



Authorized Reseller policy as it relates to SPORTEa® Distributors 6.1.22

Dear Distributor/Reseller,

At UPP, Inc./dba SPORTEa®, we are committed to you—the reseller/distributor partners that help our company keep people hydrated and feeling great with SPORTEa®.

To protect our brand and the integrity of our authorized distribution channels, UPP is announcing and implementing an Authorized Reseller Program for the SPORTEa® brand, effective July 1, 2022.

Among other benefits, our Authorized Reseller Program will ensure that all sellers of SPORTEa® understand and take the steps necessary to ensure product quality and authenticity as well as provide the excellent customer service that is integral to the reputation of our brand. In addition, our Authorized Reseller Program will assist us in identifying and taking action against “Unauthorized sellers”.

You are asked under our new Authorized Reseller Program to maintain the integrity of your authorized distributor distribution channels and to stop the diversion of SPORTEa® products to any Unauthorized sellers or any sellers that will sell on internet online marketplace platforms such as, but not limited to, Amazon, Walmart, etal.

To this end, the Authorized Reseller Policy highlights that you, the SPORTEa® distributor, will sell SPORTEa® products solely to “brick & mortar” resellersand not to internet market platform sellers. In addition, you may not market for sale or ship SPORTEa® outside of the United States without our prior written consent. Thus, the Authorized Reseller Policy disallows you from selling SPORTEa® online or selling to those parties whom will sell SPORTEa® online via online platforms like those noted just above without prior written consent.

To wit, Distributors shall not offer for sale to internet platform sellers that will sell SPORTEa® through any website, online marketplace (including, but not limited to, Amazon, eBay, Jet, Walmart Marketplace, or Sears Marketplace), mobile application, or other online forum without the prior written consent of UPP. If you wish to apply for permission to sell online, please contact us at edward@sportea.com but please know that we are not authorizing such currently.

Unauthorized internet sellers selling on online marketplaces including, but not limited to, Amazon, eBay, Jet, Walmart Marketplace, or Sears Marketplace may contact you for returns or such and request that you let them know that we here at UPP are okay with them selling out their remaining inventory, but for 30 days only.

You, the distributors are asked to conform to this policy but not required to sign any Authorized distributor reseller program document. This policy is an Announcement today in this email memo by SPORTEa® of the terms and conditions upon which it will do business with distributor partners. By continuing to purchase SPORTEa® and reselling SPORTEa®, you agree to adhere to the policy specifics set forth in this memo.

Please know that by sending this email, we here at SPORTEa® have communicated to the best of our ability to your company the “Authorized Reseller Policy”. If this notice is not in the hands of the appropriate person/dept. in your company to implement the policy then we trust you will forward it to them post haste.

Please confirm receipt of this email. Thank you. Keys Allan, president of UPP, Inc./SPORTEa®

Products and Technology for Peak Performance... Naturally! Creators of SPORTEa®