

## **Lune North America, Inc.**

### **Minimum Advertised Price (MAP) Policy**

Lune North America, a Delaware corporation (“Lune”) has determined that its interests are best served through the adoption of a minimum advertised price Policy (this “Policy”). This Policy is designed to (i) protect reseller margins so that desirable post-sales and post-sales services and infrastructure can be provided by our channel partners, (ii) support the Lune brand as a premium offering, including customer satisfaction and confidence in the Lune brand and its Products (as defined below), (iii) avoid destructive intra-brand channel conflicts, and (iv) promote competition.

**This Policy has been unilaterally adopted by Lune and will be uniformly enforced.**

#### Policy Coverage

This Policy applies to all distributors, retailers, and brokers (each a “Retailer,” and collectively, “Retailers”) that purchase, distribute, market, and sell any Lune products (the “Products”). By purchasing or otherwise acquiring the Products, and holding for sale or selling the Products to end consumers, each Retailer acknowledges receipt and understanding of the terms and conditions of this Policy. Each Retailer that sells the Products to other (downstream) Retailers shall provide this Policy to such downstream Retailers in connection with such sale.

This Policy applies to all Advertisements (as defined below) of Lune Products; including through retail stores, sales over the Internet, and other sales channels. Lune reserves the right to change or modify this Policy at any time by posting an updated version on Lune’s website and/or distributing the updated version to Retailers.

#### Minimum Advertised Price

Retailers may establish their own resale prices and sell Products within their discretion; but the Products shall not be advertised at a price less than the Minimum Advertised Price (MAP), as established by the MAP Table below. The MAP can be changed at any time at Lune’s sole discretion. For purposes of this Policy, an “Advertisement” shall include, but is not limited to: print ads in magazines; broadcast (radio, television); catalogues; outdoor advertisements; and Internet or other electronic media (including websites, banner ads, emails, and mobile phone messaging). Print ads in local business to consumer newspapers are acceptable.

For clarification, any price information related to the sale of the Products on any Internet website is covered by this Policy. Any price information related to the Products that can be accessed through a hyperlink text or other electronic link qualifies as an Advertisement under this Policy.

This Policy applies only to advertised prices and does not apply to the actual price at which the Products are sold. In the event a Retailer elects to sell the Products at a price below the MAP, such Retailer shall not be permitted to display such lower price until the customer has taken further action to purchase the Product, for example, placing the item in their online

shopping cart or proceeding to checkout to purchase the Product. Free shipping or coupon codes area acceptable. For the avoidance of doubt, Retailers are not permitted to display a price lower than the MAP on the Product's page within the Retailer's website.

### Policy Violations

In the event that a Retailer does not adhere to this Policy, Lune will unilaterally impose sanctions on that Retailer, including but not limited to cancelling any pricing discounts offered to such Retailer, or terminating that Retailer as a vendor for the Products. Violations of this Policy will be determined by Lune in its sole discretion.

### Unilateral Action

This Policy does not constitute an agreement between Lune and any Retailer or vendor. It is entirely within the Retailer's discretion to comply or not comply with this Policy. All questions regarding this Policy should be directed to Caron Rohman (caron.rohman@lunette.com).

### MAP Table

<b>PRODUCT</b>	<b>MSRP</b>	<b>MAP</b>
Lunette menstrual cups: All sizes & colors	\$39.99	\$39.99
FeelBetter Cup Wash	\$9.99	\$9.99
Lunette Disinfecting cup wipes	\$4.99	\$4.99