



## **Longevity by Nature, Inc. Minimum Advertised Price (“MAP”) Policy**

Longevity by Nature, Inc. (herein referred to as “LBN”) is the manufacturer of natural supplements for rejuvenation, enhancing health, and longevity (the “Products”). In order to maintain and enhance the brand image, LBN has implemented this Minimum Advertised Price Policy (“Policy”) so resellers (“Dealers”) who sell our Products engage in practices that support our brand position and reputation. All sales of LBN Products are subject to this MAP Policy.

This Policy is unilateral and does not restrict the Dealer’s right to establish independent advertised resale prices. “Advertising,” “advertisement,” or “advertise” shall mean any and all communications in any medium, including but not limited to print inserts, newspapers, magazines, television, radio, email, internet websites, or other e-commerce means. By purchasing, otherwise acquiring, holding for sale or selling to end consumers LBN Products, each person or entity by such action voluntarily acknowledges receipt, understanding and intent to comply with the terms and conditions of this MAP Policy.

LBN will periodically supply and update the Minimum Advertised Prices (“MAP Price”) on Products covered by this Policy to coincide with official price changes or product introductions.

A copy of the current MAP Prices are included hereto as Appendix A. This Policy applies to all Products listed in Appendix A, whether purchased directly from LBN or from another source, including, but not limited to, our wholesale partners. LBN reserves the right to modify this Policy, the Products covered and/or the minimum advertised prices for the Products.

LBN reserves the right to determine whether a Dealer has advertised the Products at a net advertised price less than the Minimum Advertised Price. It is within LBN’s sole discretion to determine any action(s) taken in response to violation of this Policy. Upon this determination, LBN, without assuming any liability, may exercise the following:

- Notification of the violation. The Dealer has 3 business days to correct the violation in all marketplaces
- Dealer’s account being placed on hold, in which orders may be placed and/or shipped for a to be determined duration
- Termination of “Authorized” Seller status and/or loss of discounts the Dealer may receive directly from LBN
- Termination of any agreements between LBN and the Dealer, as well as, being placed on a Do Not Sell list with LBN’s wholesale partners



The following examples are inconsistent with this Policy:

- Products that are advertised together at a single price that is lower than the sum of the individual MAP prices for those products.
- Advertising a price below the MAP price with a shipping fee associated to meet the price listed in this policy.
- LBN products may only be sold by retailers, including, but not limited to, Internet retailers and in-store retailers, to end consumers only. Dealers may not sell or otherwise provide LBN product to any other retailer entity.

This MAP Policy does not apply in any way to your actual selling prices; your retail sales prices for any and all LBN products remain wholly within your discretion. We do not seek, nor will we accept, any agreement or assent from you respecting our MAP Policy, either now or at any future time. Nothing contained in this Policy constitutes an agreement between LBN and any other Dealer as to the minimum prices at which the dealer shall resell the Products. This policy is being established by us unilaterally and therefore is not subject to negotiation. LBN will implement and act respecting its MAP Policy unilaterally based upon information deemed sufficient by LBN, and all such determinations are final.

We reserve the right at any time to modify this policy, to establish new or different policies or to discontinue any or all of such policies. This MAP Policy shall remain in effect until modified or terminated by us. We believe that our policy is clear and unambiguous. Should you have any inquiries regarding our policy, please contact LBN at 1-877-412-9888 or [abdul@longevitybynature.biz](mailto:abdul@longevitybynature.biz).