



**Ndal Manufacturing Industries, Inc**  
**Policy Regarding Minimum Advertised Pricing (MAP)**  
**Product: ALL PRODUCTS**  
**Policy Effective Date: SEPTEMBER 1, 2015**

Ndal Manufacturing Industries, Inc., (“Ndal”) has determined, through this company policy dated **SEPTEMBER 1, 2015**, that it shall not support or approve any advertised pricing that may have the effect of diminishing or detracting from the perceived value of the ManukaGuard brand. This MAP policy relates to the current or future sales of ManukaGuard Products to any company either through broker, direct purchase from Ndal and/or through an Ndal authorized distributor/wholesaler (“Distribution Sources”). Your company “The Company” agrees that the following terms and conditions will be complied with:

1. “Ndal” has established a Minimum Advertising and Pricing (“MAP”) policy for ManukaGuard products. This “MAP” policy may be adjusted by “Ndal” at its sole discretion upon sixty (60) days notice to “The Company” by email, fax or letter either directly from “Ndal” or through any “Ndal” authorized “Distribution Sources”. “The Company”, for the purposes of this MAP policy, is defined as an entity or operation that purchases ManukaGuard products from any “Ndal” authorized “Distribution Source”, and re-sells or intends to re-sell to new or current individual consumers (general public) or retail accounts (retailers).
2. This MAP policy only applies to advertisements for all ManukaGuard products in any and all media types, including but not limited to: flyers, posters, coupons, mailers/emails, inserts, newspapers, magazines, catalogs, mail order catalogs, website, Internet or similar electronic media, television, radio and other public displays. This MAP policy is not applicable to any in-store advertising that is not distributed to any customer by the media types listed in this paragraph.
3. This MAP policy specifically calls for a minimum allowed advertised price for all ManukaGuard products of **25% off Manufacturer Suggested Retail Price (“SRP”)**.
4. “The Company” understands that a violation of this policy may be grounds for termination of the right to sell ManukaGuard Products.
5. “Ndal” may, at its discretion, modify or suspend this MAP policy and notify “The Company” of such, through any applicable “Ndal” authorized “Distribution Sources”. It is the responsibility of “Ndal” authorized “Distribution Sources” to timely notify “The Company” of any modifications or suspension of this MAP policy in writing by e-mail, fax or letter.
6. Current pricelist is attached and is a part of this agreement



<b>MANUKA HONEY</b>		<b>UPC</b>		<b>DISCNT</b>	<b>MAP</b>	<b>SRP</b>
<b>DIETARY SUPPLEMENT LABELS</b>				<b>25%</b>	<b>PRICE</b>	
<b>0203</b>	Medical Grade Manuka Honey 12+ Sterile MGO 400	858631002043	8.8 OZ		\$ 47.06	\$ 62.75
<b>0206</b>	Premium Gold Manuka Honey 8+ MGO 200	858631002180	8.8 OZ		\$ 26.75	\$ 35.67
<b>0207</b>	Premium Gold Manuka Honey 12+ MGO 400	858631002173	8.8 OZ		\$ 36.37	\$ 48.49
<b>0216</b>	ENERGY BLEND PLUS MANUKAHONEY 8.8 OZ	858631002197	8.8 OZ		\$ 13.49	\$ 17.99
<b>0217</b>	ENERGY BLEND PLUS MANUKA HONEY 17.6 OZ	858631002203	17.6 OZ		\$ 23.99	\$ 31.99
<b>0219</b>	ENERGY BLEND PLUS MANUKA HONEY 35.4 OZ	858631002296	35.4 OZ		\$ 43.49	\$ 57.99
<b>THROAT SUPPORT</b>						
<b>0204</b>	Throat and Chest Syrup - Wild Cherry	858631002081	3.4 OZ		\$ 11.81	\$ 15.75
<b>GASTROINTESTINAL</b>						
<b>0200</b>	Nutralize: Ginger peach	858631002005	7.0 OZ		\$ 14.96	\$ 19.95
<b>0201</b>	Nutralize: Maple Lemon	858631002012	7.0 OZ		\$ 14.96	\$ 19.95
<b>BEAUTY</b>						
<b>301</b>	TIMELESS BEAUTY	858631002104	60 CAP		\$ 44.96	\$ 59.95
<b>302</b>	OIL OF BEAUTY	858631002210	60 CAP		\$ 33.71	\$ 44.95
<b>303</b>	SILICA BEAUTY	858631002227	60 CAP		\$ 27.71	\$ 36.95