



## U.S. MINIMUM ADVERTISED PRICE POLICY

### 1. INTRODUCTION

We recognize that our success is tied to the success of our network of select authorized resellers. We also know that many of our resellers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discouraging price-based advertising that would be detrimental to our service and support efforts. As a result, Rishi has unilaterally established this Minimum Advertised Price (“MAP”) Policy.

### 2. POLICY STATEMENT

Rishi, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at a price lower than the MAP.

### 3. GENERAL GUIDELINES

A. The products covered by this policy are listed in Section 6 (“MAP Products”). Rishi may, in its sole discretion, modify this list from time to time.

B. Rishi recognizes that resellers are free to make their own decisions to advertise and sell any Rishi product at any price they choose, without consulting or advising Rishi. Similarly, Rishi will exercise its right to make its own decisions regarding marketing materials, point-of-purchase displays, product allocation, new product availability, or future promotional programs.

C. The MAP Policy applies to advertised prices, not the price at which MAP Products are actually sold or offered for sale to an individual in-store or over the telephone.

D. Rishi believes in maintaining a well regulated and fair marketplace for all its authorized resellers.

### 4. ADVERTISING GUIDELINES

A. The MAP Policy applies to all advertisements of MAP Products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage, as well as internet sites, social media sites, apps, or any other electronic media.

B. The MAP Policy does not apply to solely on-premise or in-store advertising that is not distributed to customers.



C. Website features such as “click for price,” automated “bounce-back” pricing e-mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer’s shopping cart and other similar features are considered to be communications initiated by the dealer (rather than by the customer) and thereby constitute “advertising” under this MAP Policy.

D. It shall not be a violation of this MAP Policy to advertise that a customer may “call for price” or “e-mail for price,” or to use similar language, specifically with respect to Rishi products, so long as no price is listed.

E. This MAP Policy also applies to any activity which Rishi determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for “group purchases” and the like.

F. It shall not be a violation of this MAP Policy to advertise in general that the reseller has “the lowest prices” or will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.

G. From time to time, Rishi may permit a reseller to advertise MAP Products at prices lower than the MAP retail price. In such events, Rishi reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

## 5. POLICY ENFORCEMENT

A. Rishi is solely responsible for determining whether a violation of the MAP Policy has occurred, as well as determining appropriate sanctions.

B. Rishi monitors the advertised prices of resellers, either directly or via the use of third-party agencies or tools. Resellers are expected to provide reasonable cooperation in any delaying, or otherwise failing to cooperate with a Rishi MAP Policy investigation is a violation of this MAP Policy.

## 6. LIST OF MAP PRODUCTS

Product Description	VIN	UPC	MAP	SRP	East Item Code	West Item Code
Moonlight Jasmine Loose Leaf Retail Tin	OMJ6CS	7-41391-97654-2	\$16.99	\$17.99	190138	22984
Sencha Loose Leaf Retail Tin	OSEN6CS	7-41391-06379-2	\$13.99	\$14.99	177069	44118
Matcha Super Green Loose Leaf Retail Tin	OSG6CS	7-41391-97023-6	\$16.99	\$17.99	177071	44119
Earl Grey Loose Leaf Retail Tin	OEG6CS	7-41391-06368-6	\$8.99	\$9.99	177062	12369
Masala Chai Loose Leaf Retail Tin	OMC6CS	7-41391-06375-4	\$8.99	\$9.99	177065	44132
Turmeric Ginger Loose Leaf Retail Tin	OTUR6CS	7-41391-97018-2	\$8.99	\$9.99	177075	44131
Turmeric Chai Loose Leaf Retail Tin	OTURCH6CS	7-41391-97689-4	\$11.99	\$12.99	NEW	NEW
Turmeric Mango Loose Leaf Retail Tin	OTM6CS	7-41391-97691-7	\$11.99	\$12.99	NEW	NEW
Dandelion Detox Loose Leaf Retail Tin	ODD6CS	7-41391-97687-0	\$11.99	\$12.99	NEW	NEW



