



MINIMUM ADVERTISED PRICING (MAP) POLICY

March 5, 2018

Overview

So the time has come for our growing company to establish some pricing guidelines for our valued resellers and the sale of the Primal Kitchen products.

To preserve our reputation and provide customers with high value products and strong after-sales support, and to further enhance the Primal Kitchen brand image and its competitiveness in the marketplace, Primal Kitchen is instituting a policy of minimum advertised price standards for Primal Kitchen products.

General Terms

This Minimum Advertised Pricing Policy (“MAP Policy”) will become effective immediately and will apply to distributors and retailers, including catalog and internet retailers (collectively, “Resellers”), who resell Primal Kitchen products to end users located in the United States.

Primal Kitchen greatly values the efforts of all Resellers to distribute Primal Kitchen products and support our customers. This MAP Policy is adopted for the benefit of all Resellers and will be uniformly enforced, with a few very specific exceptions.

MAP Policy

MAP pricing for all Primal Kitchen products can be found on your current price list, which may be amended or adjusted by Primal Kitchen at any time in its sole discretion. The MAP list will identify the effective date, the products and MAP pricing for those products. The initial MAP pricing is attached as Appendix A.

All advertised prices must be at or above MAP for all Primal Kitchen products if a MAP price has been established. Resellers are not required to list prices in advertising. If a price is listed in an advertisement

it must be at or above MAP. Other statements such as “call for price” or “call for quote” are acceptable and permitted.

Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. Primal Kitchen’s MAP policy for all Primal Kitchen products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons.

This MAP Policy applies only to advertised prices and does not apply to the price at which Primal Kitchen products are actually sold or offered for sale to an individual consumer within Resellers’ retail location or over the telephone. Resellers remain free to sell these products at any prices they choose under these circumstances.

From time to time, Primal Kitchen may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Primal Kitchen reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time.

[Pricing Statements](#)

Primal Kitchen’s MAP Policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as “Call for Price” or “Call for Quote.”

[Free Offers Associated with Primal Kitchen Products](#)

Free shipping and/or handling, 0% sales tax promotions do not violate the MAP. The inclusion in advertising of free or discounted products (whether made by Primal Kitchen or another manufacturer) with a product covered by this MAP

Policy would be contrary to this MAP Policy if it has the effect of discounting the advertised price of the covered Primal Kitchen products.

All Primal Kitchen Products Price Matching Policies

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of Primal Kitchen's MAP Policy. Advertised price must always be at MAP or higher.

Failure to Comply with the MAP Policy

At the sole discretion of Primal Kitchen, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all Primal Kitchen products both direct as well as through distribution.

Primal Kitchen MAP enforcement

Violations from Authorized Resellers will need to be corrected within 24 hours of notification, or the account will be suspended until the MAP violation has been corrected.



Appendix A – MAP List

March 5, 2018

Mayo:

Single: \$9.95

3 Pack: \$29.85

Dressings:

Single: \$6.95

3 Pack: \$20.85

Bars:

12 Pack \$35.40

6 Pack \$17.70

Avocado Oil:

500ml single \$12.95

500ml (3 pack) \$38.80

Extra Virgin Avocado Oil:

250ml single \$12.95

250ml (3 pack) \$38.85

Primal Fuel:

Single Canister: \$49.95

Collagen Fuel:

Single Canister: \$39.99

12pck Single Serves: \$34.95

Unflavored Collagen Peptides:

11b bag: \$34.95

Primal Master Formula:

Single Canister: \$129.95

Primal Damage Control:

Single Bottle: \$49.95

Primal Probiotics:

Single Bottle: \$29.95

Primal Sun:

Single Bottle \$24.95

Primal Calm:

Single Bottle: \$29.95