

## **Triton Distributors Limited MAP Pricing Policy for Manuka Lane Skincare May 2023**

Triton Distributors is the owner of the 'Manuka Lane' Skincare brand. Triton Distributors Limited is focused on maintaining high margins for our authorized partners and network.

Triton Distributors Limited is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our skincare products. Triton Distributors Limited has an established Minimum Advertised Price (MAP) Policy that a reseller must follow for the advertising and marketing of Triton Distributors Limited products.

All Triton Distributors Limited resellers must abide by the terms and conditions of the following MAP Policy.

All advertised prices must be at or above MAP for all Triton Distributors Limited products if a MAP price has been established by Triton Distributors Limited.

Resellers are not required to list prices in advertising. If a price is listed in an advertisement, it must be at or above MAP.

Other statements such as "call for price" or "call for quote" are acceptable and permitted.

Resellers are also responsible for ensuring their Triton Distributors Limited pricing is at or above MAP when displayed on internet search engines, displayed on online marketplaces or displayed on ecommerce websites. Resellers are free to set the actual resale price of any product if it is at, or above MAP price given the most recent publication of the price list.

Triton Distributors Limited MAP policy for all Triton Distributors Limited products apply to advertising placements, including but not limited to print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters, or coupons.

From time to time, Triton Distributors Limited may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Triton Distributors Limited reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period by providing advance notice to all resellers of such changes.

Fail to comply with the Triton Distributors Limited MAP policy may result in restriction of supply of Triton Distributors limited products to non-compliant resellers, at the discretion of Triton Distributors Limited.