

Effective 6/1/22

Minimum Advertised Price Policy (MAP)

In order to protect the reputation of our company and our exceptional products, BioMed Health Inc. (BioMed Health) has established a Minimum Advertised Price (MAP) policy for all our products. This MAP policy will be uniformly enforced for all BioMed Health products and shall apply uniformly to all retailers, including catalog and online retailers, who resell BioMed Health products, (collectively, “Retailers”).

This MAP policy will go into effect immediately, and governs the resale of all BioMed Health products.

Under this MAP policy, advertised prices for any BioMed Health products for sale via physical stores, catalog and/or through the Internet may not be advertised by Retailers at a discount of more than fifteen percent (15%) off the manufacturer’s suggested retail price as specified below.

Product Code	UPC	Product Name	MSRP	MAP
BM60011	752337 60011 7	Advanced Men's Bao Shi	\$37.99	\$32.29
BW60012	752337 60012 4	Advanced Women's Bao Shi	\$37.99	\$32.29
FY50010	752337 50010 3	Femi-Yin	\$28.99	\$24.64
SK70010	752337 70010 7	SKINprotect Supplement	\$36.99	\$31.44

- A. The MAP Policy may be adjusted by Manufacturer from time to time, at its sole discretion.
- B. The MAP policy applies to all advertisements of BioMed Health products in any and all media, including, without limitation, over the Internet or similar electronic media including websites, email newsletters, and email solicitations, and in any and all other media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage. No such advertisement will represent or imply that any Product may be sold by a Retailer, Sub Distributor or Fulfillment Center for less than the full Minimum Advertised Prices. This MAP policy does not apply to any in-store advertising such as in-store displays, point of sales signs or hang tags that are displayed exclusively in physical retail locations and not distributed to any consumer. This MAP policy applies only to advertised prices and does not apply to the products' actual selling price which is wholly within Retailer's discretion.
- C. Although Retailers remain free to establish their own resale prices, BioMed Health will, without assuming any liability, unilaterally impose sanctions as described in this MAP policy against Retailers who advertise BioMed Health products at prices below those specified herein.

D. “Bundling” or including a free or discounted product (whether made by Manufacturer BioMed Health or another manufacturer) with a BioMed Health Product would violate this MAP Policy and is not permitted.

E. For multipack offers not included in the MAP Schedule, the Minimum Advertised Price of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective Minimum Advertised Price of the SKU(s) that comprise said multipack.

F. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.

G. The MAP Policy does not establish maximum advertised prices. All Retailers may offer BioMed Health Products at any price in excess of the Minimum Advertised Price. Internet auctions may not display or have reserved bid, “buy it now” or other acceptable prices below the Minimum Advertised Price.

H. The MAP Policy does not in any way limit the ability of any Retailer to advertise 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 as long as the price advertised or listed for Products is not less than Minimum Advertised Price.

I. From time to time, BioMed Health may permit Retailers to advertise one or more of the BioMed Health Products covered by this MAP Policy at prices lower than the MAP for a specified period. In such case, BioMed Health will notify its resellers in advance of the details of the limited suspension or modification of this MAP Policy.

J. Including in any advertising for a Product covered by this MAP Policy a gift card, coupon or any other type of discount that would effectively immediately reduce the advertised price of the BioMed Health Product below the Minimum Advertised Price then in effect for such Product will constitute a violation of this MAP Policy. Advertising that includes a gift card, coupon or any other type of discount on future purchases (regarding of whether or not for Products) shall be evaluated under the same guidelines as describes in Section C regarding Bundling.

K. Manufacturer’s sales representatives are not permitted to make any agreement with any Retailer with respect to the advertising or pricing of BioMed Health Products, including without limitation, modifications to this MAP Policy.

L. In the case of a violation of the MAP Policy, BioMed Health holds the right to withhold or cancel any future orders to Retailer a. The first MAP violation will result in a written warning with a 48-hour window within which Retailer must correct the violation and comply with MAP. Retailer’s account will be placed on a temporary hold. b. If Retailer fails to comply or there is a subsequent MAP violation, a written warning will be issued to Retailer and Retailer’s account will be placed on an indefinite hold, blocked from placing new orders.

M. In exchange for compliance with the policies outlined herein, BioMed Health will offer the following to Retailers: a. Authorization for use of BioMed Health’ trademarks, images and copy, in compliance with the trademark and brand policies of BioMed Health; b. Authorization for use of BioMed Health’ trademarks on Internet Search Engines (i.e. Google, Amazon, eBay, Walmart, Yahoo!, Bing)