

MIKUNA®

TO: MIKUNA® resellers

FROM: MIKUNA®

RE: MINIMUM ADVERTISED PRICE POLICY

DATE: May 9, 2024

Consumers have come to expect an exceptional brand experience from MIKUNA® products. That means whether visiting a retailer, or shopping online, consumers trust that they will receive exceptional interaction across all channels. In accordance with MIKUNA's high expectations and to best serve and support those customers, MIKUNA® is announcing a new Minimum Advertised Price Policy (MAP). MIKUNA® is adopting this MAP effective May 9, 2024.

Attached are details governing the MAP. Please ensure all appropriate people in your organization receive this MAP. The current schedule of Minimum Advertised Prices is provided and attached as an addendum to this policy. The MAP is subject to change at any time by MIKUNA®. You will receive at least 30 days notice of any change to the MAP.