

JE JOUE

24th April 2019

Je Joue/Cliq Ltd

16-16a Baldwins Gardens

London

EC1N7RJ

UK

RE: Listing Je Joue products on 3rd Party websites

Dear Customers,

We would like to inform you of our decision to restrict sales of Je Joue products on 3rd party websites, such as amazon.com/ebay.com (etc.) as of May 1st 2019.

We request that all current listings are taken down ASAP and retailers no longer use these sales channels to sell our products. Failure to do so will result in being “black listed” by us and our distributors.

We have made this decision after a long period of trying to control amazon pricing and protect our brand integrity, sadly to no avail. The “pricing wars” on Amazon benefits no-one, including the sellers as well as us as a brand and devalues everything we work hard to create. We are only a team of 6 at Je Joue, so unfortunately, we do not have the resources to be able to monitor and manage such large platforms efficiently.

For those accounts that have been compliant and helpful, we really appreciate your support and hope that in time to come, we’ll be able to re-examine the way we manage 3rd party selling, however for now – in order for us to clear up the existing mess we require all listings to be taken down.

We appreciate your support and help, it means a lot to us. If needed, please feel free to reach out with any questions to myself, Dan – my contact details are below.

Kind Regards,

Dan Jackson

Head of Sales and Marketing

dan@jejoue.com

+447861953430