

KOSTERINA

Online Marketplace Minimum Advertised Price (MAP) Policy

Effective Date: 9.4.26 **Last Revised:** 9.4.26

1. Purpose

Kosterina Corporation (“Kosterina,” “we,” “our,” or “the Company”) has adopted this Minimum Advertised Price (“MAP”) Policy to protect the value of the Kosterina brand, preserve fair competition among sellers, and ensure customers receive consistent, trustworthy pricing information wherever Kosterina products are sold online. This Policy applies exclusively to the advertisement of Kosterina products on third-party online marketplaces, including but not limited to Amazon, Walmart Marketplace, eBay, and comparable platforms (each, a “Marketplace,” and any seller operating on one, a “Seller”).

This Policy is adopted unilaterally by Kosterina. It is not, and shall not be construed as, an agreement between Kosterina and any Seller regarding the prices at which products are resold. Sellers remain free to sell Kosterina products at any price they choose; this Policy governs only what price may be advertised.

2. Products Covered

This Policy applies to all Kosterina-branded products sold on Marketplaces, including the SKUs and MAP prices listed below. Kosterina reserves the right to add, remove, or reprice SKUs on this list at any time by publishing an updated version of this Policy.

Product / SKU	Size	MSRP	MAP Price
Original Extra Virgin Olive Oil	16.9 fl oz (Pack of 1)	\$34.99	\$34.99
Everyday Extra Virgin Olive Oil	16.9 fl oz (Pack of 1)	\$29.99	\$29.99
Extra Virgin Olive Oil Duo Set (Original & Everyday)	2 x 16.9 fl oz	\$58.00	\$58.00
Extra Virgin Olive Oil Starter Set (2 Bottles + 2 Tins)	4 x 16.9 fl oz	\$100.00	\$100.00
Extra Virgin Olive Oil Tin Refill Duo	2 x 16.9 fl oz (tins)	\$45.00	\$45.00
Extra Virgin Olive Oil Gift Set	2 x 16.9 fl oz	\$68.00	\$68.00
Extra Virgin Olive Oil & Balsamic Vinegar Gift Set	2 x 12.7 fl oz	\$56.99	\$56.99
Extra Virgin Olive Oil Trio, 3 Tins (Spicy Red Pepper, Garlic, Premium Reserve)	3 x 16.9 fl oz	\$81.99	\$81.99
Spicy Red Pepper Olive Oil (Tin)	16.9 fl oz (Pack of 1)	\$19.99	\$19.99
Garlic Olive Oil (Tin)	16.9 fl oz (Pack of 1)	\$19.99	\$19.99
Extra Virgin Olive Oil Shots (30-Day, Organic)	Pack of 30	\$98.00	\$98.00

Product / SKU	Size	MSRP	MAP Price
Extra Virgin Olive Oil Shots (15-Day, Organic)	Pack of 15	\$55.00	\$55.00
Original Balsamic Vinegar	8 fl oz	\$13.99	\$13.99
Crushed Fruit Vinegar – Blueberry	8 fl oz	\$13.49	\$13.49
Crushed Fruit Vinegar – Cucumber Lemon	8 fl oz	\$13.99	\$13.99
Crushed Fruit Vinegar – Tangerine	8 fl oz	\$13.49	\$13.49
Crushed Fruit Vinegar – Strawberry	8 fl oz	\$13.49	\$13.49
Snacking Olives Trio	3 x 6.7oz	\$29.99	\$29.99
Organic Spicy Kalamata Olives	6.7oz	\$8.39	\$8.39
Organic Greek Herb Kalamata Olives	6.7oz	\$8.39	\$8.39
Organic Coriander & Pink Peppercorn Green Olives	6.7oz	\$8.39	\$8.39

3. What Counts as an “Advertised Price”

The MAP applies to any price displayed to the public in connection with a Kosterina product on a Marketplace, including:

