



May 1, 2022

Dear Partner,

Thank you for your continued partnership with Boss Nation Brands, Inc (Boss Dog/ Boss Cat). Together, we continue to promote animal health and wellness the world over. Making a difference in the lives of animals involves all of us and is not limited to the physical products we sell. Ensuring the right support structure for our product offering can have an equally important impact on the industry. We feel that it is essential for the systems making up this structure to support a fair marketplace and protect the integrity and value of our products. To this end, effective January 1, 2020, a Minimum Advertised Price – UPDATED May 1, 2022 (MAP) and Internet Minimum Advertised Price (IMAP), herein referred to as MAP, on Boss Nation Brands products will be in effect.

Preserving the integrity of the Boss Dog brand benefits not only Boss Dog, but all of our partners and customers as well. An important element of this task involves the preservation of a fair marketplace - one in which the integrity and value of our products can be carefully and thoughtfully preserved. Establishing the Boss Dog MAP and IMAP policy will help us achieve these goals, and your compliance with this policy will be central to its success.

Our MAP pricing policy supports a consumer's right to purchase products based on loyalty and customer care expectations in relation to their chosen reseller. By not adhering to the Minimum Advertised Price (MAP) and Internet Minimum Advertised Price (IMAP), a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the Boss Nation Brands and its products.

Policy Statement

Boss Nation, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP policy for a price that is less than our stated price.

General Guidelines

- All Boss Nation products as noted on the MAP price list are covered by the MAP policy.
- MAP does not establish a maximum advertised price.
- MAP applies to advertised prices, not the price at which MAP products are actually sold or offered for sale to an individual in-store or over the phone.

- Boss Nation recognizes that resellers are free to sell at any price they choose. Similarly, Boss Nation will exercise its right to make its own decisions regarding the accounts eligible to offer our products.

Issues of Non-Compliance

Boss Nation understands and anticipates the likelihood that a certain number of retail partners may decide not to adhere to the policies outlined in the attached Boss Dog Brand's Minimum Advertised Price Policy. While disappointing, we understand it is within a retailer's rights to sell any products at the price that they choose. For our part, we have committed that we will not allow products to be sold to retailers that choose to violate our MAP program. In an effort to adhere to that penalty of discontinuing sales of the Boss Dog products, we have created numerous ways for our distribution partners to be informed about retailers that are on the do not sell list.

Boss Nation requires that all distributors stop sales of any Boss Nation products to retailers on the do not sell list.

1. SHAREPOINT LINK: The following URL will contain a current list of all retailers on the do not sell list. Your team can visit this site at any time for the most up-to-date list.

https://bossdogfoods-my.sharepoint.com/:f/g/personal/basel_bosssdogbrand_com/ErzokbF9qg1Bl6tAlLyw0g4B13JdHcWJUAF6l9XuiViVuQ?e=oUfxXA2.

Email: Boss Dog will be emailing an updated "do not sell" list to our distributor partners on a regular basis. In order to ensure information is properly communicated, we ask that you designate one main point of contact that will oversee the do not sell list and ensure customers are managed appropriately. Please email the name and contact information of your assigned MAP contact to: accounting@bosssdogbrand.com by June 1, 2022

For full guidelines and specific details, please refer to the attached MAP policy and current MAP price list. If you have additional questions, please consult your Boss Nation representative.

Best Regards,

Basel Nassar

Boss Nation Brands, Inc.