

**Kent Nutrition Group, Inc.  
Minimum Advertised Price (MAP) Policy**

Kent Nutrition Group, Inc. (KNG) is a company that produces and markets premium products for commercial and companion animals. KNG has put in significant efforts to create a strong brand image and establish a devoted customer base among livestock producers, pet owners, and rural enthusiasts, as well as retailers who provide exceptional service and educate consumers about the quality and benefits of our product lines.

Effective December 15, 2023, KNG has adopted a revised Minimum Advertised Price (MAP) Policy for all covered premium branded products sold or resold in the United States. The main objective is to support the sales of our brands and our reselling partners. Our MAP Policy requires that all KNG product sellers providing online pricing must price and promote KNG products in accordance with this policy. Please refer to the attached list for the covered products. KNG may change the covered products and applicable MAP from time to time. You will receive notice of any change thirty days before the effective date.

KNG reserves the right to stop doing business with, decrease or remove trade spending, and/or temporarily halt shipments to any customer who (1) advertises our products at a price below the MAP, (2) sells to any reseller whom the customer has reason to believe is violating this policy, or (3) otherwise violates this policy. All customers and resellers must ensure that they comply with this policy every time they publish or advertise a price for a covered KNG product through any medium.

It is important to note that this MAP Policy is not a mutual agreement but rather a unilateral one. KNG reserves the right to modify this policy at any time at its sole discretion, which will be enforced unilaterally by KNG. KNG's employees and agents are not authorized to modify, grant exceptions, or discuss violations with customers or resellers. Please refrain from discussing this policy, including any perceived violations, with any KNG employee or agent unless you receive communication from a member of KNG's Compliance Committee. A KNG employee can submit temporary promotion exceptions, ask questions about the policy, or report violations by email to [KNGCompliance@Kentww.com](mailto:KNGCompliance@Kentww.com). Depending on the situation, a KNG employee may or may not take action or respond.

The following actions are **violations** of the MAP Policy:

1. Causing any of the covered KNG products to be included in any **advertisement** at an **advertised price** lower than the **MAP** then in effect.
  - a. The term "**advertisement**" refers to any form of communication through any medium, including newspapers, magazines, billboards, flyers, radio, television, consumer exhibitions, direct mail, email, or the Internet. Additionally, any pricing information related to the covered products on a website that can be accessed

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directly through any hypertext link or through any other method that uses the hypertext transfer protocol (HTTP) is considered an advertisement.

- b. The term "**advertised price**" refers to the price that results after any coupons, rebates, discounts, percentage-offs, giveaways, or other discounts associated with the product or category advertisement have been applied. It's important to note that any free or reduced shipping and handling offered for the product is not included in the advertised price.
2. Reselling or transferring KNG products to anyone you have reason to know violates this policy. You are responsible for communicating and enforcing this MAP Policy concerning any of your downstream reselling customers.
3. Causing any KNG products to be sold or included in any advertisement using a retailer or seller name different from the one used to purchase the product from KNG or an authorized distributor without prior notification to KNG. You must immediately provide KNG with a list of all names under which you intend to sell or advertise KNG products.
4. Engaging in the advertisement, marketing, importation, manufacture, distribution, or sale of any product that infringes KNG's intellectual property rights (e.g., sales of "knock-off" or counterfeit products).

The following advertising is accepted and is **NOT a violation** of the MAP Policy:

1. Promotions, rebates, coupons, or close-out sales sponsored or initiated by KNG.
2. Auto-ship or other retailer coupons or promotions that are universally applied store or platform-wide and are not explicitly branded for any KNG products (e.g., 10% discount off any purchase, 5% discount for auto-ship service, etc.). Allowable discounts must be store or platform-wide. Category-only discounts will still be considered in determining the advertised price.
3. "Yellow Tag" or Temporary Price Reduction prices that are not promoted in any way outside of the brick-and-mortar store where the transaction occurs.
4. Initial discounts are provided to all first-time customers.
5. Promotions on discontinued products.
6. **Temporary Promotions** if the following criteria are met:
  - a. Promotion scheduled and approved by KNG at least 30 days before the start of the promotion.
  - b. No more than one (1) Temporary Promotion per brand per calendar year.
  - c. Temporary promotion lasts no more than 7 consecutive days.

