



## WOOF CONCEPT PRODUCTS LTD.

### Minimum Advertised Pricing Policy / Agreement

In order to maintain the integrity of Woof Concept brand and products, Woof Concept have established a Minimum Advertised Price (MAP) Policy for authorized resellers of Woof Concept products. This policy has been established to protect and support all resellers, distributors as well as consumers of Woof Concept pet products. The intention is not to interfere with the business of our resellers, but rather to enable customers to have sustainable business practices by allowing for a reasonable profit margin.

The MAP policy is stated as follows:

- 1) Resellers of Woof Concept pet products may not advertise a price lower than the Minimum Advertised Price for that product unless written permission is provided by an authorized representative of Woof Concept Products Ltd.
- 2) Prices below the MAP cannot be advertised in any medium, including print, internet, radio, television, digital ads through social media such as Facebook and Instagram.
- 3) Temporary sales, discount and promotions are acceptable up to 15% off the manufactures suggested retail pricing and promotion cannot exceed 10 consecutive business days.
- 4) Resellers are permitted to resell products lower than the MAP when the product has been classified by Woof Concept as discontinued for at least 30 business days.
- 5) Woof Concept Products Ltd reserves the right to sell its own products directly to consumers at MAP pricing consistent with this policy
- 6) If the MAP pricing is adjusted, Woof Concept Products Ltd will notify the reseller and partners in writing.
- 7) Woof Concept Products reserves the right not to sell to any reseller found to be in violation of this policy.
- 8) Woof Concept Products reserves the right to change and modify this policy at any time. Woof Concept will make its best efforts to notify its business partners, resellers and distributors.