

Unilateral Minimum Advertised Price (UMAP) Policy

Effective Date: September 1, 2026 · Version 1.0

Humble Brands is committed to protecting the integrity of its brand, the value of its products, and the investment of the retail partners who support it. This document is the Humble Brands UMAP Policy, the current MAP Price Schedule (Exhibit A), and any Company-Authorized Promotional Events, as posted on the official Humble Brands Reseller Portal at humblebrands.com/pages/brand-protection.

Policy Administrator. All inquiries regarding this Policy must be directed exclusively, in writing, to the Humble Brands MAP Policy Administrator at mappolicy@humblebrands.com. No oral communications regarding this Policy are authorized. No other Humble Brands employee, sales representative, broker, or agent is authorized to discuss, interpret, or provide guidance on this Policy.

Section 1: Company Statement & Policy Purpose

Humble Brands, Inc. ("Humble Brands" or "the Company") has built its reputation on delivering high-quality, clean, natural personal care products that consumers trust. Maintaining the integrity of the Humble Brands name, the perceived value of our products, and the strength of our retail partner relationships are of paramount importance to the Company.

Humble Brands has determined, in its sole and absolute discretion, that it is in the best interest of the Company and the Humble Brands brand to establish a Unilateral Minimum Advertised Price ("UMAP") Policy for its products. This policy is designed to:

- Preserve the premium positioning and brand equity of Humble Brands products
- Protect the investment of authorized retail partners who support the brand through in-store merchandising, customer education, and brand-building activities
- Prevent the erosion of perceived product value caused by deep or unauthorized discounting
- Ensure a consistent and positive consumer experience across all sales channels

UNILATERAL DECLARATION. This Policy is a unilateral statement of Humble Brands, Inc. It is not a contract, agreement, or understanding between Humble Brands and/or any reseller, distributor, retailer, or other party. No Humble Brands employee, representative, or agent has the authority to negotiate, modify, or enter into any agreement regarding this Policy with any reseller. No signature, acknowledgment, or acceptance of this Policy is requested or required.

Section 2: Definitions

"Advertised Price" means any price displayed, published, or communicated to the general public, including but not limited to: prices shown on websites, online marketplaces (Amazon, Walmart.com, eBay, etc.), mobile applications, email marketing, social media posts, digital advertisements, print advertisements, flyers, catalogs, direct mail, price comparison engines, and any other medium accessible to the public. This includes "strike-through" pricing, coupon-adjusted displayed prices, and any price visible before an item is added to a shopping cart.

"Minimum Advertised Price" or "MAP" means the lowest Advertised Price at which a Humble Brands product may be displayed or promoted, as specified in the Humble Brands MAP Price Schedule (Exhibit A).

“Reseller” means any person or entity that purchases Humble Brands products, directly or indirectly, and resells or offers to resell those products to consumers or other entities.

“Policy Infraction” means any display, advertisement, or promotion of a Humble Brands product at an Advertised Price below the applicable MAP for that product.

Section 3: Scope & Applicability

This Policy applies to all Humble Brands products listed in the MAP Price Schedule (Exhibit A), across all advertising channels and sales platforms, without exception.

This Policy applies to:

- All resellers of Humble Brands products, whether authorized or unauthorized, and whether purchasing directly from Humble Brands or through any intermediary
- Sales on all online marketplaces
- All brick-and-mortar advertising, including in-store signage, circulars, catalogs, and print media
- All digital advertising, including email campaigns, social media, paid search, affiliate marketing, and price comparison feeds

This Policy does NOT apply to:

- The actual transaction price at the point of sale (checkout). Resellers remain free to sell Humble Brands products at whatever price they choose; this Policy governs only the advertised price
- Humble Brands' own direct-to-consumer sales on humblebrands.com

Section 4: MAP Price Schedule

The Minimum Advertised Prices for all covered Humble Brands products are set forth in Exhibit A to this Policy, which is available on the Humble Brands Reseller Portal at humblebrands.com/pages/brand-protection and may be updated from time to time at Humble Brands' sole discretion.

Humble Brands reserves the right to modify MAP prices, add products, or remove products from the MAP Price Schedule at any time, without notice. The most current version of the MAP Price Schedule shall be available on the Reseller Portal, and it is the responsibility of each Reseller to consult the current Schedule.

