



# Online Sales Minimum Advertised Pricing Policy

Effective January 1, 2017, a Minimum Advertised Price (MAP) on all SBS Americas Inc. (BEE & YOU) products will be in effect. This agreement consists of 6 pages.

SBS Americas Inc. has been building a brand of strong recognition and a high perceived value since 2016. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the BEE & YOU brand and its products. The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if SBS Americas Inc. agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any BEE&YOU product shall not be less than below the MAP prices indicated in Exhibit A. MAP pricing is established by BEE & YOU and may be adjusted by BEE & YOU at its sole discretion.
- 2) The MAP policy applies to all advertisements of BEE&YOU products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.
- 3) The inclusion in advertising of free or discounted products (whether made by BEE&YOU or another manufacturer) with a product covered by the

MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.

- 6) This pricing policy only applies to online sales.
- 7) MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. BEE & YOU dealers and sales representatives remain free to sell these products at any price they choose.
- 8) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer BEE & YOU products at any price in excess of the MAP.
- 9) BEE & YOU MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
- 10) Dealer agrees to hold all trademarks and copyrights of BEE & YOU as the property of BEE & YOU and use advertising materials provided by BEE & YOU in an authorized manner only.
- 11) Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. BEE & YOU does not intend to do business with dealers or sales representatives who degrade the image of BEE & YOU and its products. It is BEE & YOU's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.
- 12) E Bay and Other onlineWeb Sites Policy:
  - "Buy it Now" options must be listed at a price equal to MAP or greater.
  - For auctions the reserve and/or opening bids must start at MAP without a "Buy it Now" option.
  - Best Offer Auctions Are Not Allowed
  - MAP prices are included the shipping prices.
- 13) Negotiated Contracts: From time to time it may be explicitly approved by SBS Americas Inc. in writing to sell certain SBS Americas Inc. (BEE & YOU) products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by SBS Americas, Inc.
- 14) SBS Americas Inc. may run a sale from time to time and in such case the MAP will be the same as the sale price on those particular items and on



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those particular dates. SBS Americas Inc. will send out a notice in advance with details of the special.

- 15) SBS Americas Inc. straws may be advertised as free, provided there is no obligation on the customer to make any other purchase in order to receive the straw.

**EXHIBIT A**

**BEE & YOU Online Sales MAP Pricing**

Products	Pack Size	Online Minimum Advertised Price (MAP)	UPC Barcode
<b>PROPOLIS EXTRACT PURE LIQUID 30%</b> (Immunity - Antimicrobial - Cold&Flu - Antioxidants - Ultra Potency)	1 fl oz (30ml)	\$19.99	190853001597
<b>PROPOLIS WATER SOLUBLE LIQUID EXTRACT 15%</b> (Immunity - Antimicrobial - Cold&Flu - Antioxidants - Alcohol-Free)	1 fl oz (30ml)	\$19.99	190853001603
<b>PROPOLIS EXTRACT PURE LIQUID 30% WITH VIT D3+ VIT K2</b> (Immunity - Antimicrobial - Cold&Flu - Antioxidants - Ultra Potency)	1 fl oz (30ml)	\$20.99	190853002006
<b>PROPOLIS WATER SOLUBLE LIQUID EXTRACT 15% WITH VIT D3+ VIT K2</b> (Immunity - Antimicrobial - Cold&Flu - Antioxidants - Alcohol-Free)	1 fl oz (30ml)	\$20.99	190853002013
<b>PROPOLIS + RAW HONEY THROAT SPRAY</b> (SoreThroat - FastActing - Antioxidants - High Potency - Menthol)	1 fl oz (30ml)	\$14.99	190853000644
<b>PROPOLIS NASAL SPRAY</b> (Sinus - Seasonal Allergy - Clears Nasal Passageway - Drug Free)	1 fl oz (30ml)	\$19.99	190853000651
<b>PROPOLIS + RAW HONEY + VIT C COUGH SYRUP</b> (Immunity - Cough - Hoarseness - Vit C - Antioxidants)	5 fl oz (150ml)	\$18.99	190853000668
<b>BEE POLLEN WHOLE GRANULES</b> (Wildcrafted - Immunity - Energy - Protein - Vitamins&Minerals)	5 oz (142g)	\$9.99	190853000552
<b>ROYAL JELLY + BEE POLLEN + PROPOLIS ULTRA STRENGTH TABLETS</b> (Immunity - Energy - Collagen - No GMO/Gluten/Gelatin/Added Sugar)	500mg x 60 Tablets	\$19.99	190853001078
<b>ROYAL JELLY + BEE POLLEN + PROPOLIS CHEWABLE TABLETS</b> (Immunity - Energy - Collagen - No GMO/Gluten/Gelatin/Added Sugar)	500mg x 60 Tablets	\$17.99	190853001085
<b>100% Natural Wellness &amp; Energy Shots</b>			
<b>RED GINSENG + ROYAL JELLY ENERGY SHOT (CAFFEINE-FREE)</b> (Wellness - Performance - Power - Caffeine Free)	1.69 fl oz (50ml)	\$2.99	190853001368
<b>RED GINSENG + ROYAL JELLY ENERGY SHOT (CAFFEINE-FREE) - Counter Display</b> (Dimensions: 3.2 x 4.3 x 5.9 inches)	12 units x 1.69 oz	\$33.99	190853001450
<b>PROPOLIS + VIT D3 + VIT C + ZINC SHOT (CAFFEINE-FREE)</b> (Immunity - Wellness - 125% Vit D3 - 1,111% DV Vit C - 91% DV Zinc)	1.69 fl oz (50ml)	\$2.99	190853002020
<b>PROPOLIS + VIT D3 + VIT C + ZINC SHOT (CAFFEINE-FREE) - Counter Display</b> (Dimensions: 3.2 x 4.3 x 5.9 inches)	12 units x 1.69 oz	\$33.99	190853002037
<b>ELDERBERRY + PROPOLIS + VIT C SHOT FOR KIDS (CAFFEINE-FREE)</b>	1.69 fl oz (50ml)	\$2.99	190853001979

