

PAROMI[®]

FULL LEAF TEA

Minimum Advertised Price Policy

Effective July 24, 2020

Paromi Tea LLC (“Paromi”) has adopted this Minimum Advertised Price (“MAP”) policy.

This policy shall apply to all resellers of Paromi products to end users. Paromi reserves the right to discontinue doing business with any reseller that advertises any product covered by this MAP Policy at a price lower than the MAP.

GUIDELINES

The MAP policy has guidelines as follows:

Resellers of Paromi products through any **brick and mortar channel** must adhere to the MAP outlined in Appendix A.

Resellers of Paromi products through any **ecommerce channel** must adhere to the MAP outlined in Appendix B.

A product price is defined as the advertised price of an item excluding any additional fees and/or shipping charges

The MAP policy applies to all advertisements of MAP products in any and all media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage, as well as internet sites, social media sites, apps, or any other electronic media. Any advertised price, discounts such as coupons, or other free products resulting in an effective advertised price for Paromi products at less than the MAP will constitute a violation of the MAP Policy.

In the case of multipacks, it is in violation of this policy for Paromi products to be advertised together at a single price that is lower than the sum of the individual MAP for those products.

If pricing is displayed in a location other than a brick and mortar or physical retail store of any kind, any strike-through or other alteration of the MAP price is prohibited unless specifically approved in writing by a Paromi principal.

Negotiated promotional contracts may be approved by Paromi. Such agreements may permit pricing below MAP. Such contracts will specify the discount and duration permitted for the promotion.

This MAP Policy also applies to any activity which Paromi determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy

ENFORCEMENT

Paromi monitors the advertised prices of resellers, either directly or via the use of third-party agencies and tools.

Failure to abide by this policy will result in sanctions that could include the suspension or discontinuance of product sales.

Appendix A – Brick and Mortar

| Product Description | QTY & UOM | UPC | MSRP | MAP |
|---|--------------|-----------------|---------|---------|
| Bourbon Vanilla – Black Tea | 15 Sachets | 8-90452-00198-0 | \$9.99 | \$8.99 |
| Chamomile Lavender - Rooibos | 15 Sachets | 8-90452-00120-1 | \$9.99 | \$8.99 |
| Chocolate Orange – Black Tea | 15 Sachets | 8-90452-00119-5 | \$9.99 | \$8.99 |
| Cinnamon Chai - Rooibos | 15 Sachets | 8-90452-00104-1 | \$9.99 | \$8.99 |
| Coconut Almond – Black Tea | 15 Sachets | 8-90452-00103-4 | \$9.99 | \$8.99 |
| Detox with Me – Herbal Infusion | 15 Sachets | 8-90452-00128-7 | \$9.99 | \$8.99 |
| Earl Grey – Black Tea | 15 Sachets | 8-90452-00101-0 | \$9.99 | \$8.99 |
| Hibiscus Berry – Herbal Infusion | 15 Sachets | 8-90452-00126-3 | \$9.99 | \$8.99 |
| Jasmine – Green Tea | 15 Sachets | 8-90452-00118-8 | \$9.99 | \$8.99 |
| Lemon Ginger – Oolong Tea | 15 Sachets | 8-90452-00102-7 | \$9.99 | \$8.99 |
| Matcha with Cocoa | 1.23oz Pouch | 8-90452-00165-2 | \$14.99 | \$8.99 |
| Matcha with Cocoa & Peppermint | 1.23oz Pouch | 8-90452-00107-2 | \$14.99 | \$8.99 |
| Matcha with Turmeric, Ginger & Cinnamon | 1.23oz Pouch | 8-90452-00192-8 | \$18.99 | \$14.99 |
| Matcha with Vanilla | 1.23oz Pouch | 8-90452-00121-8 | \$18.99 | \$14.99 |
| Palace – Green Tea | 15 Sachets | 8-90452-00124-9 | \$9.99 | \$8.99 |
| Paradise Mate – Yerba Mate Blend | 15 Sachets | 8-90452-00105-8 | \$9.99 | \$8.99 |
| Peppermint – Green Tea | 15 Sachets | 8-90452-00100-3 | \$9.99 | \$8.99 |
| Royal Breakfast – Black Tea | 15 Sachets | 8-90452-00106-5 | \$9.99 | \$8.99 |
| Sleep with Me – Herbal Infusion | 15 Sachets | 8-90452-00127-0 | \$9.99 | \$8.99 |
| Turmeric Ginger – Green Tea | 15 Sachets | 8-90452-00190-4 | \$9.99 | \$8.99 |
| Wellness with Me – Herbal Infusion | 15 Sachets | 8-90452-00154-6 | \$9.99 | \$8.99 |
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Appendix B – Ecommerce

| Product Description | QTY & UOM | UPC | MSRP | MAP |
|---|--------------|-----------------|---------|---------|
| Bourbon Vanilla – Black Tea | 15 Sachets | 8-90452-00198-0 | \$9.99 | \$9.99 |
| Chamomile Lavender - Rooibos | 15 Sachets | 8-90452-00120-1 | \$9.99 | \$9.99 |
| Chocolate Orange – Black Tea | 15 Sachets | 8-90452-00119-5 | \$9.99 | \$9.99 |
| Cinnamon Chai - Rooibos | 15 Sachets | 8-90452-00104-1 | \$9.99 | \$9.99 |
| Coconut Almond – Black Tea | 15 Sachets | 8-90452-00103-4 | \$9.99 | \$9.99 |
| Detox with Me – Herbal Infusion | 15 Sachets | 8-90452-00128-7 | \$9.99 | \$9.99 |
| Earl Grey – Black Tea | 15 Sachets | 8-90452-00101-0 | \$9.99 | \$9.99 |
| Hibiscus Berry – Herbal Infusion | 15 Sachets | 8-90452-00126-3 | \$9.99 | \$9.99 |
| Jasmine – Green Tea | 15 Sachets | 8-90452-00118-8 | \$9.99 | \$9.99 |
| Lemon Ginger – Oolong Tea | 15 Sachets | 8-90452-00102-7 | \$9.99 | \$9.99 |
| Matcha with Cocoa | 1.23oz Pouch | 8-90452-00165-2 | \$14.99 | \$14.99 |
| Matcha with Cocoa & Peppermint | 1.23oz Pouch | 8-90452-00107-2 | \$14.99 | \$14.99 |
| Matcha with Turmeric, Ginger & Cinnamon | 1.23oz Pouch | 8-90452-00192-8 | \$18.99 | \$18.99 |
| Matcha with Vanilla | 1.23oz Pouch | 8-90452-00121-8 | \$18.99 | \$18.99 |
| Palace – Green Tea | 15 Sachets | 8-90452-00124-9 | \$9.99 | \$9.99 |
| Paradise Mate – Yerba Mate Blend | 15 Sachets | 8-90452-00105-8 | \$9.99 | \$9.99 |
| Peppermint – Green Tea | 15 Sachets | 8-90452-00100-3 | \$9.99 | \$9.99 |
| Royal Breakfast – Black Tea | 15 Sachets | 8-90452-00106-5 | \$9.99 | \$9.99 |
| Sleep with Me – Herbal Infusion | 15 Sachets | 8-90452-00127-0 | \$9.99 | \$9.99 |
| Turmeric Ginger – Green Tea | 15 Sachets | 8-90452-00190-4 | \$9.99 | \$9.99 |
| Wellness with Me – Herbal Infusion | 15 Sachets | 8-90452-00154-6 | \$9.99 | \$9.99 |
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