

# MINIMUM ADVERTISED PRICING POLICY

Updated March 2021

Health King USA, Inc. (Health King) has worked hard to ensure that all authorized dealers provide consumers of Health King products with the advice, service, knowledge, and support necessary to maintain the high level of customer satisfaction we have developed. Health King has concluded that certain types of advertising can affect our goodwill and is damaging to the standards and reputation that Health King products have achieved. Therefore, Health King Herb Teas and Herb Tablets has a Minimum Advertised Price (“MAP”) policy.

## OBJECTIVES

1. To ensure that our dealer-product relationships are consistent, and value based.
2. To maintain the proper positioning of Health King Herbal Line in the marketplace.

## THE MAP POLICY

Dealers may advertise Health King Herbal Line at or above the minimum advertised price. The MAP is published in the Health King Retail price list. For purposes of the MAP Policy “advertising” means any advertising through authorized media. Authorized media includes but is not limited to billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and dealer internet sites or any other method which uses the hypertext transfer protocol (“http”) any internal link to a web based shopping cart is considered advertising for the purposes of this policy, and or any other method that Health King considers traditional.

Advertising at prices below MAP violates the MAP Policy. Any price with a “strike through” treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or other free products resulting in an effective advertised price for Health King products at less than the MAP will

constitute a violation of the MAP Policy. A Dealer who advertises bundles of products, which include Health King products, must advertise the price or value



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of the Health King products at or above the MAP. For example, the advertised bundle should say “includes Health King products, which has a suggested retail price of \$XX.00. (or higher)

The MAP Policy applies only to the dealer’s advertised prices, not selling prices. Dealers are free to sell Health King products at whatever price they choose. Health King will monitor compliance with this policy. Health King may, at its own discretion, stop supplying products to any Dealer found to be in violation of the MAP Policy. Questions about whether a planned advertisement complies with this policy should be directed to Health King USA, Inc. at (888) 998-4325 for guidance.

## **MAP VIOLATIONS ARE HANDLED AS FOLLOWS**

1st Violation: Notification Email

2nd Violation: Stop Selling by Health King USA Inc.