



## **RE: Alta Labs Minimum Advertised Price (MAP) Policy**

Alta Labs strives to ensure its product quality, benefits, and features are of the highest caliber on the market. Additionally, Alta Labs wants to make sure that all partners and parties actively engaged in selling and supporting Alta Labs products are capable of realizing the maximum margin available. In order to help maintain both of these objectives, Alta Labs maintains a strict minimum advertised pricing (MAP) policy in all countries where it is permissible by law.

### **Purpose:**

The purpose of this Minimum Advertised Price (MAP) policy is to preserve the premium image of Alta Labs products and to safeguard the interests of our valued partners by ensuring fair competition and sustainable profit margins. By establishing a baseline for advertised prices, we aim to prevent price erosion and maintain a level playing field for all parties involved in the distribution and promotion of Alta Labs products.

### **Scope:**

This MAP policy applies to all authorized distributors, resellers, retailers, and any other parties engaged in the advertisement and sale of Alta Labs products within territories where such policies are permissible by law.

## **Policy Guidelines**

### **Minimum Advertised Price (MAP):**

The Minimum Advertised Price for each Alta Labs product is set by Alta Labs as Manufacturer's Suggested Retail Price (MSRP) and provided to all authorized partners by way of regularly distributed price sheets. Authorized partners are required to advertise Alta Labs products at or above the established MAP.

### **Advertising Mediums:**

This MAP policy pertains to all forms of advertising, including but not limited to print media, online advertisements, online marketplaces, flyers, catalogs, direct mailers, and any other publicly accessible promotional materials.



### Exceptions:

Alta Labs reserves the right to offer exceptions or deviations from the MAP on a case-by-case basis, subject to prior written approval. Temporary promotional events or clearance sales may be exempt from the MAP policy, provided they adhere to Alta Labs' terms and conditions for such events.

### Enforcement:

Alta Labs reserves the right to monitor and enforce compliance with this MAP policy through various means, including but not limited to routine audits, market surveillance, and investigations of reported violations. Non-compliance with the MAP policy may result in various actions, including but not limited to warnings, suspension of partnership agreements, or termination of business relationships, at the sole discretion of Alta Labs.

### Amendments:

Alta Labs reserves the right to modify, update, or terminate this MAP policy at any time, with or without prior notice, and such changes will be effective immediately upon publication.

Conclusion:

Alta Labs firmly believes that adherence to this MAP policy is instrumental in preserving the reputation of our brand, protecting the interests of our partners, and fostering a competitive yet equitable marketplace for Alta Labs products. We appreciate the cooperation of all parties in upholding these standards of excellence and integrity.

For any questions, clarifications, or concerns regarding this MAP policy, please contact Alta Labs' authorized representatives.

A handwritten signature in black ink, appearing to read 'Chase R Harrison'.

Chase R Harrison  
CEO

Updated: March 21, 2024

