



Minimum Advertised Price Policy

In order to preserve the Hello Bello brand equity in the marketplace and prevent erosion of the products' perceived value, Hello Bello has unilaterally adopted a Minimum Advertised Price (MAP) Policy (the "Policy") with respect to the Hello Bello line of products. This MAP Policy is effective June 1, 2020 and applies to all of the Hello Bello products listed in the appendix of this Policy.

Hello Bello provides "premium for all" products carefully crafted to be safe and effective for babies and better for their world. Maintaining the highest quality in both our products and their marketing is critical to the continued success of our company and our retailers. The advertising of deeply discounted prices for Hello Bello products would damage our brand equity, reduce the efficiency of our distribution strategy, and undermine our ability to maintain ongoing investment levels in its products and to continue to deliver consumer preferred, premium products in the marketplace of the highest quality.

Under this Policy, Hello Bello reserves the unilateral right to reduce trade funding and/or discontinue the sales to any seller of Hello Bello who advertises Hello Bello products at prices below the suggested minimum advertised price as stated in the appendix of this Policy. Sellers of Hello Bello products include, but are not limited to, in store retailers, internet retailers, and individual sellers.

This Policy applies only to the advertised price of Hello Bello products, not the price at which products are actually sold. Advertised prices under this Policy include, but are not limited to: print advertisement; in store or out of store coupons; discounted gift cards; special offers; broadcast advertisement; showing a dollar value 'netted out' below MAP; direct mail; internet advertisement or communication; advertised coupons on a single item; and the inclusion of Hello Bello (i.e. not excluding Hello Bello) in a bundled, brand, or category or department wide discount or coupon where the value of the offer as applied on any Hello Bello results in a net price below MAP (for example, "Buy Any Baby Product, Get \$5 Off" would be inconsistent with the policy if the \$5 offer, applied entirely to any Hello Bello product, results in a price below the MAP). For the purpose of applying this Policy, Hello Bello considers online prices (other than prices on the in-cart or other intent to purchase pages) to be advertised prices.

If a retailer's pricing policy is to use a price that has as its last digit (i.e., 0 — 9 cents) a number other than 9, Hello Bello will not consider the usage of that "last digit policy" to be inconsistent with this Policy as long as the last digit policy applies to all competing brands. *Example:* An advertised price of \$29.94 is consistent with this MAP Policy where the MAP is \$29.99 and where pricing for all competing brands follows the same last digit policy.

Hello Bello reserves the right, within its unilateral and sole discretion, to make judgments regarding the optimal distribution strategy for Hello Bello products and to evaluate without negotiation whether the actions of sellers are consistent with this Policy and Hello Bello's overall strategy.

If a customer with multiple store locations advertises Hello Bello products at prices that are inconsistent with this MAP Policy as to any particular store location, then Hello Bello will consider the inconsistent advertising to extend to all of the customer's locations.

Hello Bello does not seek, nor will we accept, any agreement or assent from customers with respect to this Policy, either now or at any time in the future. This Policy is being established by Hello Bello unilaterally and therefore is not subject to negotiation. Hello Bello will implement this Policy based on information deemed sufficient by Hello Bello, and all such determinations are final. Hello Bello reserves the right at any time to modify this Policy, to establish new or different policies or discontinue any or all such policies. This Hello Bello MAP Policy shall remain in effect until modified or terminated by us in writing sent to you.

If you carry Hello Bello products, please notify the appropriate individuals at your company of this Policy to ensure they are aware of this Policy when determining how you will advertise and promote Hello Bello products.

Important: the Retailer alone has the sole discretion to determine both advertised price(s) and selling price(s).

