

MEDINATURA, INC. MINIMUM ADVERTISED PRICE POLICY FOR THE UNITED STATES
Effective Date: June 30, 2026

1. Purpose

There are certain advertising practices that undermine the reputation, brand, goodwill, and premium image of MediNatura products with our target consumer population and discourage our sellers from investing in our products and providing the best possible service and support to consumers. To protect the integrity of our brand, MediNatura, Inc. is implementing this unilateral Minimum Advertised Price Policy for the United States ("Policy"), which applies to all authorized sellers ("Sellers") of our products advertising to end user consumers in the United States. This Policy supersedes all of our prior policies or representations regarding minimum advertised prices or minimum resale prices for the Covered Products (as defined below) applicable to Sellers, including our prior MAP Policy dated November 1, 2025.

2. Covered Products

This Policy applies to advertisements of our products listed on the MediNatura, Inc. MAP Schedule ("Covered Products"), the current version of which is attached. The MAP Schedule will be made available to all Sellers and may be changed by us at any time in our discretion. Sellers are responsible for reviewing the current MAP Schedule, but we will work to notify Sellers promptly when updates are made to it.

3. The Minimum Advertised Price

The "minimum advertised price" ("MAP") is the lowest price at which the Covered Product may be advertised and is specified as the "MAP" in the attached MAP schedule. We are solely responsible for (1) establishing the MAP for each Covered Product and (2) communicating the Policy to all Sellers (including via directing any distributors to pass down the Policy to their resellers). **While Sellers remain free to advertise and sell all our products (including the Covered Products) at any price, it is a violation of this Policy for a Seller to advertise any Covered Product at a price lower than the MAP unless otherwise set forth herein.**

4. Advertising and Advertisements

The terms "advertising" and "advertisement" include all promotional or pricing information related to Covered Products displayed in any type of media, including, but not limited to:

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| • newspapers | • websites | • mobile/smart phone applications | • sponsored links |
| • catalogs | • blogs | • banner ads | • ads in any other media in a digital format that is conveyed via the internet |
| • magazines | • social media | • online product ads | • any other marketing or promotional materials, whether displayed online, through broadcast, or other media |
| • flyers | • affiliate marketing networks/comparison shopping engines | • paid search ads | |
| • brochures | • seller-initiated text messages or emails to customers or prospective customers | • pay-per-click ads | |
| • television | | • display ads | |
| • radio ads | | • mobile ads | |
| • billboards | | • product listing ads | |
| • outdoor signage | | | |

The terms "advertising" and "advertisement" do not include:

- Signage and other pricing information displayed only within a brick-and-mortar selling location; and
- Pricing information displayed at the "Final Online Checkout Stage" (which is generally when the Covered Product is put into an online shopping cart that contains the customer's name, shipping address, email address, and payment information for a transaction). Please note that pricing information in the Final Online Checkout Stage

must be obscured technically so that it is not retrievable by shopping and pricing engines and not displayed on search page results within the Seller's own website.

5. Policy Violations and Permissible Promotions

Direct or indirect attempts to circumvent this Policy violate this policy. Other advertisements that violate this Policy include, but are not limited to:

- A. Displaying the advertised price of the Covered Product below the MAP.
- B. Bundling Covered Products with other products or services (whether made by or provided by MediNatura, Inc. or another entity) in a manner that implies below-MAP pricing for the bundled Covered Product(s).
- C. Strikeouts or strikethroughs of advertised pricing information in a manner that displays the advertised price of the Covered Product below the MAP.
- D. "See price in cart," "price too low to show," or other statements that suggest a lower price for a Covered Product may be found at the Final Online Checkout Stage.
- E. Permitting any third party to alter the advertised price for any Covered Product.

