



MOUNTAIN OCEAN LLC AND MOUNTAIN OCEAN LTD

Minimum Advertised Price (MAP) Policy

Effective Date: May 1, 2025

To: All Retailers and Resellers of Mountain Ocean Products

Mountain Ocean LLC and Mountain Ocean LTD are the authorized distributors and business entities responsible for the sale, support, and enforcement of Mountain Ocean® products in the United States. As part of a planned corporate transition from Mountain Ocean LTD to Mountain Ocean LLC, all brand operations and long-term enforcement responsibilities are being consolidated under Mountain Ocean LLC.

Mountain Ocean LLC operates under exclusive rights from Mountain Ocean LTD, the original trademark holder, as part of an ongoing transfer of brand ownership and intellectual property. During this transition period, **both Mountain Ocean LLC and Mountain Ocean LTD may sell products directly to distributors and jointly or independently enforce this MAP Policy.**

This Minimum Advertised Price (MAP) Policy ("Policy") applies to all distributors, retailers, and resellers located in the United States and its territories, and other approved jurisdictions. While resellers remain free to determine their own pricing, this Policy restricts advertised prices to uphold brand value and market stability.

1. Scope of Policy

- This MAP Policy applies to all retailers and resellers of Mountain Ocean products sold or distributed by **Mountain Ocean LLC or Mountain Ocean LTD** within the United States and its territories. This includes products currently trademarked under Mountain Ocean LTD and distributed by either entity.
- Covered advertising mediums include, but are not limited to:
 - Print advertisements, mailings, flyers, coupons, catalogs.
 - E-commerce websites, online marketplaces (Amazon, eBay, Walmart, etc.)
 - Social media, email marketing, broadcast media.
 - Any price information accessible via **hypertext links, "http" or similar protocols.**

2. Pricing Compliance

- **Advertised prices** shall not be lower than those listed in **Exhibit B** (attached).
- **Retailers may set their own final sale price, but public advertising must comply with MAP.**



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- **Exemptions:** The following are **not considered advertising** under this policy:
 - In-store price signage displayed **only within physical retail locations** (brick-and-mortar stores).
 - Pricing visible at checkout or cart pages of e-commerce platforms (including Amazon and other marketplaces).
 - Phrases like “**Click for price**” or “**Add to cart to see price**” are acceptable methods of price concealment.
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3. Amazon & Online Marketplace Compliance

- All **Amazon listings must comply with this MAP Policy**, including assigned **ASIN compliance** for each product.
 - **Unauthorized ASIN duplication or misuse** to bypass MAP restrictions is strictly prohibited.
 - Mountain Ocean Ltd. and Mountain Ocean LLC do **not verify or authorize third-party resellers** on Amazon. Any seller listing Mountain Ocean products is responsible for compliance.
 - **Bundled or multipack pricing** must adhere to MAP on a per-unit basis.
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4. Prohibited Advertising Practices

Retailers and resellers may not:

- Advertise **bundles, case packs, or multipacks** where the per-unit price falls below MAP.
 - Use misleading pricing language such as “**discounted**,” “**best price**,” “**lowest price guaranteed**,” if the implied price is below MAP.
 - Offer unauthorized **coupon codes or rebates** that lower the advertised price below MAP.
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5. Policy Enforcement & Violations

If a retailer violates this MAP policy, Mountain Ocean LLC and Mountain Ocean LTD **reserves the right** to take one or more of the following actions:

- **Immediate termination of supply or distribution agreements** with the violating party.
 - **Notification to distributors** to cease fulfilling orders for the violator.
 - **Filing for removal of unauthorized ASINs or listings** through Amazon Brand Registry and other platforms.
 - **Repeated violations may result in permanent account suspension from selling Mountain Ocean products.**
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6. Policy Updates & Modifications

- Mountain Ocean LLC may **update or modify** this policy, including product MAP pricing, at its sole discretion.
 - Any updates will be **communicated in writing or via email** to all applicable retailers and resellers.
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Exhibit A – Minimum Advertised Price (MAP) List

<u>Product Name</u>	<u>UPC</u>	<u>Amazon ASIN</u>	<u>MAP</u>
Skin Trip Coconut Moisturizer	075772-277516	B00G3LKVW2 B08WP9LZBV	\$11.99
Body Trip Mother's Special Blend	075772-277608	B00016X3YS	\$12.99
Skin Trip Coconut Soap	075772-277615	B0001AF6QM	\$5.65
Lip Trip SPF 15	075772-277561	B0011FJ38I	\$4.65
Skin Trip Lip Balm	075772-277677	B0997BXGZT	\$4.65

7. Compliance Contact

For questions or clarifications please contact:

Email: hello@mountainocean.com

Phone: **415.480.4606**