Section 5: Prohibited Conduct

The following are considered Policy Infractions:

- Advertising any Humble Brands product at a price below the MAP specified in Exhibit A
- Using automatic or manual coupons, discount codes, rebates, or promotional offers that reduce the displayed Advertised Price below MAP
- Displaying a “strike-through” or “compare at” price that shows a price below MAP, even if the final checkout price is at or above MAP
- Using language that implies a price below MAP is available; bundling Humble Brands products with other products or services in a manner that effectively reduces the Advertised Price of the Humble Brands product below MAP

- Using loyalty program discounts, or other incentive structures that effectively reduce the net Advertised Price below MAP
- Selling Humble Brands products on any online marketplace without authorization from Humble Brands

Section 6: Permitted Conduct

The following activities are NOT Policy Infractions:

- Selling Humble Brands products at any price at the point of sale (checkout), provided the Advertised Price meets or exceeds MAP
- Offering in-store-only pricing that is displayed solely on price tags that are physically affixed to the product or associated shelving or that is verbally communicated to customers, and in each case is not advertised publicly
- Participating in Humble Brands-authorized promotional events, as communicated in writing by the Company
- Displaying MSRP or any price at or above MAP alongside the actual selling price, provided the lower price is not below MAP

Section 7: Consequences of Policy Infractions

Humble Brands will monitor the advertised prices of its products across all channels. In the event of a Policy Infraction, Humble Brands may, in its sole discretion, take the following actions:

Infraction	Consequence	Duration
First Policy Infraction	Written notification of the infraction sent to the Reseller. Reseller is expected to correct the Advertised Price within 24 hours.	Immediate correction expected
Second Policy Infraction (within 12 months of first)	Suspension of all product shipments to the Reseller for a period of thirty (30) calendar days. All pending orders may be canceled.	30-day suspension
Third Policy Infraction (within 12 months of first)	Suspension of all product shipments to the Reseller for a period of ninety (90) calendar days. All pending orders may be canceled.	90-day suspension
Fourth Policy Infraction (within 12 months of first) or any Infraction during a suspension period	Permanent termination of the business relationship. Humble Brands will cease all future product sales to the Reseller indefinitely.	Permanent

Reinstatement: Following a 30-day or 90-day suspension, product shipments may resume at Humble Brands' sole discretion. Reinstatement is not guaranteed and does not require any discussion, negotiation, or agreement with the Reseller.

No Appeal or Negotiation: Humble Brands' determination that a Policy Infraction has occurred is final. Humble Brands will not enter into discussions, negotiations, or appeals regarding the application of this Policy or any consequences imposed. Resellers are free to make their own independent decisions regarding pricing, and Humble Brands is free to make its own independent decisions regarding with whom it does business. Humble Brands will

enforce this Policy in its sole discretion.

No Reseller has any right to rely on the continued existence of the Policy or any effort (or lack thereof) by Humble Brands to enforce the Policy as to such Reseller or any other Reseller.

Section 8: Company-Authorized Promotional Events

From time to time, Humble Brands may, at its sole discretion, designate specific promotional periods during which the MAP for certain products may be temporarily reduced. Any such promotional periods will be communicated in writing via the Reseller Portal and will specify the products, reduced MAP prices, and exact dates of the promotion.

Resellers may only advertise below the standard MAP during a Company-Authorized Promotional Event and only to the extent specified in the written authorization. No Reseller may initiate or request a promotional event. All promotional events are determined solely by Humble Brands.

Section 9: Policy Administration

All inquiries regarding this Policy should be directed exclusively to:

Humble Brands MAP Policy Administrator

Email: mappolicy@humblebrands.com

No oral communications regarding this Policy are authorized. No other Humble Brands employee, sales representative, broker, or agent is authorized to discuss, interpret, or provide guidance on this Policy. Any representations made by any person other than the MAP Policy Administrator regarding this Policy are unauthorized and should not be relied upon.

Section 10: Modifications & Effective Date

Humble Brands reserves the right to modify, amend, suspend, or discontinue this Policy at any time, at its sole discretion, without prior notice. The current version of this Policy will be available on the Reseller Portal.

This Policy is effective as of September 1, 2026 and supersedes all prior MAP or pricing-related communications from Humble Brands.

Section 11: Disclaimer

This Policy does not constitute an offer to sell, a contract, or any agreement between Humble Brands and any Reseller. This Policy does not create any rights, express or implied, for any Reseller. Humble Brands retains the absolute right to refuse to sell its products to any person or entity, for any reason, at any time.

Nothing in this Policy shall be construed as requiring any Reseller to agree to, accept, or comply with any pricing terms. Resellers are free to make their own independent business decisions. Humble Brands is equally free to make its own independent business decisions regarding with whom it does business.

Exhibit A: MAP Price Schedule

Last Updated: July 1, 2026 · Version 1.0

The most current version of this Schedule is always the one posted at humblebrands.com/pages/brand-protection.

