



*The best treats for the most loved pets.™*



SINGLE  
INGREDIENT



FULL OF  
OMEGA - 3



ZERO ADDITIVES  
OR PRESERVATIVES



100%  
DIGESTIBLE



PROMOTES  
DENTAL HEALTH

IcelandicPlus, LLC (dba Icelandic+)  
MINIMUM ADVERTISED PRICE POLICY FOR AUTHORIZED DEALERS  
(Current Policy Period: 01/01/2018 to 01/02/2021)

IcelandicPlus, LLC has unilaterally determined that its interests are best served by adopting a Minimum Advertised Price Policy (MAP Policy) for Authorized Dealers, effective as of January 1<sup>st</sup>, 2018. The MAP Policy is designed to help ensure the long-term viability of the ICELANDIC+ brand and to help protect the investment of ICELANDIC+'s Authorized Dealers that provide valuable services to their customers. The MAP Policy will help support the ICELANDIC+ brand as products of high quality, with a premium image earned through extensive product and market development activities. The MAP Policy protects both the brand equity established by ICELANDIC+ as well as the investments made by ICELANDIC+'s Authorized Dealers in promoting natural and pure Iceland sourced treats.

**ICELANDIC+ MINIMUM ADVERTISED PRICE POLICY**

ICELANDIC+ has adopted the MAP Policy, with an effective date of January 1<sup>st</sup>, 2018. Pursuant to the MAP Policy, ICELANDIC+ will periodically establish minimum prices at which our products may be advertised ("MAP" or "MAPs"). ICELANDIC+ reserves the right to change, update or terminate MAPs at any time and for any reason in its sole discretion with reasonable notification to Authorized Dealers.

Listing a price below the MAP in any advertising will constitute a violation of the MAP Policy. Any advertisement listing a price at or above the MAP along with an offer or promotion which, in conjunction with such offer or promotion, lowers the advertised price below the MAP will be in violation of the MAP Policy. This includes absolute price point minimums and also maximum dollars off and percentage discounts that result in an effective advertised price point below the MAP. The MAP Policy applies to all forms of advertising in all media, including without limitation print, radio, television, internet, coupons, mailers, inserts, flyers, posters, email blasts, web forums, social media, and public signage.

Regarding sales of ICELANDIC+'s products online, nothing in this policy prohibits ICELANDIC+'s Authorized Dealers who advertise online from communicating an actual sales price by using features such as "Call for Pricing," "Add to Cart to See Price," "See Price in Cart," "To View Price, Add to Your Shopping Cart," "Price Unavailable–Click to See More," or any similar feature, as long as the final net advertised price to the consumer is not less than MAP. Once the pricing is associated with an intent to purchase (added to shopping cart), the price becomes the selling price and is not bound by the MAP policy.

Authorized Dealers with multiple locations violating the policy in one location will be deemed to have violated the policy in all locations.

Advertisements claiming "price matching" or "lowest available price" are not restricted by this policy, provided they do not list pricing below the MAP. Advertisements in relation to loyalty programs that apply a discount in exchange for the consumer agreeing to a subscription purchase or an automatically recurring purchase may advertise a price up to 10% below the MAP for products sold pursuant to such program. In addition, discounts applied at checkout do not violate the MAP policy period.

ICELANDIC+ reserves the right to temporarily suspend the MAP Policy on select Stock Keeping Units ("SKU"), providing for the ability to run ICELANDIC+ initiated promotions that may include advertising below MAP. Any exceptions to the MAP Policy, temporary or otherwise, require written authorization from the ICELANDIC+'s Sales Associate that covers the Authorized Dealer.

## **Unilateral Policy**

This MAP Policy has been unilaterally adopted by ICELANDIC+ and will be uniformly enforced. ICELANDIC+ reserves the right to enforce the MAP Policy through a variety of measures that it may determine in its sole discretion, up to and including elimination of trade funding and discontinuation of sales. The MAP Policy shall be enforced and interpreted in accordance with all applicable laws. You are free to decide whether to follow this MAP Policy. This MAP Policy is non-negotiable and does not constitute an agreement between you and ICELANDIC+ and ICELANDIC+ is not seeking, and will not accept, a response or any assurance of compliance from you. This MAP Policy will not be altered for any Authorized Dealer.