Product Description	VIN	UPC	MAP	SRP	East Item Code	West Item Code
Matcha Ginger Buzz Loose Leaf Retail Tin	OMGB6CS	7-41391-97685-6	\$11.99	\$12.99	NEW	NEW
Blueberry Hibiscus Retail Tea Sachets	OBHRTTB6CS	7-41391-97379-4	\$7.49	\$8.99	158809	33936
Chamomile Medley Retail Tea Sachets	OCMRTTB6CS	7-41391-97382-4	\$7.49	\$8.99	161784	44143
Earl Grey Retail Tea Sachets	OEGRTTB6CS	7-41391-97385-5	\$7.49	\$8.99	158810	33937
English Breakfast Retail Tea Sachets	OEBRTTB6CS	7-41391-97386-2	\$7.49	\$8.99	158811	33938
Green Tea Mint Retail Tea Sachets	OGTMRTTB6CS	7-41391-97394-7	\$7.49	\$8.99	160853	54980
Jade Cloud Retail Tea Sachets	OJCRTTB6CS	7-41391-97387-9	\$7.49	\$8.99	160855	
Jasmine Tea Retail Tea Sachets	OJTRTTB6CS	7-41391-97390-9	\$7.49	\$8.99	158812	33939
Masala Chai Retail Tea Sachets	OMCRTTB6CS	7-41391-97388-6	\$7.49	\$8.99	158813	33940
Matcha Super Green Retail Tea Sachets	OSGRTTB6CS	7-41391-97392-3	\$7.49	\$8.99	158814	33941
Sencha Retail Tea Sachets	OSENRTTB6CS	7-41391-97393-0	\$7.49	\$8.99	160844	54956
Turmeric Ginger Retail Tea Sachets	OTURRTTB6CS	7-41391-97381-7	\$7.49	\$8.99	158817	33944
Turmeric Mango Retail Tea Sachets	OTMRTTB6CS	7-41391-97697-9	\$7.49	\$8.99	217931	46614
Dandelion Detox Retail Tea Sachets	ODDRTTB6CS	7-41391-97695-5	\$7.49	\$8.99	217935	46618
Matcha Gyokuro Retail Tea Sachets	OMATGYOCRTTB6CS	7-41391-97699-3	\$7.49	\$8.99	217932	46615
Matcha Ginger Buzz Retail Tea Sachets	OMGBRTTB6CS	7-41391-97698-6	\$7.49	\$8.99	217934	46617
Turmeric Chai Retail Tea Sachets	OTURCHRTTB6CS	7-41391-97696-2	\$7.49	\$8.99	222871	
Matcha Sticks	MATSTK6CS	7-41391-11201-8	\$15.99	\$19.99	185067	79219
Sweet Matcha Powder	SMP6CS	7-41391-08211-3	\$6.99	\$9.99	161839	44154
Teahouse Matcha	TEAMAT6CS	7-41391-97358-9	\$15.99	\$17.99	177027	44121
Everyday Matcha	OEDMAT6CS	7-41391-97656-6	\$17.99	\$19.99	190139	22985
Masala Chai Concentrate	OMCCTPEA	7-41391-95391-8	\$6.99	\$6.99	147516	
Turmeric Ginger Chai Concentrate	OTGCCTPEA	7-41391-97644-3	\$6.99	\$6.99	183722	02087
Rishi Filters	TB107	7-41391-97012-0	\$4.99	\$4.99	194645	
Green Tea Mint Loose Leaf Retail Tin	OGTM6CS	7-41391-06363-1	\$8.99	\$9.99		
EU Jasmine Peel Retail Tin	EUJP6CS	7-41391-97652-8	\$22.99	\$23.99	185134	79221
Hibiscus Berry Loose Leaf Retail Tin	OHIB6-CS	7-41391-9700-1	\$8.99	\$9.99	177074	
Peach Blossom Loose Leaf Retail Tin	OPBL6-CS	7-41391-0105-4	\$8.99	\$9.99	177076	
Breakfast Loose Leaf Retail Tin	OCB6-CS	7-41391-0516-5	\$8.99	\$9.99	177058	
Chamomile Medley Loose Leaf Retail Tin	OCM6-CS	7-41391-9700-2	\$8.99	\$9.99	194646	

