



**RAW INDULGENCE LTD (RAW REV)  
UNILATERAL MINIMUM ADVERTISED PRICE (UMAP) POLICY  
UPDATED AUGUST 26, 2022**

**Effective Immediately**

To protect Raw Indulgence Ltd's ("Raw Rev") brand image, its competitiveness in the marketplace, and to preserve Raw Indulgence Ltd's reputation for providing customers with high-quality products and strong marketing support, Raw Indulgence Ltd is instituting a policy of Unilateral Minimum Advertised Price standards for all Raw Rev products. This Unilateral Minimum Advertised Pricing Policy ("UMAP Policy") will apply to all distributors, resellers, and retailers, including catalogs and internet retailers (collectively, "Resellers"), who sell Raw Rev products to end users. Grid attached.

Compliance with this policy is nonnegotiable and participation is mandatory for every Reseller.

1. Resellers (any person, business, or other entity offering for sale any Raw Indulgence Ltd product) shall not advertise any Raw Indulgence Ltd products at prices below the Unilateral Minimum Advertised Price (UMAP) set forth herein, and as reflected in the applicable Unilateral Price Grid (attached).
2. Raw Indulgence Ltd is solely responsible for establishing the Unilateral Minimum Advertised Price ("MAP"). Resellers remain free to advertise and sell VitaCup Products at any price they deem appropriate. This policy is non-negotiable and will not be altered, modified or amended for any Reseller.
3. This UMAP policy applies to all advertised prices for any Raw Indulgence Ltd products.
4. The UMAP applies to all advertisements and marketing of all Raw Indulgence Ltd products in any and all media, including and without limitation communication in print or via any electronic means other than "In Store." This communication includes and is not limited to: all online/electronic marketplaces (e.g. eBay and other auction sites), search-related ads or links (e.g. on Google), social media (e.g. TikTok, Facebook, Instagram, Pinterest, LinkedIn), newspapers, flyers, print ads, coupons, email, direct mail or circulars, catalogs, SMS,

television, radio, all online/electronic communications, and all other media irrespective of whether these are administered directly by the Reseller or by a third party.

5. The UMAP does not apply to “in-store” banners, displays, or price tags or other in-store advertising that is not distributed externally to End-Users.
6. Advertisements for all Raw Indulgence Ltd products MUST state the final price of the product offered before taxes and/or additional fees.
7. Any reseller that employs advertising such as “The Lowest Prices,” “Too Low to Publish,” “Call for Pricing,” “Email/Click for Pricing,” “see price in cart,” automated “bounce-back” pricing emails, pre-formatted email responses, forms, and automatic price display for any items prior to checkout, and other similar features are considered to be communications initiated by the dealer (rather than by the End-User), constitute advertisements and shall not constitute compliance with this Raw Indulgence Ltd UMAP.
8. Advertisements stating or suggesting that a Reseller will “beat any competitor’s advertised price” on a listed product is in violation of this UMAP.
9. The value of any discount, rebate, credit, free item, loyalty reward or the like must be calculated at retail (MSRP) value in determining the final price of any Raw Indulgence Ltd product.
10. Advertising and offering non- Raw Indulgence Ltd issued rebates (in any form) on Product(s) shall not constitute compliance with this Raw Indulgence Ltd UMAP.
11. Bundling or combining one or more Raw Indulgence Ltd product(s) with any other product to advertise a sales price lower than the combined price of what the two (2) or more products could be purchased independent of each other, shall not constitute compliance with this Raw Indulgence Ltd UMAP. NOTE: All product bundles, when these are not already expressly identified as Products, must be pre-approved by Raw Indulgence Ltd. It shall be a violation of this UMAP policy if Products are bundled with or sold as part of a package that includes items not expressly approved for such a bundle by Raw Indulgence Ltd. Any promotions involving such bundles also need to be approved by Raw Indulgence Ltd. Raw Indulgence Ltd, at times, may create bundles with a UMAP price for such bundling – only bundled with other Raw Indulgence Ltd products and neither products are bundled to circumvent this UMAP policy.
12. Advertising “Free Shipping” or providing a credit for shipping is NOT a violation of this UMAP Policy UNLESS there is a dollar value mentioned that nets a Product below the UMAP .
13. If any reseller fails to comply with this policy, Raw Indulgence Ltd may within its sole discretion and without assuming any liability, terminate that reseller from any retailer program, retailer

pricing, and/or to revoke any, and all, past, current, or future retailer rewards, discounts, rebates, promotional allowances, or the like offered by sunwarrior to its retailers, and may indefinitely refuse to accept new orders for Raw Indulgence Ltd products.

14. Raw Indulgence Ltd may engage in monitoring of advertised prices for all Raw Indulgence Ltd products in all sales channels, either directly or via the use of third parties to verify that the terms of this UPP are being enforced.
15. Raw Indulgence Ltd reserves the right to alter, modify, suspend, or cancel this UMAP at any time.
16. Raw Indulgence Ltd reserves the right to modify the rules, conditions, benefits, or awards pertaining to this policy and any promotional, or discount program at its sole discretion without notice.
17. Raw Indulgence Ltd is the sole arbiter of such decisions and reserves the right to make any such decision unilaterally.
18. Raw Indulgence Ltd's Sales and Support representatives are not authorized or permitted to discuss, or answer questions about, the state of UMAP compliance of any Reseller, or policy enforcement actions taken against any Reseller.
19. Raw Indulgence Ltd will evaluate and address any submitted reports of violations but will not respond to any questions or comments from one Retailer about the activities or advertising of any other Retailer as they involve compliance with this policy. Additionally, no Retailer has any right to rely on an understanding of this policy obtained from an oral discussion. All interpretations of this policy will be based on the UMAP Policy itself and any written clarification or guidance issued by Raw Indulgence Ltd.
20. Any questions regarding the UPP should be directed in writing via email to [brandintegrity@rawrev.com](mailto:brandintegrity@rawrev.com).

<b>Products</b>	<b>Product Size</b>	<b>Suggested Retail Price</b>	<b>Unilateral Minimum Advertised Price</b>
Peanut Butter Dark Chocolate & Sea Salt	Box of 12 bars	\$28.99	\$24.00
Peanut Butter Dark Chocolate & Sea Salt	1.6 oz bar	\$2.49	\$2.00
Creamy Peanut Butter & Sea Salt	Box of 12 bars	\$28.99	\$24.00
Creamy Peanut Butter & Sea Salt	1.6 oz bar	\$2.49	\$2.00
Double Chocolate Brownie Batter	Box of 12 bars	\$28.99	\$24.00
Double Chocolate Brownie Batter	1.6 oz bar	\$2.49	\$2.00
Chocolate Chip Cookie Dough	Box of 12 bars	\$28.99	\$24.00
Chocolate Chip Cookie Dough	1.6 oz bar	\$2.49	\$2.00
Birthday Cake	Box of 12 bars	\$28.99	\$24.00
Birthday Cake	1.6 oz bar	\$2.49	\$2.00
Crunchy Peanut Butter & Sea Salt	Box of 12 bars	\$28.99	\$24.00
Crunchy Peanut Butter & Sea Salt	1.6 oz bar	\$2.49	\$2.00
Mixed Nuts & Caramel	Box of 12 bars	\$28.99	\$24.00
Mixed Nuts & Caramel	1.6 oz bar	\$2.49	\$2.00