It is not a violation to advertise the following, notwithstanding the prior advertisements that constitute violations in Section 5:

- F. Customer-Initiated Solicitations for Price: That a customer may "call for price," "text for price," or "email for price," as long as no price is listed and no automated call, text message, or "bounce-back" email is used in response.
- G. Free/Reduced Price Shipping: A free or reduced-price shipping advertisement, as long as such offer applies to all or almost all other products offered by the Seller in the same product category.
- H. Store-Wide/Site-Wide Promotions: Coupons or promotions which result in a Covered Product being advertised at a price lower than the MAP, provided the coupon or promotion (1) applies to all products offered by Seller or all products offered by Seller in the same category as the Covered Products; (2) does not specifically refer to MediNatura, Inc.; the MediNatura brand; or the Covered Products; (3) does not result in an advertised price of more than 25% below the Covered Product's MAP; and (4) the advertisement does not calculate the application of the promotion or coupon to the advertised price for the Covered Product.

This MAP Policy shall work under the following guidelines:

1. MediNatura will, from time to time, publish a Schedule of the Minimum Advertised Price which may be amended or adjusted by MediNatura at any time in its sole discretion. The MAP Schedule will identify the effective date and the MAP for each product.
2. This MAP Policy applies to all advertisements of MediNatura products listed on the MAP Schedule in all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, e-mail solicitations, internet or similar electronic media, television, radio, and public signage. The MAP price applies to listings on resellers websites and any marketplace listings. This MAP Policy is not applicable to any in-store advertising that is displayed only in the store.
3. Attempts to reduce the net advertised price below the allowable MAP for that product will be considered a violation of the policy. Violations may include, but are not limited to:

- The inclusion in advertising of free or discounted products (whether made by MediNatura or another manufacturer) with a product covered by this MAP Policy would be a violation if it has the effect of discounting the advertised price of the covered MediNatura product to less than the pricing in the Schedule.
 - Any strike-through or other alteration of the advertised price that is paired with a discount resulting in an advertised price below the minimum advertised price in the Schedule.
 - Internet auctions may not display or have reserved bid or other acceptable prices less than the pricing floor listed in the MSRP.
4. This MAP Policy applies only to advertised prices and does not apply to the price at which MediNatura products are sold or offered for sale to an individual consumer within Resellers' retail location or over the telephone.
 5. Once the pricing is associated with an intent to purchase (added to shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. Statements such as "add to basket to see price," "we will match any price," "call for price" or similar phrases are acceptable if the price advertised or listed for the products is not less than MAP for that product. In addition, discounts applied at checkout to the entire order based on a customer's purchasing history with the Reseller, such as discounts for "frequent shoppers," do not violate this MAP Policy.

Violations and Enforcement:

- MediNatura will provide notice to Reseller to remove or stop the violation. If the violation cannot be removed or stopped (for example, an ad that ran one time previously), MediNatura will document this notice as a "first violation."
- Each violation of this MAP Policy is cumulative and will carry over to any updated or new MediNatura policies or pricing schedules. The consequences of each violation may take effect even if previous consequences are still running.
- **1st Violation:** Reseller & Distributors will receive an initial violation warning with details of the product(s) in violation of the MAP Policy. The violation must be corrected within 48 hours.
- **2nd Violation:** For violations not removed after the first notice or for a second violation, the Reseller & Distributors will receive another warning. The violation must be corrected in 48 hours or will result in the indefinite revoking of Reseller's ability to acquire products, both from direct and distributor sources. All pending orders will be cancelled and no new orders, from *MediNatura's* entire brand family or its distribution partners, will be accepted.
- Reseller will be added to the Do Not Sell List indefinitely.

