



## **AUTHORIZED SELLER & MINIMUM ADVERTISED PRICE POLICY (MAP) FOR MARKETPLACE RESELLERS**

Swerve, LLC is focused on maintaining consistent brand presence across all channels of trade; therefore, Swerve has established an Authorized Seller & Minimum Advertised Price (MAP) Policy that an Authorized Seller must follow for the advertising and marketing of Swerve branded products on all third-party websites and/or marketplaces such as, but not limited to, Amazon.com, Jet.com, and eBay.com. All Authorized Sellers must agree to the terms and conditions of the following policy.

MAP pricing for current Swerve products can be found on Attachment A of this agreement. All advertised prices must be at or above MAP for all Swerve SKUS. Online Sellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP.

Sellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the MAP list.

From time to time, Swerve may permit Authorized Sellers to advertise MAP Products at prices lower than the MAP price. In such events, Swerve reserves the right to modify or suspend the MAP price with respect to the affected products, for a specified period of time, by providing advance notice, in writing, to all sellers of such changes.

Swerve's Policy does allow sellers to omit pricing entirely from advertisements and/or advertisement statements such as "Call for Price" or "Call for Quote."

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the policy.

### **Failure to Comply with the Authorized Seller & MAP Policy**

At the sole discretion of Swerve, failure to comply with the policy, intentional and/or repeated failure to abide, may result in the immediate loss of Seller status and your ability to purchase Swerve branded products both direct as well as through distribution.

Violations from Authorized Sellers will need to be corrected within 24 hours of notification.

Swerve will utilize the following steps to resolve violations:

First Violation: Authorized Seller's account will be put on hold temporarily and a written warning will be provided. Violations must be corrected within 24 hours. Upon correction and following 30 days of compliance, violation will then be cleared.



Second Violation: Authorized Seller's account will be put on hold for 30 days.

Third Violation: Should there be an Authorized Seller who has previously demonstrated a second violation, yet violates a third time, that Seller account will be unauthorized indefinitely.

Swerve, LLC places great value on the efforts of all sellers to represent our products and support their customers. Our policy is intended to encourage competition for the sale of our products in a manner that is consistent with the long-term interests of our customers, brand standards and marketing consistency.



**ATTACHMENT A**

Item #	Brand	Manufacturer	Description	Size/Oz	UPC Code	MAP 1PK	MAP 2PK	MAP 3PK
300177	Swerve	Swerve, LLC	Swerve, Granular	12oz	852700300177	\$8.99	\$16.99	\$24.49
300276	Swerve	Swerve, LLC	Swerve, Confectioners	12oz	852700300276	\$8.99	\$16.99	\$24.49
300375	Swerve	Swerve, LLC	Swerve, Brown	12oz	852700300375	\$8.99	\$16.99	\$24.49
300313	Swerve	Swerve, LLC	Swerve - Packets	40ct Box	852700300313	\$6.99	\$12.49	\$17.79
300016	Swerve	Swerve, LLC	Swerve, Vanilla Cake	11.4oz	852700300016	\$8.99	\$16.99	\$24.49
300023	Swerve	Swerve, LLC	Swerve, Chocolate Cake	10.6oz	852700300023	\$8.99	\$16.99	\$24.49
300030	Swerve	Swerve, LLC	Swerve, Chocolate Chip Cookie	9.3oz	852700300030	\$8.99	\$16.99	\$24.49
300047	Swerve	Swerve, LLC	Swerve, Pancake & Waffle Mix	10.6oz	852700300047	\$8.99	\$16.99	\$24.49

Issued: April 1, 2018

MAP 1PK refers to 1 single unit

MAP 2PK refers to 2 unit bundles, any and all variations, including "Bakers Bundle" with 1 bag Granular + 1 bag Confectioners

MAP 3PK refers to 3 unit bundles, any and all variations