## **Violations of this MAP Policy**

This MAP Policy applies only to MAPs, does not establish maximum advertised prices, and does not apply to the price at which ICELANDIC+ products are actually sold. Although each Authorized Dealer remains free to establish its own resale prices, ICELANDIC+, without assuming any liability, and without prior notice or warning, may unilaterally take one or more of the following actions immediately following verification by ICELANDIC+, in its sole satisfaction, that such Authorized Dealer has violated this MAP Policy by advertising one or more ICELANDIC+ products at a final net price to consumer less than the corresponding MAP(s) established by ICELANDIC+.

Violations of this MAP Policy shall be determined by ICELANDIC+ in its sole discretion. ICELANDIC+ will not accept any communication from an Authorized Dealer who has violated this MAP Policy regarding the violation or the willingness of the Authorized Dealer to bring its prices into compliance with this MAP Policy. Each violation of this MAP Policy for every SKU with a MAP will be considered a separate and distinct violation of this MAP Policy.

Without limiting ICELANDIC+'s right to take whatever action it deems appropriate in response to a violation of this MAP Policy, the following are examples of possible actions ICELANDIC+ may take in response to violations of the MAP Policy:

### **Examples of Actions for First violation during the Policy Period:**

ICELANDIC+ may (i) place the Authorized Dealer on a Do Not Sell list, or the equivalent issued to each ICELANDIC+ distributor, and no new orders of the SKU of the product that was the subject of the first violation of the MAP Policy will be accepted from such Authorized Dealer for a 14-day period, (ii) reduce or eliminate any and all trade funding and Promotional Buying for a 14-day period, (iii) increase price(s) for the SKU, (iv) terminate its relationship with the Authorized Dealer, or any combination or other action ICELANDIC+ may choose.

### **Examples of Actions for Second violation during the Policy Period:**

ICELANDIC+ may (i) place the Authorized Dealer on a Do Not Sell list, or the equivalent issued to each ICELANDIC+ distributor, and no new orders of the SKU of the product that was the subject of the first violation of the MAP Policy will be accepted from such Authorized Dealer for a 30-day period, (ii) reduce or eliminate any and all trade funding and Promotional Buying for a 30-day period, (iii) increase price(s) for the SKU for a 30-day period, (iv) terminate its relationship with the Authorized Dealer, or any combination or other action ICELANDIC+ may choose.

### **Examples of Actions for Third violation during the Policy Period:**

ICELANDIC+ may (i) place the Authorized Dealer on a Do Not Sell list, or the equivalent issued to each ICELANDIC+ distributor, and no new orders of any SKU of the ICELANDIC+ family of product line will be accepted from such Authorized Dealer for a 180-day period, (ii) reduce or eliminate any and all trade funding and Promotional Buying for a 180-day period, (iii) increase price(s) for all SKUs for a 180-day period, (iv) terminate its relationship with the Authorized Dealer, or any combination or other action ICELANDIC+ may choose.

## **Examples of Actions for Fourth violation during the Policy Period:**

ICELANDIC+ may (i) place the Authorized Dealer on a Do Not Sell list, or the equivalent issued to each ICELANDIC+ distributor, and no new orders of any SKU of the ICELANDIC+ family of product line will be accepted from such Authorized Dealer for a 1 Year Period, (ii) reduce or eliminate any and all trade funding and Promotional Buying to an Authorized Dealer for a 1 Year period, (iii) increase price(s) for all SKUs, (iv) terminate its relationship with the Authorized Dealer, or any combination or other action ICELANDIC+ may choose. ICELANDIC+ reserves the right, in its sole and unilateral discretion, to take any other action with respect to any Authorized Dealer that violates this MAP Policy, in addition to or in lieu of those described above.

## **Questions, Additional Information or Information Regarding Potential Violations**

All questions or comments regarding this MAP Policy (which must be in writing) must be addressed to the following person (the “MAP Policy Administrator”):

ICELANDIC+

Attn: MAP Policy Administrator

e-mail: [MapPolicy@Icelandicplus.com](mailto:MapPolicy@Icelandicplus.com)

The MAP Policy Administrator is solely responsible for answering questions regarding this MAP Policy, commenting on this MAP Policy, accepting information regarding potential violation, determining whether a violation of this MAP Policy has occurred, and communications regarding sanctions imposed under this MAP Policy.