

Minimum Advertised Price Policy (MAP)

Effective Date – June 1, 2025

Kinsey's Inc. Inc. (the "Company") has adopted a Minimum Advertised Price (MAP) Policy with respect to its products sold via Resellers to the end consumer. The Company has determined that this Policy is necessary to ensure that our markets and customers continue to recognize the value of our brand and the highest quality of our products in the marketplace where the Company competes. For the Company to protect its brand value, it is essential that the Company's brand and products be presented in a manner that properly reflects the Company. Advertising the Company's products for less than the minimum advertised price as described in this Policy would be inconsistent with that image. This policy explicitly addresses both Dealers and Distributors but collectively called "Resellers".

Unilateral Policy

This Policy does not constitute an agreement between you and the Company, and the Company is NOT seeking a response from you. This Minimum Advertised Price (MAP) policy is established unilaterally by Kinsey's Inc. The policy applies to all authorized retailers, distributors, and resellers of Kinsey's Inc's products. Compliance with this policy is a condition of doing business with Kinsey's Inc. The company reserves the right to make independent business decisions regarding the enforcement of this policy and any consequences for non-compliance. This policy is not intended to be, nor is it, an agreement between Kinsey's Inc and any retailer, distributor, or reseller regarding pricing.

Resellers remain free to establish their own selling prices for all the Company's products.

However, if the Company determines to its satisfaction whether any of the Company's products have been Advertised or offered or listed at a price below the minimum advertised price, established by the Company, the Company will consider such advertisement a violation of the MAP Policy.

This Policy applies to all Resellers that sell the Company's products, including a Reseller who purchases from another Reseller or Distribution channel, as opposed to from the Company directly. This Policy only applies to the advertising of Company Products and does not apply to any final sale prices.

All sellers are expected to adhere to our **Minimum Advertised Price (MAP) Policy** for the items that have MAP shown on the official annual price sheet and/or webstore.Kinseysinc.com. Products must not be advertised below the MAP threshold, including via coupon codes or hidden cart discounts at any time unless during an official MAP holiday approved by the Company. Products that do not have a listed MAP price may be advertised at any price the Reseller deems profitable. MAP Holidays will be published by Kinsey's Inc. Inc. to customers via email at periodic intervals throughout the year and may also be posted on the Company's official dealer website at webstore.Kinseysinc.com

The Company reserves the right to modify, suspend, or discontinue this policy, or in part, specify certain periods during which the policy is inapplicable. Without limiting the foregoing, from time to time, the Minimum Advertised Price for one or more products may be modified by the Company.



This Policy applies to all forms of advertising, including but not limited to websites, online marketplaces (e.g., Amazon, eBay, Walmart although all 3rd party sales are specifically not allowed without written approval per Kinsey's Inc. Brands eCommerce policy), search engine ads, social media platforms, emails, text promotions, printed catalogs, and public forums. This Policy does not apply to discontinued products.

The Company reserves the right to investigate and make its own independent determination as to whether this Policy has been violated and will follow the outline below if the Company determines a violation has occurred.

MAP Policy Violation

The Company reserves the right to investigate and make its own independent determination as to whether this Policy has been violated. Upon determination to its satisfaction that the Policy has been violated, Kinsey's Inc. reserves the right, in its unilateral discretion, to take any action with respect to any reseller that violates this Policy, including the right to cancel new orders and to refuse to accept any additional orders.

1. First Violation - Upon the first violation of this Policy by any reseller, the Company will issue a written warning to the reseller. Resellers will have 3 business days to correct the violation. If the violation is not corrected within the period of 3 business days, Kinsey's Inc. will treat it as a second violation.
2. Second Violation – Kinsey's Inc. will send a notice to the reseller providing information and clarity around the violation. On the day of the notice, the reseller will be suspended and must discontinue entirely the sale of products. Kinsey's Inc. may cancel any orders, or refuse to accept additional orders from the reseller for a period of no less than 30 days, but may extend indefinitely at the sole discretion of Kinsey's Inc. During this period, any unpaid balance is due to Kinsey's Inc. immediately.

All decisions regarding violations and enforcement are made solely at the discretion of Kinsey's Inc. Inc., based on its independent assessment. At Kinsey's Inc. sole discretion violations of this policy may result in:

- Loss of authorized dealer or distributor status
- Suspension of access to wholesale pricing and inventory
- Removal of product warranties or customer support services
- Legal action for brand damage or unauthorized use of trademarks

Each reseller of the Company's products is free to independently decide whether to follow this, Policy. We will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any reseller. Resellers that choose not to follow this policy will no longer be permitted to utilize the Company's trademarks, images, intellectual property, customer warranties, or continue to do business with Kinsey's Inc. Inc.

