

LELO INC.
MINIMUM ADVERTISED PRICE POLICY
Internet and Mail Order Sales

Effective February 1st, 2019

LELO Inc. is dedicated to providing consumers with a high-quality product and purchase experience. To support this objective, we have established a minimum advertised price policy (“MAP Policy”) designed to protect the quality image of our products as well as the LELO brand name and related trademarks. This MAP Policy applies to all Internet and mail order sales of LELO products in the United States and Canada, and in such other countries (except where such policies are prohibited by law) where LELO products are sold.

The MAP Policy shall apply to all LELO products on LELO’s then-current retail price list (the “MAP Products”). Unless otherwise indicated on the price list, the suggested minimum advertised price (the “MAP Price”) for each MAP Product shall be one hundred percent (100%) of the LELO suggested retail price. LELO reserves the right to alter the MAP Products and/or MAP Prices at its sole discretion.

To conform to the MAP Policy, a retailer may not advertise any of the MAP Products at a price below the applicable MAP Price. Advertising shall include but is not limited to: any newspaper, magazine or billboard ads; catalogues; mobile phone ads; electronic mail; Twitter feeds; Facebook or other social network postings; flyers or direct mail pieces; television or radio ads; opening bid, “buy now” or no-bid postings on eBay or other online auction sites; and Internet pop-ups, downloads, search ads or display ads. However, this Policy does not apply to displaying a MAP Product’s price to an Internet customer after he or she places the product in his or her secure shopping cart, or to prices provided by direct telephone or email communication in response to a prospective customer’s request.

This MAP Policy includes advertising of any rebates, banner discounts, store-wide or department sales, buy-one-get-one-free promotions, or any other advertised sale or discount that results in the MAP Products being advertised at an effective price below the MAP Price. LELO may, from time to time, sponsor special promotions or rebates to which this MAP Policy will not apply, as designated by LELO in its sole discretion.

LELO reserves the right, upon verifying that a retailer has advertised MAP Products below the applicable MAP Price, to make the retailer no longer eligible to purchase or resell MAP Products. Any decision to reinstate a retailer’s ability to purchase a MAP Product after the retailer has advertised that MAP Product below the applicable MAP Price will be at the sole discretion of LELO. LELO does not ask for, and will not accept, any assurances of future compliance with this MAP Policy as a condition of reinstatement. This MAP Policy does not apply in any way to a retailer’s actual setting of retail prices. Each

retailer remains free to set its actual resale price for LELO products, in the retailer's sole discretion.

Retailers shall not promote, market, advertise, offer to sell or sell any product on or through any online marketplace or auction service (e.g. Amazon, eBay, Rakuten or similar websites), except as may be expressly consented by LELO in writing and in advance, and it being understood that LELO may withdraw its consent at any time. .

LELO has adopted this MAP Policy unilaterally. LELO neither solicits, nor will it accept, any assurance of compliance with this MAP Policy. LELO will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any retailer. Nothing in this Policy shall constitute an agreement between LELO and any retailer that the retailer will comply with this MAP Policy.

LELO employees, distributors and sales representatives are not authorized to engage in any conversations with any retailer on this subject. They do not have any authority to modify or grant exceptions to this MAP Policy. Please do not discuss this MAP Policy with any LELO employees, distributors or sales representative.

LELO believes this MAP Policy is clear and unambiguous. Should you have any inquiries regarding this Policy, however, please direct them in writing to:

Candice Talamo

LELO Inc.

5799 Fontanos Way

San Jose, CA 95138-1015 usa@lelo.com

LELO reserves its right to modify, suspend or discontinue this Policy in whole or in part at any time. This MAP Policy supersedes all previous policies, and shall remain in effect unless LELO amends or replaces it.

[Signature Page Follows]

Acknowledgement of Receipt

Please acknowledge the receipt of the LELO INC. MINIMUM ADVERTISED PRICE POLICY by signing and dating below.

Signature

Printed Name

Title

Company

Date

Minimum Advertised Price (MAP) is equal to Manufacturer's Suggested Retail Price (MSRP) on all products listed on our current wholesale price list.

I acknowledge on behalf of _____, that I have read and understand LELO Inc's MAP (Minimum Advertised Price) Policy outlined above.

Signature of Owner/ Authorized Reseller Representative: Date:

DATE: _____

PRINT NAME: _____

SIGNATURE: _____

LELO AUTHORIZED MAP PRICING 02/01/2019

Amazon, E-Bay Restricted from sales.

