



## **Emerald Health Bioceuticals Minimum Advertised Price (“MAP”) Policy**

Emerald Health Bioceuticals relies upon its network of resellers, brokers and retailers (“Resellers”) to purchase, distribute, market and sell Emerald Health Bioceuticals Beauty Products (“Products”). Emerald Health Bioceuticals has developed this unilateral Minimum Advertised Price (“MAP”) policy (“MAP Policy”) to support brand value, retailer confidence and consumer service and satisfaction. Accordingly, all sales of Products through retail outlets, the Internet or otherwise are subject to this MAP Policy. Emerald Health Bioceuticals reserves the right to update this MAP Policy at any time upon reasonable notice and posting of such updated Policy on its website and/or distribution in writing to Resellers.

1. In order to preserve its goodwill, standards and reputation for providing customers with high value products and services, Emerald is instituting a MAP Policy with a MAP set for each Emerald product. The MAP Policy and/or any MAP may be adjusted by Emerald from time to time at its sole discretion upon seven (7) day notice to Resellers. The MAP Policy is adopted for the benefit of all Resellers in the United States and Canada. The MAP Policy and any adjustments thereto shall be uniformly applied to all Resellers.
2. The MAP Policy applies to all advertisements for any Emerald products in any and all media, including, but not limited to: flyers, posters, coupons, mailers/emails, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio and other public displays.
3. The MAP of each product specifically includes a maximum allowed advertised discount of Twenty-Five (25%) percent off “single item” Manufacturer Suggested Retail Price (“MSRP”) as indicated by the current pricing supplied by Emerald, excepting therefrom any special promotion pre-approved in writing by Emerald. Emerald retains the right to modify MSRP at any time with respect to all or certain products in its sole discretion and will notify all Resellers of such price modifications. All Resellers must implement such modifications within thirty (30) days of receipt of an amended MAP or MAP Policy. Advertising that does not state the applicable MAP or a higher price will violate the MAP Policy. Any advertised price with a “strike through” or other alteration that is paired with a discount price less than the MAP is prohibited. Any advertised price or discounts, such as coupons or free products, resulting in an effective advertised price for Emerald products at less than the MAP will constitute a violation of the MAP Policy.
4. Emerald may periodically discontinue products or engage in promotions with respect to certain items. In such events, Emerald may, at its discretion, modify or suspend the MAP Policy with respect to the affected products by timely notifying all Resellers of such change.
5. The MAP Policy is solely within Emerald’s discretion and authority acting through the duly authorized officer of Emerald. No employee or sales representative of Emerald has any authority to discuss, modify or grant exceptions to this MAP Policy. Any representation or action by any employee, sales representative or persons not specifically authorized to discuss, modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid. All questions about this MAP Policy should be in writing and directed via overnight courier or U.S. Mail, Certified Mail RRR to the MAP



Policy Administrator at EHB MAP Policy, 5910 Pacific Ctr Blvd, Ste 300, San Diego, CA 92121, who will respond only in writing. No oral communications about this MAP Policy are authorized. The MAP Policy Administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Resellers regarding the policy and receiving any communications regarding sanctions imposed under this MAP Policy. Any action taken by Emerald under this MAP Policy shall be without liability to Emerald.

6. Failure to abide by the terms of this MAP Policy may result in sanctions unilaterally imposed by Emerald, as determined in its sole and absolute discretion, up to and including termination of Reseller. Upon first violation of this MAP Policy, Reseller will receive a written warning with a 48-hour window to correct the violation and comply with MAP, and Reseller's account will be placed on temporary hold. If Reseller fails to comply or there is a subsequent violation, Reseller will receive another warning and Reseller's account will be placed on indefinite hold, blocked from placing additional orders.



**emerald**  
HEALTH  
BIOCEUTICALS

Unit UPC	Check Digit	UNFI EAST	UNFI West	Vendor Item Number (SKU)	Brand Name	Product Name / Description	Weight/ Volume in Units of Measure	Wholesale Price	MSRP	MAP (if applicable)
85541100705	2	235214-4	53726	ECBL60	Emerald Health Bioceuticals	EndoBliss	60 caps	\$23.70	\$39.95	\$29.96
85541100702	1	235210-2	53723	ECCA60	Emerald Health Bioceuticals	EndoCalm	60 caps	\$23.70	\$39.95	\$29.96
85541100703	8	235211-0	53724	ECBR60	Emerald Health Bioceuticals	EndoBrain	60 caps	\$26.97	\$44.95	\$33.71
85541100704	5	235213-6	53725	ECSL60	Emerald Health Bioceuticals	EndoSleep	60 caps	\$20.95	\$35.95	\$26.96
85541100716	8	235209-4	53722	ECIM60	Emerald Health Bioceuticals	EndoImmune	60 caps	\$23.70	\$39.95	\$29.96
85541100700	7	246637-3	60558	ECIN60	Emerald Health Bioceuticals	EndoInflame	60 caps	\$25.17	\$41.95	\$31.46
85541100714	4	245358-7	87098	ELOMM16	Emerald Health Bioceuticals	EndoOmega	16 OZ	\$17.99	\$29.99	\$22.49
85541100715	1	245359-5	87099	ELEOV16	Emerald Health Bioceuticals	EndoOmega Vegan	16 OZ	\$20.99	\$34.99	\$26.24