Product Name	SKU / UPC	Size / Variant	MAP Price
Original Formula Deodorant — 2.5 oz			
Bergamot & Ginger	858514006243	2.5 oz	\$10.99
Black Spruce	858514006427	2.5 oz	\$10.99
Lavender & Holy Basil	858514006106	2.5 oz	\$10.99
Lemongrass & Sage	810074860161	2.5 oz	\$10.99
Moroccan Rose	858514006595	2.5 oz	\$10.99
Mountain Lavender	858514006014	2.5 oz	\$10.99
Palo Santo & Frankincense	858514006083	2.5 oz	\$10.99
Patchouli & Copal	858514006274	2.5 oz	\$10.99
Rosemary & Mint	810074860383	2.5 oz	\$10.99
Simply Unscented	858514006007	2.5 oz	\$10.99
Sweet Amber	810074862042	2.5 oz	\$10.99
Texas Cedarwood & Grapefruit	858514006113	2.5 oz	\$10.99
Vegan & Sensitive Skin Deodorant — 2.5 oz			
Sensitive Bergamot & Ginger	858514006311	2.5 oz	\$10.99
Sensitive Moroccan Rose	858514006885	2.5 oz	\$10.99
Sensitive Mountain Lavender	858514006304	2.5 oz	\$10.99
Sensitive Palo Santo & Frankincense	858514006533	2.5 oz	\$10.99
Sensitive Patchouli & Copal	810074861106	2.5 oz	\$10.99
Sensitive Simply Unscented	858514006120	2.5 oz	\$10.99
Travel Size Deodorant — 0.5 oz			
Bergamot & Ginger	858514006250	.5 oz	\$3.99
Black Spruce	858514006472	.5 oz	\$3.99
Lavender & Holy Basil	858514006199	.5 oz	\$3.99
Lemongrass & Sage	810074860185	.5 oz	\$3.99
Moroccan Rose	858514006601	.5 oz	\$3.99

Product Name	SKU / UPC	Size / Variant	MAP Price
Mountain Lavender	858514006212	.5 oz	\$3.99
Palo Santo & Frankincense	858514006182	.5 oz	\$3.99
Patchouli & Copal	858514006175	.5 oz	\$3.99
Rosemary & Mint	810074861427	.5 oz	\$3.99
Simply Unscented	858514006229	.5 oz	\$3.99
Sweet Amber	810074862059	.5 oz	\$3.99
Texas Cedarwood & Grapefruit	858514006205	.5 oz	\$3.99
Travel Size Vegan & Sensitive Skin Deodorant — 0.5 oz			
Sensitive Bergamot & Ginger	858514006335	.5 oz	\$3.99
Sensitive Moroccan Rose	858514006892	.5 oz	\$3.99
Sensitive Mountain Lavender	858514006328	.5 oz	\$3.99
Sensitive Palo Santo & Frankincense	858514006526	.5 oz	\$3.99
Sensitive Patchouli & Copal	810074861113	.5 oz	\$3.99
Sensitive Simply Unscented	858514006236	.5 oz	\$3.99
Original Formula Deodorant — Paperboard — 2.65 oz			
Bergamot & Ginger	810074860055	2.65 oz	\$12.99
Black Spruce	810074861786	2.65 oz	\$12.99
Moroccan Rose	810074860048	2.65 oz	\$12.99
Palo Santo & Frankincense	810074860062	2.65 oz	\$12.99
Patchouli & Copal	810074860079	2.65 oz	\$12.99
Rockrose & Cedar	810074861861	2.65 oz	\$12.99
Rosemary & Mint	810074861779	2.65 oz	\$12.99
Vegan & Sensitive Skin Deodorant — Paperboard — 2.65 oz			
Sensitive Mountain Lavender	810074860086	2.65 oz	\$12.99
Sensitive Simply Unscented	810074861793	2.65 oz	\$12.99
Boxed Soap Bar — 4 oz			
Lemongrass & Sage	810074860291	4 oz	\$7.99
Mountain Lavender	810074860307	4 oz	\$7.99
Patchouli & Copal	810074860314	4 oz	\$7.99
Simply Unscented	810074861274	4 oz	\$7.99

Product Name	SKU / UPC	Size / Variant	MAP Price
Star Anise & Palmarosa	810074860321	4 oz	\$7.99
Boxed Soap Bar — Amenity — 1 oz			
Lemongrass & Sage	810074860345	1 oz	\$3.99
Mountain Lavender	810074860352	1 oz	\$3.99
Patchouli & Copal	810074860376	1 oz	\$3.99
Simply Unscented	810074861281	1 oz	\$3.99
Star Anise & Palmarosa	810074860369	1 oz	\$3.99
Lip Balm — .15 oz			
French Peppermint	858514006625	.15 oz	\$3.49
Moroccan Rose	858514006700	.15 oz	\$3.49
Simply Unscented	858514006618	.15 oz	\$3.49
Lip Balm — Paperboard — .3 oz			
French Peppermint	810074861465	.3 oz	\$8.99
Grapefruit & Rosemary	810074861472	.3 oz	\$8.99
Moroccan Rose	810074861458	.3 oz	\$8.99
Simply Unscented	810074861489	.3 oz	\$8.99
Vanilla & Cardamom	810074861496	.3 oz	\$8.99

Company-Authorized Promotional Events

Company-Authorized Promotional Events, if any, are announced on the Reseller Portal. Each announcement specifies the products covered, the temporarily reduced MAP prices, and the exact start and end dates of the promotion. If no event is listed on the Reseller Portal, no promotional authorization is currently in effect, and the standard MAP Price Schedule above applies.

There are no Company-Authorized Promotional Events posted at this time.

For the current version of this Policy and the MAP Price Schedule, always refer to humblebrands.com/pages/brand-protection.