& Ceramedx®

MINIMUM ADVERTISED PRICE POLICY

February 1, 2021

ESN Group, Inc. ("ESN") has unilaterally adopted this Minimum Advertised Price Policy (MAPP) for Earth Science® and Ceramedx®. Earth Science® and Ceramedx® resellers are responsible for remaining current with MAP policy, products and pricing. This policy extends to all distributors, retailers, dealers, and resellers of Earth Science and Ceramedx branded products in the United States (hereinafter, "Resellers").

This MAP policy is designed to (1) protect reseller margins so that desirable pre-sales and post-sales services and infrastructure can be provided by our channel partners (2) support the Earth Science brand as a premium offering; and (3) avoid destructive intra-brand channel conflict.

This policy has been unilaterally adopted by the ESN and will be uniformly enforced.

Policy Coverage.

This MAP policy covers all ESN resellers located in the United States. Although resellers remain free to establish their own resale prices, ESN will, without assuming any liability, unilaterally impose sanctions as described in this policy against resellers who advertise applicable Ceramedx and Earth Science products at prices below those specified herein. ESN will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any reseller. ESN neither solicits, nor will it accept, any assurance of compliance with this MAP policy. Nothing in this MAP policy or in any other contract or agreement with ESN shall constitute an agreement between ESN and reseller that the reseller will comply with this MAP policy.

MAPP applies only to advertised prices and does not apply to the price at which the products are actually sold.

Minimum Advertised Price.

Ceramedx® products may not be advertised for sale at prices more than **15%** below the Suggested Retail Price as it appears on our then-current price list. Earth Science® products may not be advertised for sale at prices more than **25%** below the Suggested Retail Price as it appears on our then- current price list. ESN resellers are responsible for remaining current with

MAP policy, products and pricing. The products and MAP may be changed from time to time at ESN's sole discretion.

Each advertisement below the MAP will be a violation of this policy.

The MAP policy applies to all advertisements of specific Ceramedx and Earth Science products in any and all media including, without limitation, all internet, web pages, online ads, banners, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail/internet order catalogs, or similar electronic media, television, radio and public signage.

Policy Violations.

Violations of MAP policy shall be determined by ESN in its sole discretion.

In the event a reseller chooses not to follow the ESN MAP policy, sanctions will be unilaterally imposed by ESN up to and including termination of our business relationship and the pursuit of any available remedies at law. Upon first violation of MAP policy, a reseller receives a written warning with a 48-hour window to correct the violation and comply with MAP, with reseller's account placed on temporary hold. If reseller fails to comply or there is a second violation, reseller will receive another warning and will be blocked from placing new orders, with an indefinite hold placed on reseller's account.

ESN will not accept any communication from a reseller who has violated this MAP policy regarding the violation or the willingness of the reseller to bring its prices into compliance with the MAP policy.

In addition to the above, failure to adhere to the MAP policy will be a factor taken into consideration in the determination of whether or not ESN will offer any discounts or sales incentive to the reseller.

Online (Internet) Sales.

Selling on third-party marketplace sites including Amazon.com is strictly prohibited without direct, written authorization from ESN.

Resellers that market or offer to fulfill sales of Earth Science products through marketplace sites or any website without prior written consent from ESN, which is granted solely through the execution by the Authorized Reseller Agreement. Execution by ESN of the Authorized Reseller Agreement constitutes the only means of providing consent to sell Earth Science products online. No ESN employee or agent may authorize online sales through oral statements, other written agreement, or by any other means. Violation of this paragraph is considered a material breach of this policy and may result in actionable steps to block or suspend Reseller's account.

Policy Modifications.

ESN reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part, or to designate promotional periods during which the terms of the policy change, or to designate periods of time during which the policy is not applicable. Policy modifications shall be sent directly to the reseller via mail, email or fax.

Unilateral Action.

ESN is not seeking agreement from any reseller to adhere to this MAP policy. It is entirely within the discretion of the reseller whether to comply or not comply.

Contact Information.

ESN Group, Inc. and its representatives shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Resellers regarding the policy and receiving any communication regarding sanctions imposed under this policy. All questions or comments regarding this MAP policy are to be directed to the regulatory department. You may contact administration at compliance@esngroup.com.