

MINIMUM ADVERTISED PRICING (MAP) POLICY and Promotions

EcoVessel manufactures innovative, high-quality products. We believe it is important that our retailers and dealers provide skilled and educated support for those products, and we are proud that our sales reps and internal support team are always available to provide whatever is necessary to ensure the best customer experience possible. EcoVessel also recognizes that its dealers must earn sufficient profits to support those services. Advertising key products at prices below certain levels makes it harder for dealers to earn sufficient profits and maintain their own business, and it also undermines EcoVessel's brand reputation, image, and marketing strategy as a premium supplier.

To maintain EcoVessel's innovative product lines, high-quality service, brand image, and cutting-edge reputation, we require that all dealers refrain from advertising (in any media) EcoVessel products outside of +/- 10% MSRP, regardless of freight terms, except during the below listed periods.

Effective January 1, 2020

To protect its brand, EcoVessel has established a Minimum Advertised Pricing (MAP) Policy at which an Authorized Reseller may advertise EcoVessel products. EcoVessel does not dictate the price at which an Authorized Reseller resells its products. However, to the maximum extent permitted by law, EcoVessel requires all Authorized Resellers to adhere to the MAP Policy outlined below (and as modified by EcoVessel from time to time in its sole discretion) for products sold individually or bundled with other third-party products or services.

All Products listed will have a Minimum Retail Price of +/- 10% below Manufacturer's Suggested Retail Price (MSRP) except during the below listed periods.

Listing a price lower than the MAP outside of the allowable "relaxation periods" without prior authorization will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisement of products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines catalogs, mail order catalogs, internet or similar electronic media including websites, forums, email newsletters, email solicitations, television, radio, and public signage. Such website features as "Click for price," automated "bounce

back" pricing e-mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the reseller (rather than by the customer) and this constitutes "advertising" under this MAP Policy.

Prices for EcoVessel products that are below MAP may not appear in any online search tool (e.g.: Google Shopper, Price Grabber, NextTag, etc) where your website is linked as the source. Retailers are permitted to resell EcoVessel products in their own stores and websites. **Retailing on aggregators/reseller/co-op sites such as Amazon and EBay is not permitted without prior expressed written consent from an authorized EcoVessel employee.**

Regarding internet sales, pricing of all EcoVessel products must be displayed on the "Catalog Page" or "Individual Product Page" of your website. Prices with "strike-thru" or no price with a redirection to "Check-out Cart" to see a price that is below MAPP is considered a violation of the MAP Policy.

The sale of any irregular, discontinued products or discontinued colors of carry-over styles may be sold at any price the dealer sees fit. However, any discontinued items must be prominently noted as such in writing to all consumers and reference the model and year the model was last current.

Nothing in this policy is intended to or shall prevent any dealer from setting the price at which the dealer sells any EcoVessel products. Each dealer is solely responsible for determining the actual price at which they sell EcoVessel products. EcoVessel reserves the right to adjust this policy with respect to any or all EcoVessel products at its sole discretion upon seven (7) days advance written notice to EcoVessel dealers. The terms of this policy are confidential and may not be disclosed to other parties.

ENFORCEMENT

EcoVessel has a two-strike policy on MAPP violations. The first strike results in a warning email coupled with a 30-day unauthorized period whereby the Authorized Reseller will not be eligible to purchase EcoVessel products either directly or from any of its distribution partners. The second strike will result in the removal of the partner from the Authorized Reseller program entirely. EcoVessel reserves the right, in its unilateral discretion, to take other action with respect to any reseller that violates this MAP Policy. The MAP Policy will be enforced by Eco Vessel, LLC or a chosen partner at its sole discretion.

By ordering EcoVessel products from Eco Vessel or one of its affiliated dealers or distributors, reseller is automatically agreeing to the Eco Vessel Online Minimum Advertised Pricing (MAP) Policy.

To report a MAPP violation, please email details to: wholesale@ecovessel.com

The following sale windows are approved for all dealers for 2022.

2022 President's Day and Valentine's Day Sale

- o February 7th – February 21st
- o The sale duration can be no longer than 7 days (the days do not have to be consecutive)
- o Start and end dates must be published/announced to the consumer.
- o Maximum discount of 25%

2022 Mother's Day and Memorial Day Sales

- o May 1st – May 31st
- o The sale duration can be no longer than 7 days (the days do not have to be consecutive)
- o Start and end dates must be published/announced to the consumer.
- o Maximum discount of 25%

2022 Father's Day and 4th of July Sale

- o Jun 12th – July 5th
- o The sale duration can be no longer than 7 days (the days do not have to be consecutive)

- o Start and end dates must be published/announced to the consumer.
- o Maximum discount of 20%

2022 Labor Day and Back to School Sale

- o August 1st – September 5th
- o The sale duration can be no longer than 7 days (the days do not have to be consecutive)
- o Start and end dates must be published/announced to the consumer.
- o Maximum discount of 25%

2022 Black Friday/Cyber Week

- o November 25th – November 30th
- o Maximum discount of 30%

2022 Holiday Sale

- o December 1st – December 25th
- o The sale duration can be no longer than 14 days (the days do not have to be consecutive)
- o Start and end dates must be published/announced to the consumer.
- o Maximum discount of 25% and/or free shipping

NOTE – Prices, Terms, and Conditions are subject to change without notice.

In order to protect our brand and maintain our Minimum Advertised Pricing policy (MAP or MAPP), Eco Vessel, LLC, (dba EcoVessel, dba U-Konserve) does not allow Third Party Resellers to sell our products on Amazon, Walmart, eBay, Etsy or other similar marketplaces.