



THURSDAY, MAY 7, 2020

BEEKEEPER'S NATURALS INC.
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Beekeeper's Naturals Updated MAP Policy

Beekeeper's Naturals (BKN) has penetrated the US market with a competitive MSRP that allows all segments of the market to grow successfully. In order to keep pricing consistent and avoid potential channel conflicts, we have created a policy for our trusted Wholesale Retail Customers representing the Beekeeper's Naturals product line. Deep discounts send an inconsistent message and are detrimental to the BKN brand. The current pricing system has been met with no resistance with the majority of BKN SKUs sold at full MSRP.

The MAP applies to all advertisements for Beekeeper's Naturals products in all media. This includes but is not limited to: internet, flyers, posters, coupons, mailers or similar electronic media, magazines, public displays, etc.

Pricing-Effective Jan 2020	SRP	MAP
Propolis Spray	\$13.99	\$13.29
Kids Propolis Spray	\$14.99	\$14.24
B. Powered 125g	\$16.50	\$15.68
B. Powered 330g	\$39.99	\$37.99
B.LXR Brain Fuel (6-Pack)	\$29.99	\$28.49
B.LXR Brain Fuel (3-Pack)	\$15.99	\$15.19
Raw Canadian Bee Pollen	\$24.99	\$23.74
B.Soothed Cough Syrup *US only	\$14.99	\$14.25
B.Chill-Hemp honey stick (5 pack) *US only	\$21.99	\$20.89
B.Chill-hemp honey stick (10 pack) *US only	\$38.99	\$37.04
B.Chill-Hemp honey Jar (125g) *US only	\$49.99	\$47.49
B.Chill-Hemp honey jar (230g) *US only	\$84.99	\$80.74

BKN establishes that our products cannot be sold below our MAP price, unless prior written approval is received from Beekeeper's Naturals