

SKINNY AND COMPANY AUTHORIZED RESELLER POLICY

To qualify as, and remain, an authorized reseller of Skinny and Company (“Skinny”) products, each reseller of Skinny products must adhere to this Skinny and Company Authorized Reseller Policy at all times. Failure to comply with this Skinny and Company Authorized Reseller Policy will result in suspension or termination of reseller’s account.

1. Maintain Current Reseller Information with Skinny and Company

- Reseller must maintain accurate, up-to-date company information with, and disclose all retail locations that carry Skinny products to, Skinny and Company for so long as it is a reseller of Skinny products.
- Qualifying retail locations of reseller can only be one of the following: (i) reseller’s physical brick and mortar store(s), (ii) reseller’s commerce-enabled website(s), or (iii) temporary storefronts (e.g., events, trade shows, pop up stores, etc.). Under NO circumstances may any reseller sell any Skinny products on third party e-commerce sites (e.g., Amazon.com, ebay.com, Wayfair.com, Walmart.com, and the like).

2. Report Sell-Through for Physical Retail Location(s) and E-Commerce Sites

Reseller must provide sell-through information by SKU and approved retail location upon request by Skinny and Company or any of its representatives. Skinny and Company reserves the right to review reseller’s financial information and business conduct pertaining to sales of Skinny product in order to ensure compliance with this reseller policy.

3. Skinny’s Trademarks & Brand Policy

Reseller must comply with Skinny’s Trademark & Brand Policy and represent itself as a Skinny Authorized Reseller in all online advertising and sales collateral. Skinny’s complete Trademark & Brand Policy can be found here: skinnyandcompany.com/wholesale

Setting up businesses, registering domain names, or using social media usernames that contain the Skinny name or any of Skinny’s trademarks is strictly prohibited. To ensure compliance with Skinny’s Authorized Reseller Policy, resellers must only use approved marketing materials for all Skinny products.

4. Skinny’s Minimum Advertised Price (MAP) Policy

Reseller must understand its obligations under Skinny’s MAP Policy and abide by them. Resellers can read Skinny’s MAP Policy in its entirety here: skinnyandcompany.com/wholesale

5. Sell to Retail Consumers Only

Reseller may not sell in bulk to B2B accounts, wholesalers, or freight forwarders/drop shippers for other retailers. Reseller may only sell to its end consumers.

6. Only Purchase Skinny Products Directly from Assigned and Authorized Distributors

Reseller must not buy Skinny products from other retailers, or from other sources not explicitly endorsed by Skinny and Company.

7. Only Sell Skinny Products in Original Packaging

Reseller may not alter original Skinny packaging in any way prior to reselling Skinny products. Removing Skinny products from packaging and reselling Skinny products in a different packaging or under a different name is strictly prohibited without the prior written consent of Skinny and Company.

8. Use Skinny-Supplied Core Product Data in Feeds

Reseller must be able to use a standard set of Skinny-supplied data in product data feeds that it distributes to third-party advertising venues unless prior written permission is obtained from Skinny and Company.

9. No Bundling Skinny Products without Obtaining Permission

Reseller must not re-SKU or bundle Skinny products in its online assortments and data feeds without receiving prior written permission from Skinny and Company.

10. Customer Confusion

Reseller will not advertise, market, display or demonstrate non-Skinny products together with Skinny products in a manner that would create the impression that the non-Skinny products are made by, endorsed by or associated with Skinny.

11. Sell on Approved Retail Website(s) Only

Reseller must only take orders via publicly accessible, e-commerce enabled web pages hosted on approved websites owned and operated by reseller.

Selling on third-party sites (e.g., eBay, Amazon, Alibaba, etc.), drop-ship accounts (Buy.com, Newegg.com, Overstock.com, etc.), classified sites (Craigslist.com, Facebook Marketplace, etc.) or through direct messages on forums is strictly prohibited.

12. Ensure PCI Compliance

Reseller must ensure PCI (payment card industry) compliance for all approved commerce-enabled websites owned and operated by reseller.

13. Operate E-commerce Business Separately from Offline Retail Business

Reseller must plan inventory for its e-commerce business separately from inventory planned for its physical store's business and provide accurate sell-through numbers to Skinny and Company for each.

14. Security Measures from E-Commerce Sites and Fraud Protection

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions and customer fraud resolution procedures.

15. Obey the Law, Abide by Policy Rules and Serve Customer Needs

Reseller must comply with all applicable laws, rules, regulations and policies related to the advertising, sale and marketing of Skinny products. Reseller must provide a level of sales support and customer support for our customers that, at a minimum, demonstrates industry best practices.