

Kuli Kuli MAP Policy

Purpose

Kuli Kuli, Inc. ("The Company") enacts this Minimum Advertised Price Policy (the "MAP Policy") to protect the strength and integrity of our brand and products.

Our success is linked to our network of select authorized Resellers. Many of our Resellers deliver an amazing customer experience. We aspire to protect their ability to do so, while also discouraging price-based advertising that would harm our Reseller efforts.

Kuli Kuli, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) ("Covered Products") covered by this MAP Policy at a price lower than the MAP.

Effective Date and Scope

This MAP Policy is effective as of August 1, 2026 and supersedes prior communications regarding minimum advertised prices for Covered Products. This MAP Policy applies only to advertised prices and does not restrict the price at which a Reseller may ultimately sell a product to an end customer, except to the extent permitted by applicable law.

Resellers remain free to determine their own resale prices. However, by choosing to advertise Covered Products, each Reseller must comply with the minimum advertised prices established by The Company in the applicable MAP Price List.

The MAP Policy applies to all distributors, resellers, and retailers ("Resellers") that advertise The Company's Covered Products for sale in the United States through internet based channels, such as brand websites, reseller websites, online marketplaces, social media, email marketing, paid media, affiliate marketing, and similar digital channels.

Covered Products and Price list

This MAP Policy applies to all Covered Products on the latest MAP Price List, which is an amendment to this document. The initial price schedule is identified as MAP Price List V 1.0, dated August 1, 2026.

Right to Revise

The Company may revise or replace the MAP Policy and Price List at any time and at its sole discretion. Unless otherwise specified by "The Company" in writing, updates to the MAP Price List will become effective 30 days after notice is provided to Resellers by email, portal posting, or other written means undertaken by The Company.

Advertising Restrictions

This MAP Policy applies to any activity which The Company determines, in its sole discretion, as designed or intended to circumvent the intention of the MAP Policy.

The MAP Policy applies to all advertisements of Covered Products in any and all media. Examples include but are not limited to: posters, coupons, any print media, television, radio, ecommerce sites, digital marketplaces, social media sites, apps, email marketing or other digital media.

Resellers cannot advertise any Covered Product below the minimum advertised price listed in the MAP Price List. For purposes of this MAP Policy, "advertised price" is defined as the first price visible to a customer before any add-to-cart step, coupon application, sign-in process, rebate, membership, or other customer action needed to reveal the final price.

Coupons, discount codes, rebates, loyalty credits, and similar offers may be used only when presented as a discount from a compliant advertised price. Such incentives may not be used as the mechanism to cause the first visible advertised price to fall below MAP.

Dynamic pricing tools or similar features are allowed only if the price first visible to the customer remains at or above MAP. Features or language that reveal or imply a below-MAP price before customer action, or that are used to circumvent this MAP Policy, are prohibited.

Resellers may not use language such as lowest price guaranteed, price match, or similar if those claims show intent to circumvent the MAP Policy.

Price Monitoring

The Company reserves the right to monitor advertised prices and may require Resellers to certify compliance with this MAP Policy on a periodic basis as requested by The Company.

Deviations from MAP

Limited-time promotional pricing below MAP are not allowed unless "The Company's" has given prior written approval. Such approval will be granted on a case-by-case basis and must be submitted to The Company 30 days prior to the 'go live' date.

Requests must describe the Covered Product, promotional dates, channels, and proposed advertised price. "The Company" will aim to respond within 7 business days. If The Company does not respond to a written request within 7 business days, the request is deemed denied unless otherwise communicated in writing.

Please submit requests to (need email)

Product Condition and Reconfiguration

Resellers may not advertise or sell Covered Products that have been relabeled, repackaged, opened, re-sold in smaller quantities than originally packaged, relisted under a different product identity, bundled in multi-packs or otherwise altered without written permission from The Company.

End Customer Sales

Covered Products are intended for sale to end customers purchasing for personal use. Resellers must obtain "The Company's" prior written approval before reselling Covered Products to wholesalers, other retailers, foreign distributors, or other non-end-customer entities.

DBA Disclosure

Resellers must disclose to "The Company" upon request all business names, assumed names, website names, marketplace seller IDs, social profiles, and other similar identities used in connection with the advertising or sale of Covered Products.

If a Reseller owns, operates, controls, or is affiliated with multiple online stores, seller accounts, storefronts, or websites, a violation by one such channel may be treated as a violation by the Reseller across all such channels.

Intellectual Property

The Company owns all rights, title, and interest in its trademarks, service marks, trade dress, copyrights, patents, trade secrets, and other intellectual property. Any limited right to use The Company's intellectual property exists only for lawful advertising and resale of Covered Products in compliance with this MAP Policy. Intellectual property rights may be revoked at any time.

Violations and Enforcement

If a Reseller violates this MAP Policy, The Company will consider this to be a violation by the dealer and reserves the right to cancel orders, restrict future orders, or suspend business entirely if The Company believes a reseller has violated the MAP Policy.

The Company is solely responsible for determining 1) whether a violation of the MAP Policy has occurred and 2) determining appropriate sanctions. The Company will generally issue a written notice of violation within 7 business days after discovering a suspected violation, although delayed notice or non-enforcement does not waive The Company's right to enforce at a later date.

Disputes

A Reseller may dispute a violation notice by submitting a written appeal to (kuli kuli email address) within 5 business days after receipt of the notice. The appeal must include the factual basis for the dispute and any supporting documentation. The Company will review disputes, and the resulting determination will be final.

A reseller may also direct questions to (insert email)