

# MAP & Third-Party Reseller Agreement

## MAP Policy

As an eCommerce-based brand, PiperWai Natural Deodorant (“PiperWai”) is focused on maintaining high margins for our retail and distributor network. In recognition of the investment in time and resources required for our resellers to provide the level of customer service and product knowledge expected from our customers, PiperWai is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products. PiperWai has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of PiperWai products. All PiperWai Authorized Resellers must abide by the terms and conditions of the following MAP Policy.

Resellers are also responsible for ensuring their PiperWai Mount pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. PiperWai’s MAP policy for all its products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons.

From time to time, PiperWai may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, PiperWai reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

Previously agreed upon free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP.

## MAP Pricing (USD)

\$11.99	\$16.99
	

**Failure to Comply with the MAP Policy**

At the sole discretion of PiperWai, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the loss of Authorized Reseller status and your ability to purchase all PiperWai products both direct as well as through distribution.