

**LODC Group Ltd. E-Commerce Selling & MAP Policy**  
**For All Branded Products**  
**Effective Date March 1, 2021**

**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 multiple retailers.
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 ECommerce activity whether through their own web-site or as a reseller utilizing other commercial ecommerce 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	MAP
026395100163	10016	Aloe Vera Gel	16 oz	\$ 5.29
026395100323	10032	Aloe Vera Gel	32 oz	\$ 9.99
026395201280	10128	Aloe Vera Gel	128 oz	\$ 29.49
026395000166	00016	Aloe Vera Juice	16 oz	\$ 5.29
026395000326	00032	Aloe Vera Juice	32 oz	\$ 9.99
026395001286	00128	Aloe Vera Juice	128 oz	\$ 29.49
026395200320	20032	Whole Leaf Gel	32 oz	\$ 9.99
026395201280	20128	Whole Leaf Gel	128 oz	\$ 29.49
026395300327	30032	Whole Leaf Juice	32 oz	\$ 9.99
026395301287	30128	Whole Leaf Juice	128 oz	\$ 29.49
026395830169	83016	PF Aloe Vera Juice	16 oz	\$ 6.99
026395830329	83032	PF Aloe Vera Juice	32 oz	\$ 8.59
026395831289	83128	PF Aloe Vera Juice	128 oz	\$ 28.49
026395840168	84016	PF Whole Leaf AV Juice	16 oz	\$ 6.99
026395840328	84032	PF Whole Leaf AV Juice	32 oz	\$ 8.59
026395841288	84128	PF Whole Leaf AV Juice	128 oz	\$ 28.49
026395850167	85016	WL AV JC Concentrate	16 oz	\$ 13.79
026395850327	85032	WL AV JC Concentrate	32 oz	\$ 23.59
026395401321	40132	Detoxifying Formula	32 oz	\$ 19.39

026395400324	40032	Stomach Formula	32 oz	\$	19.39
026395800322	80032	Aloe Vera Lemon-Lime	32 oz	\$	9.79
026395810321	81032	Aloe Vera Cran-Apple	32 oz	\$	9.79
026395820320	82032	Aloe Vera Orange-Papaya	32 oz	\$	9.79
026395000043	00004	Aloe Vera Gelly	4 oz	\$	4.79
026395101085	10108	Aloe Vera Gelly	8 oz	\$	6.29
026395000128	00012	Aloe Vera Gelly	12 oz	\$	9.59
026395008841	40 0884	Stomach Formula Shot	2 oz	\$	2.49
026395037506	AV80-03750	AV80 DETOX FORMULA	32 oz	\$	19.49
026395037537	AV80-03753	AV80 STOMACH FORMULA	16 oz	\$	12.89
026395037544	AV80-03754	AV80 STOMACH FORMULA	32 oz	\$	19.49
026395760169	76016	Original ALOE MIX N GO - 16 ct	16 Ct	\$	19.99
026395761166	76116	Lemonade ALOE MIX N GO - 16 ct	16 Ct	\$	19.99
026395762163	76216	Pomegranate ALOE MIX N GO - 16 ct	16 Ct	\$	19.99
026395763160	76316	Strawberry/Kiwi ALOE MIX N GO - 16 ct	16 Ct	\$	19.99
026395410064	41-0015	12 ct Display box of 2 oz Lily Hand Sanitizer	12 ct	\$	25.00
026395410255	41025	16 oz Pump Hand Sanitizer	12 ct	\$	9.29