



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

Kent Nutrition Group, Inc. (KNG) is a company that produces and markets premium products for commercial and companion animals. KNG has invested significant effort in building a strong brand image and establishing 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. This Internet MAP Policy ensures fair competition and protects brand value in online marketplaces.

Effective December 1<sup>st</sup>, 2025, KNG has adopted a revised Internet Minimum Advertised Price (IMAP) 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 IMAP Policy requires that all KNG product sellers providing internet (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 IMAP 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 IMAP, (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 they comply with this policy whenever they publish or advertise a price for a covered KNG product through digital media.

It is important to note that this IMAP 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, and to enforce it unilaterally. 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:

Causing any of the covered KNG products to be included in any **advertisement** at an **advertised price** lower than the **IMAP** then in effect. Any published price visible to consumers online must comply with IMAP.

1. The scope of KNG's IMAP policy applies to:
  - a. **E-commerce websites** (including your own site and third-party platforms)
  - b. **Online marketplaces** (Amazon, Chewy, etc.)
  - c. **Digital advertising** (Google Ads, Facebook Ads, etc.)
  - d. **Social media promotions**
  - e. **Email marketing campaigns**
2. Core Requirements:
  - a. All advertised prices for covered products must meet or exceed the MAP listed in Exhibit A. MAP applies to any **public-facing digital content**, including:
    - i. Product listings
    - ii. Banner ads
    - iii. Paid search ads
    - iv. Social posts with pricing
  - b. IMAP does **not** apply to the actual checkout price, provided the lower price is not displayed until the cart stage.
  - c. Additionally, any pricing information related to the covered products on a website that can be accessed directly through any hypertext link or through any other method that uses the hypertext transfer protocol (HTTP) is considered an advertisement.
3. 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. Reselling or transferring KNG products to anyone you have reason to know violates this policy. You are responsible for communicating and enforcing this IMAP Policy concerning any of your downstream reselling customers.
4. 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.

- 5. 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 online practices are accepted and are **NOT a violation** of the IMAP Policy:

- 1. Promotions, rebates, coupons, or close-out sales sponsored or initiated by KNG.
- 2. Auto-ship or retailer coupons/promotions that apply universally (e.g., 10% off any purchase, 5% off auto-ship) are acceptable. Discounts must be platform-wide.
- 3. Initial discounts are provided to all first-time customers.
- 4. Promotions on discontinued products.
- 5. In-store-only promotions not advertised online.
- 6. Promotion scheduled and approved by KNG at least 30 days before the start of the promotion
- 7. Temporary promotions that last no longer than 31 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/Blue Seal	Sentinel Performance LS	50 lb. bag	808631 037514	\$29.99
Kent/Blue Seal	Sentinel Active Senior	50 lb. bag	808631 037552	\$29.99
Kent/Blue Seal	Sentinel Senior	50 lb. bag	808631 037507	\$28.99
Kent/Blue Seal	Sentinel Safe Start	50 lb. bag	808631 037521	\$28.99
Kent/Blue Seal	Sentinel Care Equine Choice Topline 30	50 lb. bag	808631 037651	\$37.99
Kent/Blue Seal	Sentinel Care Gastric Support	50 lb. bag	808631 037675	\$35.99
Kent/Blue Seal	Sentinel Care Carb Guard	50 lb. bag	808631 037682	\$24.49



Effective Nov 1<sup>st</sup>, 2025

BRAND	PRODUCT NAME	PKG SIZE	UPC	Minimum Advertised Price
Kent/Blue Seal	Sentinel Care Omegatin	50 lb. bag	808631 037668	\$37.99
Kent/Blue Seal	Inspire Strider	50 lb. bag	808631 037750	\$17.99
Kent/Blue Seal	Inspire Trotter	50 lb. bag	808631 037774	\$17.99
Kent/Blue Seal	Inspire Rider	50 lb. bag	808631 037811	\$18.99
Kent/Blue Seal	Inspire Charger	50 lb. bag	808631 037835	\$18.99
Kent/Blue Seal	Inspire Hay Stretcher Small Pellets	50 lb. bag	808631 037866	\$17.99
Kent/Blue Seal	Inspire Hay Stretcher Large Pellets	50 lb. bag	808631 037859	\$17.99
Kent/Blue Seal	HF Extra Egg Layer Pellet	50 lb. bag	808631 036579	\$18.99
Kent/Blue Seal	HF Extra Egg Layer Crumble	50 lb. bag	808631 036616	\$18.99
Kent/Blue Seal	HF Starter w AMP	50 lb. bag	808631 036487	\$21.49
Kent/Blue Seal	HF Starter w AMP 25#	25 lb. bag	808631 036470	\$14.49
Kent/Blue Seal	HF Show Hutch Deluxe 17	50 lb. bag	808631 036968	\$25.99
Kent/Blue Seal	HF Show Hutch Deluxe 17 20#	20 lb. bag	808631 036951	\$13.99
Kent/Blue Seal	HF Show Hutch Deluxe 17 4.5#	4.5 lb. bag	808631 036975	\$9.99
Kent/Blue Seal	HF Pro Hutch 16	50 lb. bag	808631 036920	\$23.99
Kent/Blue Seal	HF Top Hutch 18	50 lb. bag	808631 037002	\$24.99
Kent/Blue Seal	Native Level 1	40 lb. bag	808631 039051	\$63.99
Kent/Blue Seal	Native Level 2	40 lb. bag	808631 039075	\$63.99
Kent/Blue Seal	Native Level 2.5	40 lb. bag	808631 039099	\$63.99
Kent/Blue Seal	Native Level 3	40 lb. bag	808631 039112	\$63.99
Kent/Blue Seal	Native Level 4	40 lb. bag	808631 039136	\$63.99
Kent/Blue Seal	CRUNCHERS Mini	2 lb. bag	639139 017438	\$7.99
Kent/Blue Seal	CRUNCHERS Small	3.5 lb. bag	639139 017452	\$9.99
Kent/Blue Seal	CRUNCHERS Medium	3.5 lb. bag	639139 017513	\$9.99
Kent/Blue Seal	CRUNCHERS Large	3.5 lb. bag	639139 017599	\$9.99
Kent/Blue Seal	CRUNCHERS Peanut Butter - Small	3.5 lb. bag	639139 017490	\$9.99
Kent/Blue Seal	CRUNCHERS Peanut Butter - Medium	3.5 lb. bag	639139 017551	\$9.99
Kent/Blue Seal	CRUNCHERS Assorted Flavors - Small	3.5 lb. bag	639139 017476	\$9.99
Kent/Blue Seal	CRUNCHERS Assorted Flavors - Medium	3.5 lb. bag	639139 017537	\$9.99
Kent/Blue Seal	CRUNCHERS Happy Health	2 lb. bag	639139 017667	\$7.99