

The Company of Animals
13606 Xavier Lane, Suite D
Broomfield, Colorado 80023

January 15, 2020

Company of Animals Vendor Partner,

We are writing to inform you that The Company of Animals has adopted a new Internet Minimum Advertised Price (IMAP) policy. This policy, like its predecessors, has been implemented in order to create a fair and competitive marketplace for all retail partners and to protect the value of our brands.

Unilateral Policy

You are free to decide whether to follow this policy. This policy does not constitute an agreement between you and The Company of Animals, and The Company of Animals is not seeking a response from you. This IMAP policy immediately supersedes all other IMAP and MAP Policies previously put in place by The Company of Animals. Although you remain free to resell The Company of Animals products at the price of your choosing, effective immediately we will cancel all orders and indefinitely terminate any supply relationship with a reseller and/or their distributor that The Company of Animals determines has advertised, offered, or sold our products at a net retail sales price that is less than the Internet Minimum Advertised Price (as defined below) set, and/or has advertised, offered, or sold our products on a 3rd party marketplace without prior written permission. This policy is non-negotiable. Upon violation of the policy, The Company of Animals will immediately cease all product shipments to the violating reseller or distributor. Probationary or suspension periods will not be permitted.

3rd Party Marketplaces

In order to comply, no seller may sell Company of Animals products on 3rd party marketplaces, including, but not limited to, Amazon, Walmart.com, eBay, Rakuten, and more, without prior written consent from the Company of Animals. No distributor may sell to 3rd party marketplace

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sellers without prior written consent from the Company of Animals. For approval, please submit requests at OfficeUS@wearecoa.com

Minimum Advertised Price

In order to comply, authorized resellers, and customers thereof, must never advertise The Company of Animals products below the specified IMAP. “Advertised Price” includes any pricing visible to consumers and includes, but is not limited to, sales on Amazon, 3rd party marketplaces, eBay, e-commerce websites, social media advertisements, email or any other forms of electronic communication.

The Company of Animals reserves the right to add any reseller or distributor to our “Do Not Ship” list at any time, with or without warnings. The Company of Animals reserves the right to adjust IMAP pricing and policies.

We thank you for your continued support. If you have any questions, please contact us at OfficeUS@wearecoa.com

Best Regards,

The Company of Animals IMAP team