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ELDERBERRY + PROPOLIS + VIT C <b>SHOT FOR KIDS - Counter Display</b> (Dimensions: 3.2 x 4.3 x 5.9 inches)	12 units x 1.69 oz	\$33.99	190853001986
On The Go <b>Detox</b> Raw Honey Single Serve Packets (7 Pack) (Apple Cider Vinegar + Ginger + Turmeric + Raw Honey + Propolis)	1,73 oz (7 x 0.25 oz)	\$5.99	190853001399
On The Go <b>Detox</b> Raw Honey Single Serve Packets - <b>Counter Display</b> (Dimensions: 3.7 x 6.9 x 3.4 inches)	12 units x 1.73 oz Packs	\$51.99	190853001504
On The Go <b>Immune Support</b> Raw Honey Single Serve Packets (7 Pack) (Turmeric + Cinnamon + Ginger + Raw Honey + Propolis)	1,73 oz (7 x 0.25 oz)	\$5.99	190853001481
On The Go <b>Immune Support</b> Honey Single Serve Packets - <b>Counter Display</b> (Dimensions: 3.7 x 6.9 x 3.4 inches)	12 units x 1.73 oz Packs	\$51.99	190853001498
<b>PROPOLIS + RAW HONEY</b> Mix (Immunity - Antibacterial - Antioxidants)	6.7 oz (190g)	\$17.99	190853000019
<b>PROPOLIS + ROYAL JELLY + RAW HONEY</b> Mix (Immunity - Energy - Focus - Collagen - Antibacterial - Antioxidants)	6.7 oz (190g)	\$26.99	190853000033
<b>PROPOLIS + RAW HONEY</b> Mix <b>FOR KIDS</b> (Immunity - Antibacterial - Antioxidants)	6.7 oz (190g)	\$17.99	190853000026
<b>PROPOLIS + ROYAL JELLY + RAW HONEY</b> Mix <b>FOR KIDS</b> (Immunity -Antibacterial -Antioxidants Physical Health -HealthyBrainFunction)	6.7 oz (190g)	\$20.99	190853000040
<b>Yummy</b> - STRAWBERRY + ORANGE + RAW HONEY + PROPOLIS (Immune Support - 150% DV Vit C - Antioxidants - Lunchbox)	1.05 oz (30g)	\$2.99	190853001412
<b>Yummy</b> - STRAWBERRY + ORANGE + RAW HONEY + PROPOLIS - <b>Counter Display</b> (Dimensions: 4.9 x 6.9 x 3.6 inches)	12 units x 1.05 oz	\$29.99	190853001801
<b>Yummy</b> - STRAWBERRY + CAROB + RAW HONEY + PROPOLIS (Immune Support - Fibers - Antioxidants - Lunchbox)	1.05 oz (30g)	\$2.99	190853001429
<b>Yummy</b> - STRAWBERRY + CAROB + RAW HONEY + PROPOLIS - <b>Counter Display</b> (Dimensions: 4.9 x 6.9 x 3.6 inches)	12 units x 1.05 oz	\$29.99	190853001818
<b>Yummy</b> - HAZELNUT + CAROB + RAW HONEY + PROPOLIS (Immune Support - 3% DV Vit C - Fibers - Antioxidants - Lunchbox)	1.05 oz (30g)	\$2.99	190853001405
<b>Yummy</b> - HAZELNUT + CAROB + RAW HONEY + PROPOLIS - <b>Counter Display</b> (Dimensions: 4.9 x 6.9 x 3.6 inches)	12 units x 1.05 oz	\$29.99	190853001795
<b>Wild Flower</b> Raw Honey (Antibacterial - Polyflora)	10.6 oz (300g)	\$19.99	190853000118
<b>Pine</b> Raw Honey (Antibacterial - Honeydew Honey - Exotic Taste)	10.6 oz (300g)	\$19.99	190853000125
<b>PROPOLIS + RAW HONEY + VIT E LIP BALM - STICK</b> (Protects chapped lips-Antibacterial&Antiseptic-HighAntioxidant)	0.17 oz (5g)	\$7.99	190853000781