Prices

	Recommended Retail Price	Retail MAP
MIA 2	84.90 USD	84.90 USD
NEA 2	99.00 USD	99.00 USD
LILY 2	139.00 USD	139.00 USD
LIV 2	139.00 USD	139.00 USD
GIGI 2	139.00 USD	139.00 USD
SIRI 2	159.00 USD	159.00 USD
MONA 2	169.00 USD	169.00 USD
MONA WAVE	179.00 USD	179.00 USD
INA 2	189.00 USD	189.00 USD
INA WAVE	199.00 USD	199.00 USD
IRIS	159.00 USD	159.00 USD
ELISE 2	199.00 USD	199.00 USD
LUNA BEADS	59.00 USD	59.00 USD
LUNA SMART BEAD	119.00 USD	119.00 USD
BILLY	139.00 USD	139.00 USD
TOR 2	139.00 USD	139.00 USD
PINO	189.00 USD	189.00 USD
LOKI	169.00 USD	169.00 USD
LOKI WAVE	219.00 USD	219.00 USD
HUGO	219.00 USD	219.00 USD
BRUNO	169.00 USD	169.00 USD
IDA	199.00 USD	199.00 USD
HULA BEADS	189.00 USD	189.00 USD
LYLA 2	159.00 USD	159.00 USD
ORA 2	189.00 USD	189.00 USD
NOA	99.00 USD	99.00 USD
TIANI 2	159.00 USD	159.00 USD

TIANI 3	169.00 USD	169.00 USD
TIANI 24K	399.00 USD	399.00 USD
TARA	149.00 USD	149.00 USD
ALIA	139.00 USD	139.00 USD
ISLA	189.00 USD	189.00 USD
SORAYA	239.00 USD	239.00 USD
INSIGNIA REMOTE CONTROL	49.00 USD	49.00 USD
SMART WAND MEDIUM	159.00 USD	159.00 USD
SMART WAND LARGE (Black & Plum)	199.00 USD	199.00 USD
SMART WAND LARGE (Ivory)	209.00 USD	209.00 USD
LUNA BEADS Gold	3090.00 USD	3090.00 USD
LUNA BEADS Silver	2090.00 USD	2090.00 USD
YVA Gold	3900.00 USD	3900.00 USD
YVA Silver	2890.00 USD	2890.00 USD
INEZ Gold	15000.00 USD	15000.00 USD
INEZ Silver	7900.00 USD	7900.00 USD
OLGA Gold	3490.00 USD	3490.00 USD
OLGA Silver	795.00 USD	795.00 USD
EARL Gold	2590.00 USD	2590.00 USD
EARL Silver	1590.00 USD	1590.00 USD
TOY CLEANING SPRAY 60mL	9.90 USD	9.90 USD
PERSONAL MOISTURIZER 150mL	24.90 USD	24.90 USD
PERSONAL MOISTURIZER 75mL	14.90 USD	14.90 USD
MASSAGE CANDLE	34.90 USD	34.90 USD
INTIMA SILK BLINDFOLD	69.00 USD	69.00 USD
BOA PLEASURE TIES	89.00 USD	89.00 USD
SUTRA CHAINLINK CUFFS	99.00 USD	99.00 USD
ETHEREA SILK CUFFS	59.00 USD	59.00 USD
SENSUA SUEDE WHIP	54.90 USD	54.90 USD
TANTRA FEATHER TEASER	29.00 USD	29.00 USD
TRANSFORMER	129.00 USD	129.00 USD
MOKA G-VIBE	64.95 USD	64.95 USD
KAYA RABBIT VIBE	94.95 USD	94.95 USD
ZIZO INNIE VIBE	54.95 USD	54.95 USD
AKO OUTIE VIBE	44.95 USD	44.95 USD
HONI	34.95 USD	34.95 USD
HONI 2	39.95 USD	39.95 USD
KIKI BLING EDITION	44.95 USD	44.95 USD
KIKI 2	39.95 USD	39.95 USD
IPO	44.95 USD	44.95 USD
IPO 2	49.95 USD	49.95 USD
KOA	54.95 USD	54.95 USD
TANO	54.95 USD	54.95 USD
TANO 2	59.95 USD	59.95 USD
MAHANA	64.95 USD	64.95 USD
MAHANA 2	69.95 USD	69.95 USD
SEE NO EVIL BLINDFOLD	29.95 USD	29.95 USD
RESIST NO EVIL CUFFS	29.95 USD	29.95 USD
SPEAK NO EVIL CHOKER	25.95 USD	25.95 USD
TAKE NO EVIL WHIP	19.95 USD	19.95 USD

FEAR NO EVIL TEASER	15.95 USD	15.95 USD
REMOJI DIVER EGG VIBE	99.95 USD	99.95 USD
REMOJI SURFER PLUG VIBE	119.95 USD	119.95 USD
REMOJI LIFEGUARD RING VIBE	99.95 USD	99.95 USD
REMOJI BLOWHOLE M-CUP	139.95 USD	139.95 USD
HEX 3PK	9.90 USD	9.90 USD
HEX 12PK	19.90 USD	19.90 USD
HEX 36PK	34.90 USD	34.90 USD
HEX RESPECT 3PK	9.90 USD	
HEX RESPECT 12PK		
HEX RESPECT 36PK		
SONA	69.00 USD	69.00 USD
SONA CRUISE	99.00 USD	99.00USD