



Hypercel Minimum Advertised Pricing (MAP) Policy

As master distributors for Naztech, Hello Gorgeous, and HyperGear products, HYPERCEL CORPORATION reserves the right to uphold the MAP policies of its manufactures and brands. At our sole discretion, we may cease to supply product to those dealers or resellers who fail to advertise their products at MAP level set forth by the manufacturers and/or brands; which from time to time may change. The product, when advertised, must be sold at or above the designated MAP, set at MSRP (Manufacturers Suggested Retail Price) unless authorized in writing to be sold at a different price by HYPERCEL CORPORATION.

This agreement applies to all media, including but not limited to - Print advertising, Broadcast advertising, Direct advertising (e.g. Direct Mail, Flyers, Shipping box), in-store advertising which extends beyond the merchandising location of the product(s), and Digital channels, e-mail advertising, website banners, pop-up ads, ads run by programmatic platforms, social media sites, and auction/flash sale sites.

This policy does not affect the price at which the undersigned may sell an applicable product(s) below MAP, without advertisement, at their discretion. This agreement states the undersigned (physical signature not required in lieu of accepting terms and conditions on-line and/or by agreeing to establish an account with Hypercel) recognizes and acknowledges the MAP policy and understands that failure to comply constitutes bases for action, up to and including termination of a dealer/reseller's right to sell products distributed by HYPERCEL CORPORATION.

This policy may be revised, or altered from time-to-time by Hypercel Corporation.

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