

KROEGER HERB® PRODUCTS CO., INC. MINIMUM ADVERTISED PRICING (MAP) POLICY

UPDATED: August 1, 2023

Kroeger Herb® Products Co., Inc. has an updated Minimum Advertised Price ("MAP") Policy. This MAP policy supersedes all previously published MAP policies and applies to all Kroeger Herb Products Co., Inc. brands including but not limited to Adaptogens™, Complete Concentrates®, Herbal Combinations, Hanna's Herbal Special Teas®, Sunny Day™ Vitamins, New Dimensions® Tinctures, Hanna's Herb Shop products, and all associated product kits.

Kroeger Herb Products Co., Inc. has adopted this MAP policy in order to secure its reputation as a high-quality company, both in product and service, as well as to ensure that all resellers, regardless of size and purchasing capabilities, can benefit from offering Kroeger Herb Products Co., Inc. products.

The MAP Policy

This Kroeger Herb Products Co., Inc. MAP policy applies to all resellers that sell to end-users from online retail stores, in physical retail stores, and/or in professional offices and clinics. Online sales are permitted on websites that are owned or operated by resellers. Sales on or through any third-party marketplace website including, but not limited to, Amazon, Walmart, eBay, Jet, Sears, or Rakuten are not permitted without the prior consent from Kroeger Herb Products Co, Inc.

Resellers may advertise Kroeger Herb Products Co., Inc. products at no less than 20% off of the manufacturer's suggested retail price (MSRP). Minimum advertised prices must be calculated from the manufacturer's suggested retail price to be considered valid. If an advertisement discloses an MSRP, the MSRP shown must be accurate. It is the responsibility of the reseller to display accurate and up-to-date MSRPs.

$$\text{Product MSRP} \times 0.80 = \text{Product MAP}$$

This policy applies to all forms of advertisements including, but not limited to, newspapers, magazines, catalogs, flyers, direct mail, public signage, television, radio, email campaigns, e-commerce, and internet and similar electronic marketing including social media marketing.



Kroeger Herb

PRODUCTS CO., INC.

1500 Kansas Avenue, Ste. 4F, Longmont, CO 80501

Advertising Kroeger Herb Products Co., Inc. products below their established MAP constitutes a violation of this MAP policy. Under this Policy, "advertising" includes internet, print, radio, television, direct mail, coupons, email solicitations, flyers, social media sites, and catalogs. Products advertised with rebates, coupons, bulk or case discounts, subscription discounts, auto-ship discounts, "strike-through" deals, cashback, and/or any other form of discounting that brings the advertised price of the product below the MAP are also considered to be noncompliant with this policy.

By choosing to sell Kroeger Herb Products Co., Inc. products, the reseller accepts this policy in its entirety, with no need for further confirmation, written or verbal, by either party.

Kroeger Herb Products Co., Inc. reserves the sole right to modify, suspend, and/or terminate this policy at any time. No Kroeger Herb Products Co., Inc. salespeople, representatives, or distributors are authorized to make exceptions or changes to this policy.

MAP Policy Violations

Kroeger Herb Products Co., Inc. will monitor resellers for MAP policy violations. If a reseller is found to be in violation of this policy, Kroeger Herb Products Co., Inc. will inform the reseller and allow said reseller 72 hours (three business days) after notification to rectify the issue. If all unapproved advertisements are not brought to compliance within the allotted time, Kroeger Herb Products Co., Inc. maintains the right to cancel any in-progress orders and cease all sales to the violating reseller and/or their distributor without any further notice.

If resellers have concerns as to if a current or planned advertisement is compliant with this policy, they are encouraged to contact Kroeger Herb Products Co., Inc. at 1-800-225-8787.

