

Effective 4/12/21

**Minimum Advertised Price Policy (MAP)**

In order to protect the reputation of our company and our exceptional products, BioMed Health Inc. (BioMed Health) has established a Minimum Advertised Price (MAP) policy for all our products. This MAP policy will be uniformly enforced for all BioMed Health products and shall apply uniformly to all retailers, including catalog and online retailers, who resell BioMed Health products, (collectively, "Retailers").

This MAP policy will go into effect immediately, and governs the resale of all BioMed Health products. The MAP policy applies to all advertisements of BioMed Health products in any and all media, including, without limitation, the Internet and any other electronic network. This MAP policy does not apply to any in-store advertising such as in-store displays, point of sales signs or hang tags that are displayed exclusively in physical retail locations and not distributed to any consumer. This MAP policy applies only to advertised prices and does not apply to the products' actual selling price which is wholly within Retailer's discretion. Although Retailers remain free to establish their own resale prices, BioMed Health will, without assuming any liability, unilaterally impose sanctions as described in this MAP policy against Retailers who advertise BioMed Health products at prices below those specified herein.

Under this MAP policy, advertised prices for any BioMed Health products for sale via physical stores, catalog and/or through the Internet may not be advertised by Retailers at a discount of more than eighteen percent (18%) off the manufacturer's suggested retail price as specified below.

| <b>Product Code</b> | <b>UPC</b>            | <b>Product Name</b>             | <b>MSRP</b>    | <b>MAP</b>     |
|---------------------|-----------------------|---------------------------------|----------------|----------------|
| <b>BM60011</b>      | <b>752337 60011 7</b> | <b>Advanced Men's Bao Shi</b>   | <b>\$37.99</b> | <b>\$31.15</b> |
| <b>BW60012</b>      | <b>752337 60012 4</b> | <b>Advanced Women's Bao Shi</b> | <b>\$37.99</b> | <b>\$31.15</b> |
| <b>FY50010</b>      | <b>752337 50010 3</b> | <b>Femi-Yin</b>                 | <b>\$28.99</b> | <b>\$23.77</b> |
| <b>SK70010</b>      | <b>752337 70010 7</b> | <b>SKINprotect Supplement</b>   | <b>\$36.99</b> | <b>\$30.33</b> |

BioMed Health reserves the right to monitor and review Retailer websites or other forms of advertising to ensure this MAP policy is being adhered to. If BioMed Health determines in its sole discretion that a Retailer is in violation of any of the terms or conditions of this policy, BioMed Health will require the Retailer to make the necessary advertised price change(s) within five (5) days of notification of such violation. If the Retailer fails to correct the violation(s) within such time period, BioMed Health, without assuming any liability, reserves the right to cancel the Retailer's Every Day Low Pricing and/ or cease sales and of the affected product(s) to the Retailer until the situation is remedied.

BioMed Health reserves the right at any time and in its sole discretion to modify, suspend, or discontinue this MAP policy in whole or in part, designate promotional periods during which the terms of this policy may change, or designate periods of time during which this policy is not applicable. Any such modifications to this MAP policy will be emailed to the Retailers with 7 days advance notice. This MAP policy has been created for the protection of our brand and for the benefit of everyone.