

## Indiana Botanic Gardens Minimum Advertised Pricing (MAP) Policy

Botanic Choice® brand vitamins and nutritional supplements have been serving the discerning American consumer since 1910. Indiana Botanic Gardens, Inc. (the "Company") is committed to maintaining the integrity, value, and reputation of the Botanic Choice® brand. The Company has established this Minimum Advertised Price ("MAP") Policy for Botanic Choice® products (the "Products").

For purposes of the Policy, "Resellers" include all authorized distributors and wholesalers ("Authorized Resellers"), as well as third party customers (i.e., Authorized Resellers' customers) that resell Botanic Choice®/Botanic Spa® products to consumers.

To ensure the ability of all Resellers to effectively promote Botanic Choice® products, effective June 1, 2019, the following MAP policy will be in effect:

### (1) **MAP**

- For purposes of the Policy, the "MAP" means no more than **25%** off the standard one-bottle retail price set by the Company (the "Retail Price").
- Resellers may not advertise the Products at a price below the MAP. Advertising includes, but is not limited to, (i) print and broadcast media advertising, such as catalogs, newsletters, newspaper, radio and television, (ii) online pay-per-click advertising, (iii) internet sites such as online portal sites, auction and shopping sites, natural or paid search engine listings, social media sites, banner advertisements, and Resellers' own Web sites, and (iv) direct mail and e-mail.
- Sales incentives may be advertised but not in a way that results in advertising or showing a price for the Product that is below the MAP. Special unadvertised, limited-time, in-store discounts are permitted; however, this exception does not apply to online business.
- Company will make its best effort to keep Resellers updated on any retail price changes, and expects Reseller to update Reseller pricing immediately upon receipt of such changes.
- **All Resellers are responsible for maintaining compliance with the MAP Policy.**

### (2) **Compliance**

- All Resellers must comply with this MAP Policy.
- If it is determined by the Company that a Reseller has violated the terms of this MAP Policy and/or selling practices set forth herein, the Company reserves the right to:
  - revoke said Reseller's authorization to sell Botanic Choice® brand products for a period of time to be determined by the Company up to and including permanently;
  - pause or cease any and all pending or future shipments to the Reseller; and/or
  - refuse the return of any remaining inventory by the Reseller.
- This MAP Policy relates only to advertised prices and does not restrict the actual sales price at which a Product is sold.
- The MAP Policy may be changed at any time without advance notice by the Company.

### (3) **Company Contact**

If you have questions about the Indiana Botanic Gardens MAP Policy, please contact us at Wholesale@BotanicChoice.com