



## MINIMUM ADVERTISED PRICING POLICIES

In order to preserve its reputation for providing customers with high-value products and strong after-sales support, and to further enhance the long-term integrity of Barebones Ventures, LLC ("Bare Bones"), its brand image and its competitiveness in the marketplace, Bare Bones is unilaterally adopting a policy of minimum online price standards for Bare Bones products.

This Minimum Advertised Pricing (MAP) policy will become effective Jan. 10, 2020.

Bare Bones wishes to protect its interest in, and the value of, its trademarks, tradenames and brands by establishing minimum advertised prices on its products. The MAP Policy applies to all online retailers, online resellers, and online distributors of Manufacturer's Products ("Reseller") to maintain an advertised pricing structure. The MAP Policy applies to advertised prices, not the prices at which Products are actually sold, and each Retailer is free to set its actual resale price for any Product independently. Retailers must be in compliance no later than Jan. 10, 2020.

### **Barebones Ventures, LLC's MAP Policy Guidelines for Bare Bones Products**

1. Bare Bones shall, from time to time, publish a Schedule of Manufacturer's Suggested Retail Prices and Minimum Advertised Prices ("**MSRP/MAP Schedule**") on its website, which may be amended or adjusted by Bare Bones at any time in its sole discretion. The MSRP/MAP Schedule will identify the effective date, the products and the manufacturer's suggested retail price (MSRP) for each of its products.
2. The Minimum Advertised Price for any Bare Bones product shall not be less than 20% below the current MSRP as published on **MSRP/MAP Schedule (a copy of which is found in Appendix A at the bottom of this document)**. Anything less will be a violation of this MAP policy. Bare Bones products not specifically identified in the MSRP/MAP Schedule are not subject to this MAP policy. MAP pricing is established by Bare Bones and may be adjusted by Bare Bones at its sole discretion.
3. The MAP policy applies to all advertisements of Bare Bones products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.

4. The MAP policy is not applicable to: a) Any members-only advertising that is displayed only in the online store and not distributed to any customer(s) outside of your store. b) Any email newsletters sent to your customer database.
5. The inclusion in advertising of free or discounted products (whether made by Bare Bones or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
6. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.
7. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer. Bare Bones resellers and sales representatives remain free to sell these products at any price they choose.
8. MAP does not establish maximum advertised prices. All resellers may offer Bare Bones products at any price in excess of the MAP.
9. Bare Bones' MAP policy does not in any way limit the ability of any reseller to advertise that "they have the lowest prices" or they "will meet or beat any competitors price," that consumers should "call for a price," or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
10. Reseller agrees to hold all trademarks and copyrights of Bare Bones as the property of Bare Bones and use advertising materials provided by Bare Bones in an authorized manner only.
11. Resellers are also responsible for ensuring their Bare Bones 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.
12. eBay and Other Auction Websites Policy:
  - "Buy it Now" options must be listed at a price equal to MAP or greater.
  - For auctions, the reserve and/or opening bids must start at MAP without a "Buy it Now" option.
  - Best Offer Auctions Are Not Allowed
13. Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP.
14. From time to time it may be explicitly approved by Bare Bones in writing to sell certain Bare Bones products at below-MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Bare Bones.
15. Bare Bones may choose to offer special promotions on certain products from time to time. In such a case, we reserve the right to modify or suspend this MAP policy in whole or in part. Bare Bones also reserves the right to adjust the MSRP and/or MAP with respect to all or certain products at its sole discretion. Such changes shall apply equally to all online resellers.

16. Intentional and/or failure to abide by MAP Policy will result in sanctions unilaterally imposed by Bare Bones. The level of sanctions will be determined by Bare Bones in its sole discretion and may include indefinite termination of dealership or distributorship. Upon a reseller's first violation of 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 a 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 an indefinite hold, blocked from placing new orders. Bare Bones does not intend to do business with Resellers who degrade the image of Bare Bones and its products. Bare Bones need not provide prior notice or issue warnings before taking any action under this MAP Policy.

17. Distributors of Bare Bones products will post to their website a copy of the Bare Bones MAP policy.

18. Bare Bones places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of Bare Bones products in a manner that is consistent with the long-term interests of our customers.

Bare Bones MAP Policy v1.3

## Appendix A: BARE BONES MSRP/MAP SCHEDULE

Effective Jan. 10, 2020

<b>MSRP/MAP</b>				
<b>UPC Code</b>	<b>Item Number</b>	<b>Product Description</b>	<b>SRP</b>	<b>MAP</b>
869440000007	C00101-S	Bare Bones Organic Chicken Bone Broth 16 oz	9.49	7.49
869440000014	B00101-S	Bare Bones Grass-Fed Beef Bone Broth 16 oz	9.49	7.49
869440000038	C00201-S	Bare Bones Rosemary & Lemon Chicken Bone Broth 16 oz	9.49	7.49
869440000052	T00101-S	Bare Bones Organic Turkey Bone Broth 16 oz	9.49	7.49
10869440000004	C00106-S	Bare Bones Organic Chicken Bone Broth 6x16 oz	56.94	44.94
10869440000011	B00106-S	Bare Bones Grass-Fed Beef Bone Broth 6x16 oz	56.94	44.94
20869440000032	C00206-S	Bare Bones Rosemary & Lemon Chicken Bone Broth 6x16 oz	56.94	44.94
00869440000069	T00106-S	Bare Bones Organic Turkey Bone Broth 6x16 oz	56.94	44.94
850005342027	BP-BF-00101-C	Bare Bones Instant Beef Bone Broth Beverage Mix 16 ct	24.99	21.99