

Terra Biological LLC Minimum Advertised Price Policy (MAPP)

In order to protect our manufacturer's reputation for superior technology and quality products, Terra Biological has adopted a Minimum Advertised Price Policy for selected products.

The policy states as follows:

Selected manufacturers have established a Minimum Advertised Price for selected products. With respect to products for which a Minimum Advertised Price is specified on the current Terra Biological Price List, it is Terra Biological's unilateral policy to cease supplying for a period of one hundred eighty days (180) days, the product in question to any dealer whose advertising of the product (i) fails to display prominently the Minimum Advertised Price for the product as specified on the current Terra Biological price list without any strike through or other obliteration of such Minimum Advertised Price, (ii) contains a price lower than the Minimum Advertised Price set forth in the current Terra Biological Price List.

This policy applies to all forms of dealer advertising including mailings, catalogs, displays at consumer exhibitions and shows, and any and all other forms of advertising media, including, without limitation, the Internet and any other electronic network. Any price information relating to Terra Biological products on the Internet website which can be accessed directly through any hypertext link or by any other method which uses the hypertext transfer protocol (http) is considered to be advertising for purposes of this policy. Electronic mail sent in the direct response to a customer inquiry is not considered to be advertising.

This policy only concerns advertised prices, and does not relate to sales prices of any item. Further, this policy applies equally to all Terra Biological dealers.

The foregoing is a statement of Terra Biological LLC's unilateral policy and expresses the terms upon which we will deal with our customers. This policy may be modified by Terra Biological from time to time. Terra Biological does not seek, nor will it accept, any agreement or understanding with you or anyone else with respect to the prices you may advertise or charge at any time.

Current Terra Biological LLC Price List Effective 9/27/2018

Product	Wholesale Price	Recommended Retail Price	MAP Price	Doctor Markup
benGene	\$25.00/bottle	\$49.00 - \$59.95	\$49.00	96% to 140%
benGene Lozenges	\$30/vial	\$59.95	\$59.95	100%
Jubilance	\$25.00/bottle	\$49.00 - \$59.95	\$49.00	96% to 140%