



Here at Treat Planet our success is tied to the success of our retail partners and in order to ensure that all of our resellers can effectively sell our products, continue to support our brand as a premium natural offering and avoid intra-brand channel conflict, Treat Planet has unilaterally adopted an Internet Minimum Advertised Price Policy (“IMAP Policy”). Evergreen Holdings, a Missouri Corporation (Herein "Treat Planet, Etta Says, Hare Of The Dog, Snicky Snaks, Kitty Kitty and Sharables brand products") This Policy is applicable to ALL Treat Planet wholesale, retail distributors, retailers or any Treat Planet Reseller (“Reseller”) effective January 1, 2021.

This Policy applies to the products listed within the initial email submitted to the organization; other products may be specified from time to time (“Treat Planet”). This Policy does not apply to discontinued merchandise, special offers, or closeouts as clearly identified by Treat Planet. This Policy applies only to Internet advertised prices and is not intended to restrict the wholesale and retail distributors’ resale prices.

Resellers may not advertise or otherwise promote Treat Planet Brand Products specified in this Policy over the Internet at a price less than the “Internet Minimum Advertised Price.” The Internet Minimum Advertised Price is specified on the IMAP Pricing Treat Planet 2021 document attached to the initial email submitted to the organization. The advertised price shall not be distorted or partially obscured by any visual markings, but statements such as “call for price,” “call for quote,” “click for price” or “add to cart for price” are acceptable.

It is Treat Planet’s policy that any Reseller that advertises or otherwise promotes Treat Planet Products specified in this Policy at a price less than the Internet Minimum Advertised Price shall not be eligible for Co-op Marketing Funds and/or Sales Rebate (collectively “Funds”), as applicable, or shall be suspended from purchasing Treat Planet Brand Products specified in this Policy or both. If such Reseller has already received Funds, Treat Planet may unilaterally deduct up to an equivalent amount of future Funds.

Treat Planet reserves the right to reject any and all purchase orders for Treat Planet Brand Products specified in this Policy from any Reseller who continues to advertise or otherwise promote Treat Planet Brand Products specified in this Policy at a price less than the Internet Minimum Advertised Price.

Treat Planet will independently review the status of all Resellers, including those previously suspended for not complying with this Policy, and will enforce this Policy in accordance with its internal review process. Treat Planet, at its sole discretion, reserves the right to reinstate previously suspended Resellers. Decisions made by Treat Planet as a result of its internal review process are those of Treat Planet alone and will be made independently, without reference or input from any Treat Planet Resellers.

Products specified in this policy are being advertised in compliance with this policy and will unilaterally apply this policy as we believe is warranted. Our employees and sales representatives have been advised that this policy speaks for itself. All inquiries can be emailed to Treat Planet, LLC at bdennis@treatplanet.com.

Company Name: _____

Representative Name: _____

Representative Signature: _____

Date: _____ Preferred Distributor: _____

This policy is subject to change at any time by Treat Planet