

Effective Nov 19th

New MAP Policy for Boy Butter Amazon Restrictions and Approval Forms Required

Good Afternoon Boy Butter family,

I want to thank you for your support of Boy Butter, and let you know that we truly appreciate all you've done.

We're incredibly excited about the growth that we've experienced here at Boy Butter, and want to continue to be proactive in making changes that will push the needle forward. As part of this effort, we're incredibly excited to rollout our new MAP Policy. This policy will help to create pricing stability, as well as preserve valuable margin for our beloved retailers (both brick and mortar and online).

In addition to the MAP Policy, we're making changes to our online Amazon presence. We will only be allowing authorized sellers of Boy Butter to carry products on there. With the growth of Amazon, we realize that it is important to have a managed platform to both make sure that we're giving customers a great experience, but also to make sure that our brick and mortar retailers interest are kept at heart.

To be an authorized retailer for Boy Butter products, we ask that you fill out the attached forms.

Attached is:

- 3rd Party Marketplace Authorization
 - Authorized Sales Agreement
 - MAP Policy Agreement
 - Wholesale Account Requirements Form
- ...and a copy of our new catalog, including updated MAP prices.

These new policies, including MAP, go into effect Monday November 19th (11:59pm) EST. These documents will need to be completed and processed by us before we will fulfill your next order.

Thank you again for your loyalty and patience.

Sincerely, Eyal Feldman, Founder of Boy Butter

BBL LLC

3RD PARTY MARKETPLACE AUTHORIZATION

Boy Butter, BBL LLC recognizes that our Authorized Resellers invest significant time and resources into educating the public about BBL LLC products, training knowledgeable staff, and providing support services. BBL LLC is committed to supporting our Authorized Resellers' efforts and maintaining the reputation of BBL LLC products for quality. We strive to maintain a high level of customer confidence in the quality of BBL LLC products, and to protect the investment of our Authorized Resellers. We have adopted and require all Authorized Resellers to follow these Authorized Reseller Requirements.

BBL LLC requires authorization for all accounts selling our brand on any third-party online marketplace (e.g. Amazon, eBay, jet.com, Walmart.com, etc.).

- Approved Resellers may only sell via the Merchant Fulfillment Network (MFN) and may not sell via Fulfilled by Amazon (FBA) or offer "Prime" via the Seller Fulfillment Network without separate written authorization to do so.
- We do not allow any of our accounts to sell to Amazon directly or to any of its affiliate companies without separate written authorization to do so.

BBL LLC reserves the right to revise, amend, or change these Authorized Reseller Requirements at its sole discretion. The revisions are effective once provided to the Authorized Reseller.

To qualify as and remain a BBL LLC Authorized Reseller, your business must adhere to these BBL LLC Authorized Reseller Requirements at all times.

Requirements

1. **Maintain Current Business Information & Disclose eCommerce Accounts:**
An Authorized Reseller must maintain accurate and up-to-date company information with BBL LLC and disclose all selling accounts associated with its company on all marketplaces. Authorized Resellers must provide BBL LLC with any new or changed selling account IDs from your current list below by emailing sales@boybutter.com

2. **Sell to Retail Consumers Only and Do Not Sell in Bulk:** An Authorized Reseller may not sell in bulk to B2B accounts, wholesalers, or freight forwarders/drop shippers for other retailers. All bulk sales are prohibited. An Authorized Reseller may sell to end consumers only.

3. **Ship eCommerce Orders Directly to Customers:** An Authorized Reseller must ship all eCommerce orders directly to customers from its warehouse or storefront (merchant fulfilled). An Authorized Reseller may not use Amazon Fulfillment services for BBL LLC products including Fulfilled by Amazon (FBA) or Seller Fulfilled Prime without separate written authorization to do so. Resellers may not offer “Prime” badge on the Amazon Marketplace without separate written authorization to do so.

Any Authorized Reseller found selling our brand as Fulfilled by Amazon (FBA) or using the “Prime” badge, without separate written authorization to do so, will be required to move said inventory to Merchant Fulfilled Network (MFN) within three (3) business days from violation notification. Any charges for the transition will be incurred and the sole responsibility of the Authorized Reseller.

4. **Only Sell BBL LLC Products in Original, Unaltered Packaging:** An Authorized Reseller may not alter, modify, or remove BBL LLC packaging, material, labels, or instructions.

5. **No Bundling BBL LLC Products Without Obtaining Permission:** An Authorized Reseller must not re-SKU or bundle BBL LLC products in its online assortments and data feeds without receiving prior written permission from BBL LLC

6. **BBL LLC May Periodically Modify MAP:** BBL LLC may discontinue products or engage in promotions with respect to certain items. In such events, BBL LLC may, at its discretion, modify or suspend MAP with respect to a specific product(s) by timely notifying all dealers of such change. Such modifications shall be made in writing to the dealer or distributor by email, facsimile, or mail.

7. **Only Purchase BBL LLC Products Directly from BBL LLC:** An Authorized Reseller must not buy BBL LLC products from other retailers, or from other sources not explicitly endorsed and authorized by BBL LLC. Reselling for purposes of resale may induce a breach of contract. Product warranties and other benefits may only apply to products sold by Authorized Resellers and may not be honored or supported for products sold online by unauthorized Resellers.

8. **Report All Feedback Concerning BBL LLC Products:** An Authorized Reseller must report all feedback it receives concerning BBL LLC, Products to BBL LLC. Emails should be forwarded to sales@boybutter.com Hardcopy feedback should be scanned and forwarded to the same email address.

9. **Inspection of Products Before Shipment:** Authorized Sellers must inspect the condition of all BBL LLC products for damage and tampering before shipment.

