



Shubug Unilateral Minimum Advertised Price (MAP) Policy

1. Purpose

Shubug, Inc. ("Shubug") manufactures premium, high-efficacy insect repellent products. To maintain our brand equity, protect our margins, ensure consistent product education, and support our authorized distribution network, Shubug has unilaterally established this Minimum Advertised Price ("MAP") Policy.

2. Scope & Applicability

- **Target:** This Policy applies to all authorized distributors, retailers, and online resellers (collectively, "Resellers") reselling in the United States and Caribbean.
- **Covered Products:** This Policy applies to all Shubug SKUs, including but not limited to on-body sprays, lotions, repellent bracelets, spatial repellents, home / garden repellents, and camping gear sprays (e.g., Shubug Shelter).
- **Unilateral Action:** This Policy is an independent corporate directive. Shubug does not seek, nor will it accept, any agreement, negotiation, or assurance of compliance from any Reseller.

3. Repellent-Specific Advertising Guidelines

- **The Threshold:** Resellers may not advertise a MAP-covered product at a net price lower than the value listed on the current Shubug MAP Product Schedule.
- **Prohibited Bundling:** Insect repellents are frequently bundled for outdoor recreation or seasonal preparation. It is a violation to bundle a MAP-covered repellent with other items (e.g., sunscreen, camping gear, first-aid kits) if the advertised price implies a discount on the repellent that drops its effective price below MAP.
- **Value-Pack Splitting:** Resellers are strictly prohibited from breaking apart factory-sealed multi-packs (e.g., a two-pack of Shubug sprays) to advertise individual units below the proportional MAP value.
- **Compliance with Label Claims:** Advertisements must accurately reflect EPA and/or State safety guidelines. Discount language must never imply that the product is cheapened or less effective due to the price point.

4. Seasonality & Authorized Promotions

- **Off-Season Clearances:** Shubug recognizes the highly seasonal nature of insect repellent sales. Resellers may not unilaterally discount or advertise "product clearances" below MAP without explicit, written notification from Shubug Corporate regarding designated MAP Holiday/Seasonal Windows.
- **Authorized Promotional Windows:** Shubug may periodically institute temporary MAP drops (e.g., Memorial Day, Fourth of July, Prime Day, peak mosquito season promotions). All Resellers will receive equal advance notice of these approved advertised pricing adjustments.



5. Actual Selling Price Freedom

Resellers remain completely free to sell Shubug products at any price they choose. This Policy strictly governs *advertised* prices (including public e-commerce listings, social media ads, and digital flyers) and does not restrict the actual transaction price at the register or inside an authenticated, private digital shopping cart.

6. Violations & Enforcement

Shubug utilizes automated tracking to monitor digital marketplaces. If a Reseller violates this Policy, the following unilateral enforcement action will occur:

- First Violation: Written notification. The Reseller has 24 hours to bring the digital advertisement into compliance.
- Second Violation: Immediate 30-day suspension of supply for the specific violating SKU line.
- Third Violation: Immediate and permanent termination of the Reseller's authorized status and cancellation of all remaining open purchase orders across all Shubug lines.