



Dr. Singha's® Natural Therapeutics, Inc.

Patron: James S. Gordon, M.D.

Founder and Director of The Center for Mind-Body Medicine and former Chairman of the White House Commission on Complementary and Alternative Medicine Policy

Director: Anna G. Searles, O.T., L.M.T.

July 24, 2020

MINIMUM ADVERTISED PRICE POLICY (MAPP) FOR INTERNET RESELLERS

Dr. Singha's® Natural Therapeutics, Inc. (Dr. Singha's®) has determined that to properly position Dr. Singha's® premium products in the Internet marketplace, to protect Dr. Singha's® intellectual property on the Internet and to ensure that customers receive high quality customer service, it must exercise a greater degree of control over the distribution of Dr. Singha's® products. Therefore, the following sales of Dr. Singha's® products to Internet resellers will be subject to the following policy.

Effective July 24th, 2020 Dr. Singha's® will initiate the following MAPP. This shall apply to all Internet sellers who resell Dr. Singha's® products online.

MAPP enforced products:

Dr. Singha's Mustard Bath – 2 oz., 8 oz., 16 oz. and 28oz.

Dr. Singha's Mustard Rub – 4 oz. and 6 oz.

Dr. Singha's Feng Shui Spray

POLICY

The MAPP for the above products shall be 85% of manufacturer's suggested retail price (MSRP) or 15% off of MSRP. Price points for each covered product will be shown in Exhibit 1. This Policy is unilateral, non-negotiable and will not be altered for any reseller.

This MAPP applies to the advertising, promotion and/or sale of the selected Dr. Singha's® products on the Internet only.

2500 Side Cove, Austin, Texas 78704, U.S.A.

(512) 444-2862 (512) 444-8981 (Fax)

E-Mail: info@DrSingha.com Website: DrSingha.com

The advertising, promotion or sale of the above Dr. Singha's® products in stores, in print (consumer catalogs, flyers, signage, etc.) or on television or radio, at this time are not subject to this MAPP.

Internet advertising means displaying a price on any Internet site including Internet ads, websites operated by, affiliated with, and/or linked to the reseller's website(s). Additionally, this includes pricing displayed on Internet search engines, whether as a result of your website or reseller run stores or on online by merchants such as Amazon, Walmart or eBay etc.

None of Dr. Singha's® representatives or affiliates has any authority to modify or alter this Policy or to re-negotiate this Policy or any agreement with respect to any Reseller.

VIOLATIONS

Dr. Singha's® will be reviewing all Internet commerce via an outside third party monitoring service to assure consistent adherence to this Policy. If and when a deviation from our MAPP is noted the following actions will be taken.

First Offense: An email will be sent to those in violation reiterating the MAPP. The violator has 72 hours to adhere to the MAPP requirements. If alterations to the price have not been made by that time, that will be considered the second offense. If the reseller believes that it is in compliance and does not understand how it is violating the MAPP, the Reseller must contact Dr. Singha's® immediately.

Second Offense: A second email will be sent stating that the Reseller is now suspended from purchasing Dr. Singha's® products. To become a vendor again they must submit in writing an explanation of why they refused to uphold the MAPP and agree to uphold the Policy in the future.

At this point we are relying on your good will to keep to the terms of our MAP policy so that we can keep it in the realm of simple agreements.

Therefore, it would be our choice not to “police” our fellow marketers. However, if you violate our terms you will leave us no choice but to take action.

Dr. Singha shared his wisdom with many and this was his legacy. Everyone involved in sharing his legacy has done so with a generous heart. So for those few companies who are taking advantage please honor this policy.

Exhibit 1 – Revised 7/24/20

UPC	Item	Size	SRP	MAP
7-98412-44441-2	Dr. Singha’s Mustard Bath	2 oz	\$4.15	\$3.53
7-98412-44442-9	Dr. Singha’s Mustard Bath	8 oz	\$12.55	\$10.67
7-98412-44451-1	Dr. Singha’s Mustard Bath	16 oz	\$22.25	\$18.91
7-98412-44451-1	Dr. Singha’s Mustard Bath	28 oz	36.00	\$30.60
7-98412-44444-3	Dr. Singha’s Mustard Rub	4 oz	\$18.95	\$16.11
7-98412-44440-5	Dr. Singha’s Mustard Rub	6 oz	\$23.95	\$20.36
7-98412-44449-8	Dr. Singha’s Feng Shui Spray	6 oz	\$9.75	\$8.29