

**Fountain of Health Supplements, LLC d/b/a Fountain of Health CBD
("FOH" or "Company") Minimum Advertised Price ("MAP") Policy**

a. Purpose of FOH's MAP Policy

FOH believes that the demand for its products, and the Company's market position, are enhanced by establishing and maintaining a pricing structure that, while competitive, positions its Products as a "high-quality" rather than "low-cost" brand. FOH intends to discourage its resellers in all marketing channels from diminishing the quality and image of its products through advertising and sales that are not reflective of that image, and ultimately to discontinue selling its products to resellers that disrespect the Company's stated marketing philosophy.

b. Policy Terms and Scope

It is Company's policy that products distributed by Company to an end consumer may not be advertised, including any sales on a Customer's or Third Party's internet site, at prices lower than those established by Company. Specifically, no reseller shall advertise any FOH product to any such customer at a discount less than twenty-five percent (25%) from the FOH published manufacturer suggested retail price (MSRP).

The advertising covered by this policy is any communication with prospective purchasers through any sales channel where the advertised price is accessible to purchasers. This includes, but is not limited to, print advertisements, newspaper advertisements, mail, catalogs, or sale flyers, radio advertisements, television advertisements, the World Wide Web, e-mail, device apps, RSS, ATOM, IRC, instant messaging, social-networking, social media services and microblogging services whether across public or private networks.

The inclusion in advertising of free or discounted products with a product covered by this policy is prohibited if it has the effect of discounting the advertised price of Company product below the then-current minimum suggested retail price established by Company. This policy does not prohibit the following promotions or incentives so long as they apply to all products offered on a reseller's website and not only to Company products:

- Free shipping;
- Promotion or coupon codes which are applied on the checkout page;
- Site-wide discounts, so long as such promotions are for a limited time (e.g. Black Friday, Cyber Monday, anniversary sale, etc.).

c. Online Outlet and Online Reseller Regulations

FOH distributors are authorized to resell Company products on the internet via their own websites or other outlets provided that the pricing for any such site is in compliance with this Policy. FOH distributors shall not advertise Company products in violation of this policy through other marketplace websites including but not limited to eBay, Walmart, Amazon Marketplace, etc. All such actions are strictly prohibited, and FOH reserves the right to pursue any available remedies against reseller for a violation of the terms of this Policy.

FOH distributors shall not sell Company products to customers that resell on the internet in violation of this MAP policy after notification from FOH of the violation committed by such person or entity.

d. Acceptable Practices

The FOH MAP Policy does not in any way limit the ability of any re-seller to advertise that they “have the lowest prices” or use other phrases of similar meaning. Prices may be omitted from advertisements, or may appear as “strike-through” or “mark-out” prices, provided that such price in the advertisement is at or above the MAP. The FOH MAP does not establish maximum advertised prices and retailers may advertise products at any price in excess of the MAP established for such item.

e. Enforcement of FOH MAP Policy

FOH will administer its MAP Policy in its sole discretion. FOH will monitor the practices of distributors and resellers either directly or via 3rd party agencies and/or analytical tools in all markets. FOH distributors are expected to provide reasonable cooperation in any FOH investigations regarding possible MAP Policy violations. Hindering or otherwise failing to cooperate with an FOH MAP Policy investigation will be considered a violation of the MAP Policy. If we discover that a distributor or reseller is engaging in any inconsistent practice as described above, FOH may, but is not required to, take the following actions:

- Cancellation of any pending order, or restriction of future orders;
- Suspension of the ability to access or purchase new products and/or specific FOH SKU;
- Termination of FOH’s business relationship with non-compliant distributors.

f. Reservation of Rights

From time to time, FOH may choose to offer special promotions on certain products. In that event, we reserve the right to modify or suspend this policy in whole or in part by notifying all distributors of the duration and nature of the change. This policy does not require distributors to advertise prices on their websites, nor does it establish maximum advertised prices. Distributors are to supply a copy of this policy to any new or existing reseller.