See attached, complete product listing with Minimum Advertised Prices per SKU

MAPP Listing Pricing Effective 6/30/2026

MediNatura Products

UPC	Description	Size	UOM	MSRP	MAP
7-87647-20118-1	BodyAnew Cleanse/Detox Oral Drops	150	ML	\$ 42.99	\$ 42.99
7-87647-31006-7	ClearLife Extra Strength Allergy Tablets	60	CT	\$ 15.99	\$ 15.99
7-87647-30096-9	ReBoost Cherry Sore Throat Spray	20	ML	\$ 15.99	\$ 15.99
7-87647-20151-8	ReBoost Zinc +10 Cold & Flu Lemon Tablet	60	CT	\$ 16.99	\$ 16.99
7-87647-10180-1	T-Relief Arthritis Extra Strength Cream	3	OZ	\$ 18.99	\$ 18.99
7-87647-30195-9	T-Relief Arthritis Extra Strength Tablets	250	CT	\$ 34.99	\$ 34.99
7-87647-10106-1	T-Relief Arthritis Extra Strength Tablets	100	CT	\$ 16.99	\$ 16.99
7-87647-10142-9	T-Relief Extra Strength Oral Drops	50	ML	\$ 16.99	\$ 16.99
7-87647-85281-9	T-Relief Extra Strength Pain Relief Cream	3	OZ	\$ 18.99	\$ 18.99
7-87647-85296-3	T-Relief Extra Strength Pain Relief Cream	8	OZ	\$ 34.99	\$ 34.99
7-87647-85300-7	T-Relief Extra Strength Pain Relief Gel	3	OZ	\$ 18.99	\$ 18.99
7-87647-85280-2	T-Relief Extra Strength Pain Relief Tablets	100	CT	\$ 16.99	\$ 16.99
7-87647-30196-6	T-Relief Extra Strength Pain Relief Tablets	250	CT	\$ 34.99	\$ 34.99
7-87647-94859-8	T-Relief Lidocaine HCl 4% Cream 3oz	3	OZ	\$ 19.99	\$ 19.99
7-87647-10177-1	T-Relief Pain Relief Cream	2	OZ	\$ 14.99	\$ 14.99
7-87647-10176-4	T-Relief Pain Relief Cream	4	OZ	\$ 27.99	\$ 27.99
7-87647-20094-8	T-Relief Pain Relief Gel	2	OZ	\$ 14.99	\$ 14.99
7-87647-10103-0	T-Relief Pain Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-94836-9	T-Relief Pet Allergy Tablets 90ct	90	CT	\$ 18.99	\$ 18.99
7-87647-94834-5	T-Relief Pet Allergy Oral Drops 50ml	50	ML	\$ 18.99	\$ 18.99
7-87647-30192-8	T-Relief Pet Arthritis Pain Drops	50	ML	\$ 18.99	\$ 18.99
7-87647-20141-9	T-Relief Pet Arthritis Pain Tablets	90	CT	\$ 18.99	\$ 18.99
7-87647-30193-5	T-Relief Pet Calming Drops	50	ML	\$ 18.99	\$ 18.99
7-87647-20142-6	T-Relief Pet Calming Tablets	90	CT	\$ 18.99	\$ 18.99
7-87647-94837-6	T-Relief Pet Digestive Tablets 90ct	90	CT	\$ 18.99	\$ 18.99
7-87647-94835-2	T-Relief Pet Digestive Oral Drops 50ml	50	ML	\$ 18.99	\$ 18.99
7-87647-30194-2	T-Relief Pet Pain Drops	50	ML	\$ 18.99	\$ 18.99
7-87647-20143-3	T-Relief Pet Pain Relief Tablets	90	CT	\$ 18.99	\$ 18.99
7-87647-85309-0	Traumeel Ointment	4	OZ	\$ 26.99	\$ 26.99
7-87647-30202-4	Traumeel Tablets	100	CT	\$ 26.99	\$ 26.99
7-87647-70403-3	WellMind Calming Tablets	100	CT	\$ 15.99	\$ 15.99

BHI Brand Products

7-87647-10001-9	BHI Allergy Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10002-6	BHI Arthritis Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10004-0	BHI Back Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10010-1	BHI Calming Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10016-3	BHI Constipation Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10018-7	BHI Diarrhea Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-20091-7	BHI Flu + Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10035-4	BHI Hemorrhoid Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10032-3	BHI Migraine Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10008-8	BHI Mucus Relief Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10050-7	BHI Nausea Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10060-6	BHI Sinus Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10061-3	BHI Skin Tablets	100	CT	\$ 15.99	\$ 15.99
7-87647-10063-7	BHI Spasm Pain Tablets	100	CT	\$ 15.99	\$ 15.99