



**MINIMUM ADVERTISED PRICE POLICY**  
**Updated October 18, 2020**

HLNatural, Inc. (“Hilma”) has unilaterally adopted this Minimum Advertised Price Policy (MAP Policy), which shall apply to both physical and online retailers, distributors and healthcare practitioners (collectively, “Resellers”) located in the U.S. who resell Hilma Products.

This MAP Policy shall apply to those products provided on the attached Hilma MAP Listing at the end of this document. The minimum advertised price for such products shall not exceed the discount noted in the Minimum Advertised Price Discount column of the price list provided on the attached MAP Listing. This represents the discount off the full retail price.

If Hilma determines that a Reseller has taken any action that does not uphold this policy (after written notification and a “compliance grace period” of 5 business days in which to correct advertised price), which may include advertising<sup>1</sup> Hilma Products at a price with a higher discount than noted in the Minimum Advertised Price Discount column: Hilma will cancel all orders from that Reseller for the given Product; and for Reseller’s violating this MAP Policy for the first time, Hilma will refuse to accept new orders for that Product for a period of 60 days; and for Reseller’s violating this MAP Policy a second time, Hilma will refuse to accept new orders.

Each Hilma reseller is free to decide whether or not to follow this MAP Policy regarding an advertised price. HOWEVER, ADVERTISING A PRICE, OR TAKING OTHER ACTION THAT IS CONTRARY TO THIS POLICY MAY RESULT IN THE ABOVE MENTIONED ACTIONS. IN ADDITION, THE MAP POLICY DOES NOT APPLY TO A RESELLER’S ACTUAL SALES PRICES. EACH HILMA RESELLER IS FREE TO INDEPENDENTLY SET ACTUAL RESALE PRICES AT WHATEVER LEVEL THEY CHOOSE.

Hilma does not ask for, nor will it accept or discuss, any assurance of compliance or agreement from a Reseller regarding this MAP Policy or any conditions of acceptance related to this MAP Policy. Nothing in this MAP Policy is intended to be, nor shall be construed to be, an agreement between Hilma and any Reseller as to the minimum prices at which the Reseller shall advertise or resell Hilma Products.

No Hilma representative or employee has authority to modify or alter this MAP Policy, or to request that the advertised price or resale price of a Hilma Product be at or above the price on

---

<sup>1</sup> “Advertising” means all online, visual or audio media, including websites. In-store displays, point-of-sale signs, bar codes or similar marks on shelves, products or product packaging which merely state the price are not considered advertising for purposes of this MAP Policy. In that regard, this MAP Policy does not apply to the actual sales price on any “check-out page” of any Reseller’s website or related internet site (typically the page at which the end user finally purchases the product). This MAP Policy does apply to any other page(s) on the Reseller’s website, unless such website requires account log in to view and access Hilma Products.



the MAP Listing. The foregoing MAP Policy and any MAP Listing is subject to modification or discontinuance by Hilma, in its sole and absolute discretion, at any time.

**NO SELLING ON AMAZON AND EBAY BY RESELLERS**

Hilma is dedicated to supporting its retail partners. Therefore, Hilma does not allow Resellers to sell Hilma Products on Amazon.com, Inc and eBay.com.

**IMAP LISTING – Hilma PRODUCTS**

Please see the IMAP (Internet Minimum Advertised Price) Policy for Hilma outlined below.

<b>Name</b>	<b>Quantity per Unit</b>	<b>WHS Price</b>	<b>MSRP</b>	<b>IMAP (10% off MSRP)</b>	<b>Barcode</b>
Immune Support	10 sachets	\$10.00	\$20.00	\$16.00	860001357110
Upset Stomach Relief	60 capsules	\$8.50	\$17.00	\$13.60	860001357127
Tension Relief	50 capsules	\$7.50	\$15.00	\$12.00	860001357134
Indoor / Outdoor Support	120 capsules	\$14.00	\$28.00	\$22.40	860001357172