



NUBEST MINIMUM ADVERTISED PRICING POLICY

In order to preserve high quality presentation of NuBest products and its brand image, ensure high margins for resellers, as well as enhance customer satisfaction, NuBest unilaterally adopts this Minimum Advertised Pricing Policy (“MAP Policy” or “Policy”).

This MAP Policy applies to all distributors, brokers and retailers (collectively “resellers” and individually “reseller”) who resell NuBest products (collectively “Products” and individually “Product”) to end users. By purchasing NuBest products for retail sale, Resellers are agreeing to abide by these terms and conditions.

MAP Policy Guidelines

- 1.** This MAP Policy applies to advertised prices in any and all media, including but not limited to the internet or similar electronic media (search engines, website, online marketplaces, banner ads, broadcast emails, mobile phone messaging, destination pages, etc.), print ads (inserts, magazines, newspapers, brochures, leaflets), broadcast (radio, TV, instant messaging), catalogs, direct mailers, and outdoor (billboards, banners, etc.) Resellers are responsible for ensuring their pricing is at or above the MAP on any and all public advertisements.
- 2.** Once the pricing is associated with an intent to purchase (added to shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. The Policy is directed at advertised retail prices only and not at the prices actually charged by Resellers. Discounts applied at checkout based on a customer’s purchasing history with the Reseller, such as discounts for “loyal customers”, do not violate this MAP Policy.

3. Unit price

NuBest publishes Manufacturer's Suggested Retail Prices ("MSRP") for its Products at the official website www.nubest.com, which may be amended or adjusted by NuBest in its sole discretion. Advertisements that target audience and/or end users in either the United States, Canada, Australia, Singapore, or the United Kingdom must ensure that the unit price of a Product matches its MSRP as clarified in the Exhibit A of this Policy, except during a time-bound promotional program that is approved in advance by NuBest pursuant to Article 5 of this Policy.

For other markets outside the regions above, if an agreement between NuBest and a local exclusive distributor is in effect, the exclusive distributor is authorized to establish, implement, and monitor a customized MAP policy for its controlled market, pursuant to the agreed upon terms and conditions of the agreement. To prevent damaging NuBest brand through channel conflict, the exclusive distributor can proactively act on any MAP infringement in its controlled market without an enforcement request from NuBest. Please contact us at partners@nubest.com to check if an exclusive distributor is available in your target region.

Resellers in any market that is not bound by either the Exhibit A or a local exclusive distributor's customized MAP policy must not advertise retail prices lower than 70% of the MSRP.

4. Bundle price

To complement the use of Products, enhance customer experience, and encourage consistent use of vitamins as a part of a recommended regimen, NuBest offers direct discounts on bundles of the same UPC (also referred to as "packs") or multiple UPCs at its official website www.nubest.com, which may be adjusted from time to time.

Resellers are allowed to advertise similar bundles or packs of Products, which can include up to 12 items per bundle/pack. In order to avoid confusing customers about Product value and brand image, the original MSRP of such bundles must be displayed in the form of strike-through prices alongside the advertised prices.

5. Advertised promotional price

From time to time, a Reseller's promotional program may unintentionally induce advertisements of prices below the regular MAP due to technical limitations of the selling site. In such cases, the Reseller must ensure that their advertising is time-bound and the advertised prices are not below a threshold approved in advance by NuBest. We must be notified of such promotional advertisements via partners@nubest.com no later than 48 hours prior to the launch of the promotional program.

Resellers shall also specify discount rate and discount duration of the program in writing via email. Such programs include but are not limited to offering coupons, discounts, rebates, store-wide or department sales, and free gift with purchase. Any non-notice or delay in notice about such advertised promotional prices will constitute infringement of this MAP Policy.

6. The MAP Policy does not apply to prices displayed by Resellers to wholesale buyers. To avoid MAP infringement and channel conflict, wholesale advertising must not be confused with retail pricing and shall be visible to wholesale channels only. In any marketplace or region controlled by an authorized exclusive distributor, wholesale prices are advertised and monitored by such a distributor at its sole discretion.