10. **Customer Service:** An Authorized Seller must provide and display contact information, such as a phone number or email address, on any website where the Authorized seller offers BBL LLC products for customers to contact the Authorize Seller.

If you have any questions or concerns, please contact us at 8188886825 or at sales@boybutter.com.

Failure to comply with all the terms in BBL LLC Authorized Resellers Requirements will result in suspension or termination of your account.

By signing below, the Authorized Reseller and signatory represent and warrant that the signatory is authorized to enter into this agreement on behalf of the Authorized Reseller.

[AUTHORIZED RESELLER NAME]

Company Name _____

Contact Name (Print): _____

Title: _____

Signature: _____

BBL LLC

By: Eyal Feldman _____

Title: Founder/CEO _____

BBL LLC

WHOLESALE ACCOUNT REQUIREMENTS FORM

Wholesale Account Criteria

1. Your store must be in the Sexual Wellness industry and/or Sexual Wellness related.
2. You must have a physical “brick & mortar” location in which products are sold to the public, is Commercially Zoned, and is within the United States.

Our Wholesalers Are Required To Submit the Following Paperwork:

- Current/Valid copy of your Business License
- Current/Valid copy of your Seller’s Permit or Vendors License
- Current/Valid copy of your Federal Tax ID and/or EIN
- Three Photos of Your Store Front, as well as Photos of your Product set-up in your store
- Phone number for your Brick & Mortar Store

Signed copy of your MAP Policy Agreement & Authorized Sales Agreement

Minimum 3 Business References

If you are able to meet the criteria above and the requirements of a BBL LLC Wholesale Account, you will receive the following:

- A copy of our wholesale pricing
- Access to authorized advertising materials

Type of Business:

Corporation

Partnership

LLC

Sole Proprietorship

Contact Information:

Main Contact:

Name: _____

Title: _____

Phone: _____

Email: _____

Accounts Payable:

Name: _____

Title: _____

Phone: _____

Email: _____

Additional Contacts

Owner(s):

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Managers:

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Authorized Buyers:

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Print Name (Authorized Signee)

Authorized Signature

Title:

Date:

Please sign and return all copies to BBL LLC via email, fax or direct mail.

Boy Butter Original (oil-based)	Item Code	Whole	MAP	MSRP
Boy Butter Gold Anniversary Edition	BBGOLD	\$ 16.00	\$ 25.60	\$32.00
Boy Butter 16 oz Tub	BB16	\$ 14.50	\$ 23.20	\$29.00
Boy Butter 9 oz Squeeze	BB09	\$ 13.00	\$ 20.80	\$26.00
Boy Butter 8 oz Tub	BB08	\$ 11.50	\$ 18.40	\$23.00
Boy Butter 6 oz Lube Tube	BB06	\$ 11.00	\$ 17.60	\$22.00
Boy Butter 4 oz Tub	BB04	\$ 7.00	\$ 11.20	\$14.00
Boy Butter 2 oz Pump	BB02	\$ 5.50	\$ 8.80	\$11.00
Boy Butter 5ml Sample	5MLBB	\$ 69.00		N/A

You'll Never Know it isn't Boy Butter (water- based cream)	Item Code	Whole	MAP	MSRP
Boy Butter H2O 16 oz Tub	Y16	\$ 14.50	\$ 23.20	\$29.00
Boy Butter H2O 9 oz Squeeze	Y09	\$ 13.00	\$ 20.80	\$26.00
Boy Butter H2O 8 oz Tub	Y08	\$ 11.50	\$ 18.40	\$23.00
Boy Butter H2O 6 oz Lube Tube	Y06	\$ 11.00	\$ 17.60	\$22.00
Boy Butter H2O 5 oz Pump	Y05	\$ 9.50	\$ 15.20	\$19.00
Boy Butter H2O 4 oz Tub	Y04	\$ 7.00	\$ 11.20	\$14.00
Boy Butter H2O 2 oz Pump	Y02	\$ 5.50	\$ 8.80	\$11.00
Boy Butter H2O 5ml Sample	5MLYWB	\$ 69.00		N/A

Boy Butter Clear - H2O / Vitamin E hybrid (silicone alternative)	Item Code	Whole	MAP	MSRP
Boy Butter Clear 32 oz Bottle	BBC32	\$ 38.00	\$ 60.00	\$75.00
Boy Butter Clear 8 oz Bottle	BBC08	\$ 10.00	\$ 16.00	\$20.00
Boy Butter Clear 4 oz Bottle	BBC04	\$ 7.00	\$ 11.20	\$14.00
Boy Butter Clear 2 oz Bottle	BBC02	\$ 5.50	\$ 8.80	\$11.00
Boy Butter Clear 5ml Sample	5MLBBC	\$ 69.00		N/A
Boy Butter Bonerz (Herbal Male Enhancement - 36 hrs)		Whole	MAP	MSRP
Boy Butter Bonerz - Boy Agra - 4pack	BNZ04	\$ 12.50	\$ 20.00	\$25.00
Boy Butter Bonerz - Boy Agra - 1 pack	BNZ01	\$ 4.00	\$ 6.40	\$ 8.00
Boy Butter Extreme Desensitizing with 5% Benzocaine	Item Code	Whole	MAP	MSRP
Boy Butter Extreme 9 oz Squeeze	BBX09	\$ 23.00	\$ 36.80	\$46.00
Boy Butter Extreme 6 oz Lube Tube	BBX06	\$ 22.00	\$ 35.20	\$44.00
Boy Butter Extreme 5 oz Pump	BBX05	\$ 17.00	\$ 27.20	\$34.00
Boy Butter Extreme 5ml Sample	5MLBBX	\$ 75.00		N/A
Boy Butter Comfort Cream Desensitizing 6 oz Lube Tube	BBCC6	\$ 20.00	\$ 32.00	\$40.00

