



#### Minimum Advertised Pricing Policy/Agreement:

1287 Enterprises, LLC (4 Corners Cannabis, 4CC) employs a **Minimum Advertised Price (MAP)** policy for all of its wholesale, distributor, and licensee resellers ("Resellers"). If applicable, international accounts must reflect pricing as translated into their local currency.

4CC has been building a strong and reputable brand. By not adhering to the established MAP policy, Reseller, or any retailer who purchases 4CC products from Reseller for sale to consumers ("Reseller partner") can have a dramatic effect of diminishing or detracting from the perceived value of 4CC and its products. Further, online sales have the potential to cause damage to 4CC's image and products if they are advertised at prices that will frustrate or eliminate any legitimate retail competition.

4CC's MAP policy is intended for consumers to purchase from Reseller's partner, based on loyalty and customer care expectations. Thus, as a necessary condition of contracting with 4CC, 4CC requires its Resellers to agree and abide by the following requirements and restrictions, and to require any of Reseller's partners to agree and abide by the following requirements and restrictions.

4CC's MAP policy shall work under the following guidelines:

I. The MAP for any 4CC product **shall not be less than 15% below the current Manufacturer's Suggested Retail Price (MSRP)** as published on the 4CC's price sheet, and **shall be no more than the MSRP**. MAP pricing is established by 4CC and may be adjusted by 4CC at its sole discretion.

II. The MAP policy applies to all advertisements of 4CC products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio, and public signage. Please be advised that such advertisements are subject to restrictions as set forth in your Agreement.

III. The MAP policy is not applicable to:

- a. any pre-approved in-store advertising that is displayed only in the store and not distributed to any customers outside of such store; or
- b. any pre-approved email newsletters or other communications sent to your or your partner's customer database.

IV. The inclusion of free or discounted products in advertising a product covered by the

MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.

V. If pricing is displayed in physical or online locations besides a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.

VI. Direct sales by 4CC or its account executive employees are not bound by MAP restrictions.

VII. 4CC's MAP policy does not in any way limit the ability of any Reseller or Reseller partner to advertise that "they have the lowest prices" or, they "will meet or beat any competitors' price," that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.

VIII. 4CC's Reseller and any and all Reseller partners agree to recognize and hold all trademarks and copyrights of 4 Corners Cannabis as the property of 4CC and use advertising materials provided or approved by 4CC in an authorized manner only.

IX. Intentional or repeated failure to abide by this policy will result in immediate termination of the Agreement by and between 4CC and Reseller. 4CC does not intend to do business with Resellers who, by their actions or by the actions of a Reseller partner, degrade the image of 4CC and its products. It is 4CC's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

X. E-Bay and Other Auction Websites Policy:

a. All activities on E-Bay or other auction websites must be approved in advance by 4CC. IN the event that 4CC approves such activities, then the following provisions must be followed:

i. "Buy it Now" options must be listed at a price equal to MAP or greater.

ii. For auctions the reserve and/or opening bids must start at MAP without a "Buy it Now" option.

iii. Best Offer Auctions Are Not Allowed

XI. Below MAP Agreements: From time to time, 4CC may approve a Reseller or Reseller's partner to sell certain 4CC products at below MAP pricing for a period of time. Such approval rights are held exclusively by 4CC, and any such offers shall only be offered after Reseller or Reseller partner receives written approval, including the terms and conditions of such agreement.