7. NuBest does not determine maximum advertised prices. All Resellers may offer NuBest Products at any price in excess of the MSRP.

8. NuBest does not intend to do business with Resellers who degrade the image of NuBest and its products, and the Company 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 MAP. Intentional and/or repeated failure to abide by this MAP Policy will result in sanctions unilaterally imposed by NuBest, Inc.

9. NuBest enforces this MAP Policy at its sole discretion. The Policy is solely within NuBest's authority acting through the duly authorized managers of NuBest (Administrators). The MAP Policy Administrators shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Resellers regarding the policy, and receiving any communications

regarding sanctions imposed under this Policy. Any action taken by NuBest under this MAP Policy shall be without liability to NuBest, Inc.

10. NuBest's employees, sales representatives, brokers, and distributor representatives are NOT permitted to modify, waive, or in any way amend this MAP Policy. Any representation or action by any employee, sales representative or person not specifically authorized to discuss, modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid.

All questions about this MAP Policy should be in writing and directed to MAP Policy Administrators at partners@nubest.com. No oral communications about this MAP Policy are authorized.

11. NuBest will not respond to questions or comments from one Reseller about the activities or advertising of any other Reseller. Within a market controlled by an exclusive distributor, such a distributor can monitor MAP implementation and act on MAP infringement without an enforcement request from NuBest.

12. Distributors of NuBest Products will make available a copy of this MAP Policy to any new or existing Reseller(s) that the Distributor services.

EXHIBIT A

NuBest MSRP and MAP List

**For advertisements to end users in the United States, Canada, Australia, Singapore,
and the United Kingdom**

(Manufacturer's Suggested Retail Price and Minimum Advertised Price in USD)

Product	UPC	MSRP	MAP
NuBest Tall (60 capsules, for age 5+)	850011016046	\$55.00	\$55.00
NuBest Tall 10+ (60 capsules, for age 10+)	850011016022	\$55.00	\$55.00
NuBest Tall Protein, Chocolate flavor (15 servings)	850011016886	\$45.99	\$45.99
NuBest Tall Protein, Vanilla flavor (10 servings)	850011016008	\$35.99	\$35.99
NuBest Tall Kids (60 vegan tablets, for age 2-9)	850011016381	\$39.00	\$39.00
NuBest Tall Kids (90 vegan tablets, for age 2-9)	850011016039	\$55.00	\$55.00
Bone Xtra (120 vegan tablets, for teens & adults)	850011016633	\$29.99	\$29.99
Grow Power (60 capsules, for age 10+)	850011016060	\$38.79	\$38.79
Doctor Taller (60 vegan capsules, for age 8+)	850011016138	\$59.00	\$59.00
Doctor Taller Kids (60 tablets, for age 2-9)	850011016558	\$39.90	\$39.90
Doctor Taller Kids (90 tablets, for age 2-9)	850011016206	\$59.00	\$59.00
Doctor Plus (60 capsules)	850011016169	\$57.00	\$57.00

NuBest White (60 vegan capsules)	850011016114	\$48.00	\$48.00
Collagen NuBest (90 capsules)	850011016091	\$32.89	\$32.89
NuBrain (60 vegan capsules)	850011016084	\$39.00	\$39.00
Men's Multi (60 vegan capsules)	850011016237	\$32.89	\$32.89
Women's Multi (60 vegan capsules)	850011016602	\$32.89	\$32.89
Joint Xtra (90 capsules)	850011016190	\$39.89	\$39.89
Blood Sugar (60 vegan capsules)	850011016732	\$28.89	\$28.89
Hair Xtra (60 vegan capsules)	850011016725	\$28.89	\$28.89
LiverTox (60 vegan capsules)	850011016657	\$28.89	\$28.89
Sleep Xtra (60 vegan capsules)	850011016671	\$23.89	\$23.89