APPENDIX: Participating SKUs

Hello Bello Map Pricing

Product Description	UPC	SRP
Diapering		
Hello Bello Diapers Club Box - Size N (96ct)	All UPCs	\$ 23.99
Hello Bello Diapers Club Box - Size 1 (108ct)	All UPCs	\$ 23.99
Hello Bello Diapers Club Box - Size 2 (100ct)	All UPCs	\$ 23.99
Hello Bello Diapers Club Box - Size 3 (92ct)	All UPCs	\$ 23.99
Hello Bello Diapers Club Box - Size 4 (74ct)	All UPCs	\$ 23.99
Hello Bello Diapers Club Box - Size 5 (66ct)	All UPCs	\$ 23.99
Hello Bello Diapers Club Box - Size 6 (54ct)	All UPCs	\$ 23.99
Hello Bello Jumbo Diapers - Size N (35ct)	All UPCs	\$ 7.99
Hello Bello Jumbo Diapers - Size 1 (35ct)	All UPCs	\$ 7.99
Hello Bello Jumbo Diapers - Size 2 (32ct)	All UPCs	\$ 7.99
Hello Bello Jumbo Diapers - Size 3 (28ct)	All UPCs	\$ 7.99
Hello Bello Jumbo Diapers - Size 4 (24ct)	All UPCs	\$ 7.99
Hello Bello Jumbo Diapers - Size 5 (20ct)	All UPCs	\$ 7.99
Hello Bello Jumbo Diapers - Size 6 (18ct)	All UPCs	\$ 7.99
Hello Bello Diapers Overnight Club Box - Size 3 (80ct)	810007187747	\$ 23.99
Hello Bello Diapers Overnight Club Box - Size 4 (68ct)	810007187754	\$ 23.99
Hello Bello Diapers Overnight Club Box - Size 5 (58ct)	810007187761	\$ 23.99
Hello Bello Diapers Overnight Club Box - Size 6 (48ct)	810007187778	\$ 23.99
Hello Bello Jumbo Diapers Overnights - Size 3 (24ct)	810007187785	\$ 8.99
Hello Bello Jumbo Diapers Overnights - Size 4 (21ct)	810007187792	\$ 8.99
Hello Bello Jumbo Diapers Overnights - Size 5 (18ct)	810007187808	\$ 8.99
Hello Bello Jumbo Diapers Overnights - Size 6 (16ct)	810007187815	\$ 8.99
Hello Bello Baby Wipes 1PK-60CT	850000494008	\$ 1.99
Hello Bello Baby Wipes 3PK-180Ct	850000494015	\$ 5.69
Hello Bello Flushable Wipes 1PK 56CT	810007180731	\$ 1.99
Hello Bello Flushable Wipes 3PK 168CT	810007180748	\$ 5.69
Baby HBC		
Hello Bello Gift Set	850000494190	\$ 14.99
Hello Bello Baby Lotion Fresh 16oz	810007183183	\$ 7.99
Hello Bello Baby Lotion Apple Blossom 16oz	810007180687	\$ 7.99
Hello Bello Baby Lotion Vanilla Apricot-8.5oz	850000494206	\$ 5.99
Hello Bello Baby Lotion Lavender-8.5oz	850000494213	\$ 5.99
Hello Bello Baby Lotion Fresh 8.5oz	810007183176	\$ 5.99
Hello Bello Baby Shampoo/Wash Fresh 16.7oz	810007183206	\$ 7.99
Hello Bello Baby Shampoo/Wash Apple Blossom 16.7oz	810007180670	\$ 7.99
Hello Bello Baby Shampoo/Wash Vanilla Apricot-9.8oz	850000494244	\$ 5.99
Hello Bello Baby Shampoo/Wash Lavender-9.8oz	850000494251	\$ 5.99
Hello Bello Baby Shampoo/Wash Fresh 9.8oz	810007183190	\$ 5.99

Hello Bello Bubble Bath Lavender-10oz	850000494169	\$ 5.99
Hello Bello Conditioner Fresh 10oz	810007180724	\$ 5.99
Hello Bello Detangler Fresh 10oz	810007180717	\$ 5.99
Hello Bello Diaper Rash Cream-4oz	850000494183	\$ 6.99
Hello Bello Baby Powder 6.1oz	810007182452	\$ 5.49
Hello Bello Premium Baby Oil 9.5oz	810007182483	\$ 4.49
Hello Bello Grosey Nosey 40ct	810007183091	\$ 3.99
Hello Bello Sunscreen Lotion-3oz	850000494268	\$ 8.99
Hello Bello Bug Spray-6.7oz	850000494176	\$ 7.99
Hello Bello Hand Sanitizer Spray, Unscented-2oz	810007189987	\$ 1.89
Hello Bello Hand Sanitizer Spray, Unscented-1.65oz	810007182476	\$ 1.89
Hello Bello Hand Sanitizer Apple Blossom Spray-2oz	850000494237	\$ 1.89
Vitamins		
Hello Bello Hair, Skin + Nails Gummy – 75ct	810007180564	\$ 9.99
Hello Bello Organic B12 Energy Gummy – 60ct	810007180588	\$ 9.99
Hello Bello Elderberry Immunity Gummy – 75ct	810007180595	\$ 9.99
Hello Bello Sleep Well Melatonin + Botanicals Gummy – 75ct	810007180618	\$ 9.99
Hello Bello Organic Kid’s Multi Vitamin Gummy – 60ct	810007180540	\$ 9.99
Hello Bello Organic Men’s Multi Vitamin Gummy – 60ct	810007180526	\$ 9.99
Hello Bello Organic Women’s Multi Vitamin Gummy – 60ct	810007180533	\$ 9.99
Hello Bello Organic Stress Vitamin Gummy - 75 ct	810007187587	\$ 9.99
Hello Bello Organic Kids Sleep Vitamin Gummy - 75 ct	810007187570	\$ 9.99
Hello Bello Prenatal + DHA Gummy – 60ct	810007180571	\$ 9.99
Hello Bello Organic Kid’s Multi Vitamin Gummy – 120ct	810007180557	\$ 14.99
Home		
Hello Bello Laundry Detergent - Lavender 96oz	850000494367	\$ 12.99
Hello Bello Laundry Detergent - Unscented 96oz	850000494398	\$ 12.99

Important: the Retailer alone has the sole discretion to determine both advertised price(s) and selling price(s).