

## Minimum Advertised Pricing Policy/Agreement

Re: MAP Pricing Policy for All Topricin® and MyPainAway® (Topical BioMedics Inc.) products sold by All Internet Resellers. The words Topical BioMedics Inc., Topricin, and MyPainAway will be one and the same for the purposes of this policy.

We truly appreciate and value your business to date and are happy to engage honest Internet Retailers who properly represent Topricin products online. Please note this policy has been updated as of Jan 2021 to implement the MAP (Minimum Advertised Price) pricing policy for all Topricin® products.

Sales of Topricin products have grown dramatically as consumers learn of the wide range of benefits of our products. Together, by encouraging further customer service, we can continue to rapidly grow the market, be a value to the public and increase sales and distribution volumes, for us both.

To sell Topricin products online All Internet Resellers must agree to honor our Topricin MAP pricing policy, as explained below.

**We will require you to confirm your agreement to this policy by having an authorized person from your company sign below.** The legal basis for this policy is consistent with recent U.S. Supreme Court decisions that encouraged this pro- competitive pricing policy that helps build markets for innovative products like Topricin. Of course, we are happy to answer any of your questions.

To be an Authorized Online Reseller you agree to the following MAP pricing policy:

1. The use of the words Topricin® and or Topical BioMedics Inc., or any intentional use of other misspellings in any website, URL email, mail, fax or any communication or posting as if to express or imply you are the authorized company or owners of its products, marks, or copyrights is strictly prohibited and can lead to permanent suspension of selling any Topricin product, and other legal action.
2. The MAP pricing only applies to sales to consumers within the United States and its territories. **International sales of Topricin products by Internet Retailers or Sub Distributors are expressly forbidden.**
3. **The MAP Policy shall apply to all Internet Retailers who must be approved and authorized by Topical BioMedics, Inc. to sell any Topricin products on the Internet.** The MAP pricing for all Topical BioMedics, Inc. Products ("Minimum Advertised Price") shall apply to all Internet Retailers. MAP pricing may be adjusted by Topical BioMedics, Inc. from time to time, at its sole discretion.
4. The MAP Policy applies to all advertisements of Topricin products over the Internet or similar electronic media including but not limited to websites, social media sites, email newsletters, and email solicitations. No such advertisement will represent or imply that any Product be sold by an Internet Retailer on the Internet for less than the full Minimum Advertised Prices, which shall be no less than 25% off MSRP. Examples: Topricin 4 oz. jar MSRP 24.95, MAP not less than \$18.71 and/or Topricin 2 oz. tube MSRP \$16.95, and MAP not less than \$12.71. This will apply to all existing Topricin products and sizes and/or any and all new Topricin products.
5. "Bundling" or including a free or discounted product (made by Topical BioMedics, Inc. or another manufacturer) with a Topricin product would violate this MAP Policy and is not permitted.

6. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.
7. Internet Retailers are not permitted to utilize our company logo or product images or product name without proper pre-authorization from Topical BioMedics, Inc.
8. The MAP Policy does not establish maximum advertised prices. All Internet Retailers may offer Topricin products at any price in excess of the Minimum Advertised Price.
9. The MAP Policy does not in any way limit the ability of any Internet Retailer to sell to their customers after the fact in the order taking process. However, advertising that "they have the lowest prices" or, they "will meet or beat any competitor's price," that consumers should "call for a price" or phrases of similar import is strictly prohibited. The price advertised or listed for any Topricin Product shall not be less than the Minimum Advertised Price.
10. All Internet Retailers will provide reasonable customer service, and establish and adhere to stated return policies.

Please advise if you have any questions about the Topical BioMedics Inc., Topricin MAP pricing policy. Thank you for all your support as we look forward to doing increased business together as we build the market for Topricin® and our family of products.