

LODC Group Ltd. E-Commerce Selling & MAP Policy
For All Branded Products
Effective Date January 1, 2022

INTRODUCTION

This minimum advertised price policy (“Policy”) for all LODC Group Ltd. branded products (“Products”) is designed to govern the pricing guidelines at which Products may be advertised for sale on the Internet. This Policy covers all online sales activity regardless of how consumers access the Internet (e.g. via personal or work computer, smart phone, tablet, etc.) as well as any promotions or sales on social media sites or mobile app.

POLICY OVERVIEW

Authorized Dealers are strongly encouraged to use the Internet and other technologies to make consumers aware of Products, as well as promote the availability of such Products and sell Products from their respective website, social media platform, and/or mobile app.

GUIDELINES

1. Dealers must adhere to the minimum advertised price at all times (the “**Minimum Advertised Price**”).
2. Dealers must adhere to any changes requested by LODC Group Ltd. within 48 hours.

MARKETPLACE DISTRIBUTION GUIDELINES

1. LODC Group Ltd. defines a “marketplace website” as any website (including social media platforms) or mobile app, including the Dealer’s own, that presents an opportunity for a consumer to complete a purchase transaction to buy Product(s) while simultaneously shopping at multiplieretailers.
2. Brick & Mortar stores may also utilize Marketplace Websites including their own as a method of increasing sales and sale opportunities BUT they MUST obey the Sales Pricing Policy as stated below for all E-Commerce activity whether through their own web-site or as a reseller utilizing other commercial e-commerce sites.

CONSUMER CARE & ETHICAL STANDARDS

Dealers must comply with all applicable regulations, rules, and laws in the conduct of business (including without limitation the operation of website(s), social media platforms, and/or mobile apps) and presentation of Products for resale to consumers. In addition, LODC Group Ltd. requires that all Dealers meet the highest standard of ethical behavior and disclosure when presenting Products for sale to consumers.

VIOLATIONS

Violations of this Policy shall be determined by LODC Group Ltd. in the exercise of its sole discretion. Violations may result in the termination of Dealer's authority to sell Products on the Internet or such other reasonable penalties which LODC Group Ltd. in its sole discretion sees fit to impose.

SALES PRICING POLICY OVERVIEW

All Dealers must adhere to a policy of not advertising for sale online on an everyday basis at **any less than the Minimum Advertised Price, as defined above**. Any Dealer caught selling below the Minimum Advertised Price will immediately be terminated as a Dealer. Should a Dealer wish to promote Products online at a lower price for a limited time they must receive written permission from LODC Group Ltd.

This E-Commerce Selling & MAP Policy can be changed with 30-day written notice.

Lily of the Desert MAP Policy

UPC Code	ITEM #	DESCRIPTION	SIZE	MAPP Single	2 Pack MAP	3 Pack MAP	4 Pack MAP	5 Pack MAP
026395100163	10016	Aloe Vera Gel	16 oz	\$ 8.59	\$ 16.39	\$ 23.29	\$ 29.99	\$ 24.49
026395100323	10032	Aloe Vera Gel	32 oz	\$ 12.99	\$ 24.69	\$ 34.99		
026395201280	10128	Aloe Vera Gel	128 oz	\$ 30.89				
026395000166	16	Aloe Vera Juice	16 oz	\$ 9.99	\$ 18.89	\$ 29.79	\$ 33.79	\$ 39.79
026395000326	32	Aloe Vera Juice	32 oz	\$ 12.99	\$ 29.69	\$ 34.99		
026395001286	128	Aloe Vera Juice	128 oz	\$ 30.89				
026395200320	20032	Whole Leaf Gel	32 oz	\$ 12.99	\$ 24.69	\$ 34.99		
026395201280	20128	Whole Leaf Gel	128 oz	\$ 30.89				
026395300327	30032	Whole Leaf Juice	32 oz	\$ 12.99	\$ 24.69	\$ 34.99		
026395301287	30128	Whole Leaf Juice	128 oz	\$ 30.89				
026395830169	83016	PF Aloe Vera Juice	16 oz	\$ 9.49	\$ 17.99	\$ 25.59	\$ 32.19	\$ 37.89
026395830329	83032	PF Aloe Vera Juice	32 oz	\$ 11.49	\$ 21.79	\$ 30.99		
026395831289	83128	PF Aloe Vera Juice	128 oz	\$ 29.89				
026395840168	84016	PF Whole Leaf AV Juice	16 oz	\$ 10.79	\$ 20.49	\$ 29.19	\$ 36.69	\$ 42.99
026395840328	84032	PF Whole Leaf AV Juice	32 oz	\$ 11.49	\$ 21.79	\$ 30.99		
026395841288	84128	PF Whole Leaf AV Juice	128 oz	\$ 29.89				
026395401321	40132	Detoxifying Formula	32 oz	\$ 20.79	\$ 39.49	\$ 59.19		
026395400324	40032	Stomach Formula	32 oz	\$ 20.79	\$ 39.49	\$ 56.19		
026395000043	4	Aloe Vera Gelly	4 oz	\$ 9.69	\$ 18.29	\$ 25.99	\$ 32.79	\$ 38.59

026395101085	10108	Aloe Vera Gelly	8 oz	\$ 10.39	\$ 19.79	\$ 27.99	\$ 35.29	\$ 41.59
026395000128	12	Aloe Vera Gelly	12 oz	\$ 11.99	\$ 21.79	\$ 32.29	\$ 40.69	\$ 47.89
026395013289	40 1328	16 oz Aloe Vera Gelly w/pump	16 oz	\$ 13.99	\$ 26.59	\$ 36.99		
026395008841	40 0884	Stomach Formula Shot	2 oz	\$ 29.89	\$ 56.79	\$ 80.69	\$ 101.59	\$ 118.49
026395037506	AV80-03750	AV80 DETOX FORMULA	32 oz	\$ 20.79	\$ 39.50	\$ 56.13		
026395013029	40 1302	Whole Leaf Juice	64 oz	\$ 19.99	\$ 37.99			
026395008438	40-0843	EcoDrink Naturals Refill - Mixed Berry	24 ct	\$ 24.99	\$ 47.49	\$ 67.49	\$ 84.99	\$ 99.99
026395008452	40-0845	EcoDrink Naturals Refill - Peach/Mango	24 ct	\$ 24.99	\$ 47.49	\$ 67.49	\$ 84.99	\$ 99.99
026395008421	40-0842	EcoDrink Naturals Refill - Strawberry/Lemonade	24 ct	\$ 24.99	\$ 47.49	\$ 67.49	\$ 84.99	\$ 99.99
026395008445	40-0844	EcoDrink Naturals Refill - Fruit Punch	24 ct	\$ 24.99	\$ 47.49	\$ 67.49	\$ 84.99	\$ 99.99
026395008469	40-0833	EcoDrink Naturals Variety Pack w/ Bottle - Berry/Peach	24 ct	\$ 24.99	\$ 47.49	\$ 67.49	\$ 84.99	\$ 99.99