**Exhibit A**

**Kent Nutrition Group, Inc.  
KENT® / BLUE SEAL®  
Products Subject to Minimum Advertised Price (MAP) Policy**

**(Effective Immediately)**

<b>BRAND</b>	<b>PRODUCT NAME</b>	<b>PKG SIZE</b>	<b>UPC</b>	<b>Minimum Advertised Price</b>
Kent	Sentinel Performance LS	50 lb. bag	808631 070832	\$27.99
Blue Seal	Sentinel Performance LS	50 lb. bag	639139 012778	\$27.99
Kent	Sentinel Senior	50 lb. bag	808631 070849	\$27.49
Blue Seal	Sentinel Senior	50 lb. bag	639139 012761	\$27.49
Kent	Sentinel Safe Start	50 lb. bag	808631 070801	\$27.49
Blue Seal	Sentinel Safe Start	50 lb. bag	639139 012785	\$27.99
Kent	Sentinel Lifetime	50 lb. bag	808631 070825	\$27.99
Blue Seal	Sentinel Lifetime	50 lb. bag	639139 012808	\$27.99
Blue Seal	Sentinel Care Carb Guard	50 lb. bag	639139 012792	\$23.99
Kent	Inspire Strider	50 lb. bag	808631 037309	\$17.99
Blue Seal	Inspire Strider	50 lb. bag	639139 015915	\$17.99
Blue Seal	Inspire Trotter	50 lb. bag	639139 015939	\$18.49
Blue Seal	Inspire Rider	50 lb. bag	639139 015885	\$18.49
Kent	Inspire Rider	50 lb. bag	808631 037217	\$18.49
Blue Seal	Inspire Charger	50 lb. bag	639139 015908	\$19.99
Blue Seal	Inspire Hay Stretcher	50 lb. bag	639139 004148	\$17.99
Kent	HF Extra Egg Layer Pellet	50 lb. bag	808631 034773	\$19.49
Blue Seal	HF Extra Egg Layer Pellet	50 lb. bag	639139 016646	\$19.49
Kent	HF Extra Egg Layer Crumble	50 lb. bag	808631 034834	\$19.49
Blue Seal	HF Extra Egg Layer Crumble	50 lb. bag	639139 016660	\$19.49



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Kent	HF Starter w AMP	50 lb. bag	808631 034872	\$21.99
Kent	HF Starter w AMP 25#	25 lb. bag	808631 065487	\$11.99
Blue Seal	HF Starter w AMP	50 lb. bag	639139 013942	\$21.99
Blue Seal	HF Starter w AMP 25#	25 lb. bag	639139 013935	\$11.99
Kent	HF Show Hutch Deluxe 17	50 lb. bag	808631 065227	\$24.49
Blue Seal	HF Show Hutch Deluxe 17	50 lb. bag	639139 016301	\$24.49
Kent	HF Pro Hutch 16	50 lb. bag	808631 065203	\$21.49
Blue Seal	HF Pro Hutch 16	50 lb. bag	639139 016288	\$21.49
Blue Seal	HF Top Hutch 18	50 lb. bag	639139 016325	\$24.49
Kent	HF Top Hutch 18	50 lb. bag	808631 065258	\$24.49
Kent	Native Level 1	40 lb. bag	808631 072669	\$62.99
Kent	Native Level 2	40 lb. bag	808631 072690	\$62.99
Kent	Native Level 3	40 lb. bag	808631 072720	\$62.99
Kent	Native Level 4	40 lb. bag	808631 072751	\$62.99