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<b>PROPOLIS + RAW HONEY + VIT E + SHEA BUTTER LIP BALM - LIQUID</b> (Protects chapped lips-Antibacterial&Antiseptic-HighAntioxidant-UltraConditioning)	0.34 fl oz (10ml)	\$7.99	190853002235
<b>PROPOLIS + RAW HONEY + VIT E + ELDERBERRY LIP BALM - LIQUID</b> (Protects chapped lips-Antibacterial&Antiseptic- HighAntioxidant-Intensive Care)	0.34 fl oz (10ml)	\$7.99	190853002228
<b>PROPOLIS + VIT B5 + RAW HONEY HAND CREAM</b> (Protects chafed, chapped, or cracked skin & maintains the skin's natural barrier)	1.69 fl oz (50ml)	\$11.99	190853002075
<b>PROPOLIS + ALOE VERA + RAW HONEY FOOT CREAM</b> (Dry&Cracked Feet - Ends unpleasant odors/peeling skin/pain - Ultimate softening)	1.69 fl oz (50ml)	\$11.99	190853002082
<b>PROPOLIS + SHEA BUTTER + RAW HONEY BODY CREAM</b> (Balancing,/healing/soothing skin - Enhances the skins elasticity and cell regeneration)	3.38 fl oz (100ml)	\$16.99	190853002099
<b>S.O.S INTENSIVE MOISTURIZING REPAIR CREAM</b> (Mineral Zinc Oxide - Royal Jelly - Shea Butter - Propolis) - <b>FOR WHOLE BODY</b>	0.51 fl oz (15ml)	\$12.99	190853002433
<b>NATURAL DIAPER RASH CREAM</b> (Mineral Zinc Oxide - Shea Butter - Panthenol - Propolis)	1.7 fl oz (50ml)	\$12.99	190853001719
<b>ROLL ON DEODORANT for MEN - UNDERARMS</b> (Mineral Zinc Oxide - Shea Butter - Propolis - Glycerin)	1.7 fl oz (50ml)	\$10.99	190853001726
<b>ROLL ON DEODORANT for WOMEN - UNDERARMS</b> (Mineral Zinc Oxide - Shea Butter - Propolis - Glycerin)	1.7 fl oz (50ml)	\$10.99	190853001733
<b>ANTI-AGING FACE CREAM</b> (Bee Venom - Royal Jelly - Aloe Vera - Bee Propolis)	1.7 fl oz (50ml)	\$35.99	190853002389
<b>ANTI-AGING FACE SERUM</b> (Bee Venom - Hyaluronic Acid - Laurel Leaf Extract - Florentina Extract - Bee Propolis)	1.01 fl oz (30ml)	\$39.99	190853002396
<b>ANTI-AGING EYE CONTOUR SERUM</b> (Bee Venom - Hyaluronic Acid - Daisy Flower Extract - Bee Propolis - Raw Honey)	0.51 fl oz (15ml)	\$29.99	190853002426
<b>SPF 30 NATURAL MINERAL SUNSCREEN</b> (Mineral Zinc Oxide - Shea Butter - Aloe Vera - Propolis)	2.7 fl oz (80ml)	\$18.99	190853001672
<b>SPF 30 NATURAL MINERAL SUNSCREEN FOR FACE</b> (Mineral Zinc Oxide - Olive Oil - Propolis)	1.35 fl oz (40ml)	\$11.99	190853001696
<b>SPF 50 NATURAL MINERAL SUNSCREEN FOR KIDS</b> (Mineral Zinc Oxide - Shea Butter - Aloe Vera - Propolis)	2.7 fl oz (80ml)	\$18.99	190853001702
<b>SPF 30 NATURAL MINERAL AFTER SUN LOTION</b> (Zinc Oxide - Vitamin E - Aloe Vera - Propolis)	2.7 fl oz (80ml)	\$16.99	190853001689

\* All pricing is in USD currency

\* This MAP Pricing only applies to online sales in any online platform