- The listed or “buy box” price shown on a product detail page
- Prices shown in search results, sponsored placements, or banner ads
- Strikethrough, “compare at,” or “was/now” pricing displays
- Prices included in coupons, promo codes, or storewide sales that are visible prior to checkout
- Bundle or multi-pack pricing that implies a lower per-unit Kosterina price

The MAP does NOT apply to:

- The final price shown in a shopping cart or at checkout, after a customer has taken an affirmative action (e.g., adding the item to cart or entering a code) — actual transaction price is not restricted by this Policy
- Private communications, such as email offers, quotes, or loyalty program pricing not publicly displayed
- Rebates processed after the sale
- In-store or owned-website pricing (this Policy governs Marketplace advertising only)

4. Seller Responsibilities

1. Sellers authorized to list Kosterina products on a Marketplace must advertise those products at or above the applicable MAP at all times.
2. Sellers are responsible for the pricing behavior of any repricing software, algorithm, or automated tool used on their account, and must configure such tools to comply with this Policy.
3. Sellers may not use product bundling, “add-on” items, shipping fee manipulation, or other tactics designed to circumvent the effective advertised price below MAP.

4. Sellers must promptly correct any listing found to be in violation of this Policy upon notice from Kosterina.

5. Monitoring

Kosterina actively monitors Marketplace listings for MAP compliance, using a combination of manual review, automated pricing-monitoring tools, and reports from customers, retail partners, and brand protection services. Kosterina reserves sole discretion in determining whether a listing violates this Policy.

6. Enforcement

This Policy is enforced strictly and uniformly. Because MAP violations directly harm brand equity and other compliant Sellers, Kosterina applies a zero-tolerance approach on Marketplaces:

Any confirmed violation of this MAP Policy will result in immediate termination of the Seller's authorization to sell Kosterina products on the applicable Marketplace, without prior warning. Kosterina may also pursue removal of the offending listing, revocation of buy-box eligibility, and any other remedies available under the Marketplace's own policies or applicable law.

Termination under this Policy applies on a per-Marketplace, per-account basis and takes effect immediately upon written notice (email is sufficient). Kosterina is under no obligation to provide a cure period, and reserves the right to terminate a Seller's authorization for a single violation.

7. Reinstatement

A terminated Seller may request reinstatement no earlier than [Insert Number, e.g., 90] days after termination by submitting a written request to the contact below, describing the corrective measures taken to prevent future violations. Reinstatement is granted solely at Kosterina's discretion and is not guaranteed.

8. Independent Adoption; No Price-Fixing

This Policy is adopted and enforced unilaterally by Kosterina. Kosterina does not solicit, negotiate, or agree with any Seller regarding this Policy, and no Seller's agreement, consent, or assurance of compliance is sought or required for the Policy to take effect. Kosterina will not discuss, negotiate, or accept feedback on this Policy from any Seller in a manner that could be construed as reaching an agreement on pricing. This Policy governs advertised prices only and does not restrict, and should not be interpreted as restricting, the actual price at which any Seller may resell Kosterina products.

Nothing in this Policy constitutes legal advice regarding antitrust or competition law. Kosterina recommends that this Policy be reviewed by qualified legal counsel prior to distribution and periodically thereafter.

9. General Provisions

- This Policy applies only to online Marketplaces and does not apply to Kosterina's own website, wholesale invoices, or brick-and-mortar retail.
- Kosterina reserves the right to modify, suspend, or terminate this Policy, in whole or in part, at any time and without prior notice.
- This Policy does not create a contract, partnership, agency, or other legal relationship between Kosterina and any Seller.
- Kosterina's decision not to enforce this Policy in any instance does not waive its right to enforce it in any other instance.

10. Questions & Reporting Violations

Sellers with questions about this Policy, or anyone who observes a listing that appears to violate it, should contact:

Kosterina Brand Protection

Email: katina@kosterina.com

Address: 12 Papermill Rd, Manhasset, NY 11030
