14.45	72.25
772	1X5 lb Jim's OC Double Chocolate	14.45	72.25
780	1X5 lb Jim's OC Hazelnut Decaffeinated	15.45	77.25

Subject to Change without Notice.