

LODC Group Ltd. E-Commerce Selling & MAP Policy For All Branded Products

Effective Date January 1, 2022

Revised March 16, 2023

INTRODUCTION

This minimum advertised price policy ("Policy") for all LODC Group Ltd. branded products ("Products") is designed to govern the pricing guidelines at which Products may be advertised for sale on the Internet. This Policy covers all online sales activity regardless of how consumers access the Internet (e.g. via personal or work computer, smart phone, tablet, etc.) as well as any promotions or sales on social media sites or mobile app.

POLICY OVERVIEW

Authorized Dealers are strongly encouraged to use the Internet and other technologies to make consumers aware of Products, as well as promote the availability of such Products and sell Products from their respective website, social media platform, and/or mobile app.

GUIDELINES

1. Dealers must always adhere to the "**Minimum Advertised Price**".
2. Dealers must apply any changes requested by LODC Group Ltd. within 48 hours.

MARKETPLACE DISTRIBUTION GUIDELINES

1. LODC Group Ltd. defines a "marketplace website" as any website (including social media platforms) or mobile app, including the Dealer's own, that presents an opportunity for a consumer to complete a purchase transaction to buy Product(s) while simultaneously shopping at multiple retailers.
2. Brick & Mortar stores may also utilize Marketplace Websites including their own as a method of increasing sales and sale opportunities BUT they MUST obey the Sales Pricing Policy as stated below for all E- Commerce activity whether through their own website or as a reseller utilizing other commercial e-commerce sites.

CONSUMER CARE & ETHICAL STANDARDS

Dealers must comply with all applicable regulations, rules, and laws in the conduct of business (including without limitation the operation of website(s), social media platforms, and/or mobile apps) and presentation of Products for resale to consumers. In addition, LODC Group Ltd. requires that all Dealers meet the highest standard of ethical behavior and disclosure when presenting products for sale to consumers.

VIOLATIONS

Violations of this Policy shall be determined by LODC Group Ltd. in the exercise of its sole discretion.

Violations may result in the termination of Dealer's authority to sell Products on the Internet or such other reasonable penalties which LODC Group Ltd. in its sole discretion sees fit to impose.

SALES PRICING POLICY OVERVIEW

All Dealers must adhere to a policy of not advertising for sale online on an everyday basis at **any less than the Minimum Advertised Price, as defined above**. Any Dealer caught selling below the Minimum Advertised Price will immediately be terminated as a Dealer. Should a Dealer wish to promote Products online at a lower price for a limited time they must receive written permission from LODC Group Ltd. This E-Commerce Selling & MAP Policy can be changed with 30-day written notice.

