



Unilateral Pricing Policy

Effective Immediately

Introduction

Bimeda Inc. ("Bimeda"), manufacturer of Bimectin paste, Exodus paste, Equimax paste, Gastrobim, Confidence EQ and Secure Cattle products, is committed to supporting a healthy and competitive marketplace for its products. Bimeda recognizes that retailers invest significant resources in educating pet owners, maintaining inventory, providing customer service, and promoting the Bimeda family of brands.

To protect the value of its brands and products and to support retailers who invest in providing an exceptional customer experience, Bimeda has adopted this Unilateral Pricing Policy ("UPP"). This Policy applies to all advertisements directed to end users within the United States for products listed on Bimeda's current Unilateral Price Grid.

1. Policy Statement

Retailers remain free to sell Bimeda products at any price they choose.

However, retailers may not advertise Bimeda products below the applicable minimum advertised price ("MAP") established by Bimeda and published in the current Unilateral Price Grid.

Any advertised price that is even one cent (\$0.01) below the applicable MAP will be considered a violation of this Policy.

Bimeda reserves the right to modify, suspend, discontinue, or revise this Policy, covered products, and MAP pricing at any time and in its sole discretion.

This Policy is unilateral and non-negotiable. It does not constitute an agreement between Bimeda and any retailer regarding resale pricing. No employee, representative, or agent of Bimeda is authorized to negotiate, modify, or grant exceptions to this Policy.

2. Scope of the Policy

This Policy applies to all forms of advertising and promotion directed to end users, including but not limited to:

- Retail websites
- Online marketplaces
- Search engine advertisements
- Shopping engine listings
- Social media advertisements

- Email marketing
- Text message marketing
- Mobile applications
- Digital advertisements
- Printed advertisements
- Flyers and catalogs

This Policy does not apply to:

- The actual selling price of a product
- In-store shelf tags
- In-store signage not distributed outside the physical store
- Verbal price quotes provided directly to customers

3. Advertised Prices

For purposes of this Policy, any price displayed, communicated, or otherwise made available to a consumer prior to checkout shall be considered an advertised price.

Any price displayed to a consumer before checkout must comply with the applicable MAP unless otherwise expressly permitted under this Policy.

Retailers may not use any advertising method, technology, program, or promotion that has the effect of communicating a price below MAP except as expressly permitted under this Policy.

4. Permitted Advertising Practices

The following activities are permitted and do not violate this Policy:

- Free shipping
- Expedited shipping
- Free local delivery
- Store loyalty or rewards points earned on purchases
- Gift cards redeemable on future purchases
- Subscribe & Save programs
- Auto-ship programs
- Recurring delivery programs
- Promotional pricing specifically announced by Bimeda

Subscribe & Save, Auto-Ship, recurring order discounts, loyalty pricing, and similar programs may advertise a discounted price below MAP, provided the **Buy Once** price remains advertised at or above MAP. Strike-through or cross-out pricing is prohibited for both the Buy Once price and any discounted program price.

5. Advertising Practices That Violate This Policy

- Advertising a product at a price that is one cent (\$0.01) or more below the applicable MAP, except as expressly permitted under this Policy.
- Strike-through pricing, crossed-out pricing, "Was/Now" pricing, percentage-off pricing, or similar pricing displays that communicate or imply a price below MAP.
- "Add to Cart for Price," "See Price in Cart," "Click for Price," "Price Revealed at Checkout," "Request a Quote,"

or similar mechanisms that communicate a price below UPP.

- Automated pricing emails, bounce-back pricing messages, pre-formatted responses, or automated communications that communicate a price below UPP.
- Coupon codes, promotional codes, rebates, instant savings, first-order discounts, welcome discounts, or similar promotions that reduce the advertised price below UPP, except as expressly permitted under this Policy.
- Sitewide promotions that result in an advertised price below UPP.
- Bundles, free products, free gifts, discounted companion products, or other promotional offers that have the effect of reducing the advertised value of a covered product below UPP.
- Advertising language, graphics, symbols, or messaging that imply a lower price than the applicable UPP.

Please note that following the actions of another reseller is not an exception to this UPP Policy and will be considered non-acquiescence.

6. Monitoring

Bimeda may monitor advertised pricing directly or through third-party service providers. Monitoring may occur across retailer websites, online marketplaces, search engines, shopping engines, social media platforms, mobile applications, and any other advertising or sales channel.

Retailers are responsible for ensuring compliance across all channels through which they advertise Bimeda products.

7. Google Shopping and Third-Party Advertising Platforms

Retailers are responsible for ensuring that all advertised pricing for Bimeda products complies with this Policy across all advertising channels, including Google Shopping, Google Merchant Center, shopping engines, comparison shopping sites, advertising feeds, marketplaces, and similar third-party platforms.

Pricing displayed through Google Shopping, Google Merchant Center feeds, paid shopping advertisements, automated product feeds, feed-management providers, marketplace integrations, or other third-party advertising platforms will be considered advertised pricing under this Policy.

Any price displayed below the applicable UPP through Google Shopping or any other third-party advertising platform will be considered a violation of this Policy, regardless of whether the pricing was generated by the retailer, a third-party service provider, an automated feed, or a platform integration.

Retailers are solely responsible for the accuracy and compliance of all pricing displayed on their behalf through any third-party advertising platform.

8. Enforcement

Bimeda reserves the right to determine, in its sole discretion, whether a violation of this Policy has occurred and what action, if any, may be taken in response to such violation.

Failure to comply with this Policy may result in actions deemed appropriate by Bimeda, including actions affecting a retailer's ability to purchase, advertise, market, or otherwise offer Bimeda products.

Bimeda reserves the right to take action immediately or to provide notice and an opportunity to cure, as determined solely by Bimeda. Bimeda's decision to take action in one instance shall not obligate Bimeda to

take the same action in any other instance.

Nothing contained in this Policy shall be construed as a waiver of Bimeda's right to enforce this Policy at any time.

9. Policy Administration

This Policy is established and administered solely by Bimeda. Bimeda's sales personnel have no authority to modify, interpret, negotiate, grant exceptions to, or make representations regarding this Policy.

All questions regarding this Policy should be directed to:

BimedaUS@brandprotection.bimeda.com

No Bimeda employee, representative, distributor, or agent is authorized to alter, amend, waive, or modify any provision of this Policy.