ULTIMED INC. CHANNEL COMPLIANCE POLICY

Protecting the UltiMed Brands • Supporting Authorized Partners • Preserving Customer Trust

1. Purpose

UltiMed's Channel Compliance Policy establishes the expectations for businesses that advertise or sell UltiMed products. The policy is designed to protect the integrity of the UltiMed Brands while promoting fair competition across all sales channels.

Primary objectives include:

- Prevent unauthorized sales through open e-commerce marketplaces.
- Promote compliance with UltiMed's Minimum Advertised Price (MAP) Policy
- Support responsible distribution practices
- Protect consumers by encouraging purchases through approved sales channels.
- Maintain the long-term value of UltiMed Brands

2. Scope

For purposes of this policy, "UltiMed Brands" means UltiCare, UltiCare VetRx, IPet PRO, and Simpli, as well as any other brand or trademark owned, licensed, sold, or marketed by UltiMed.

This policy applies to the sale of products under the UltiMed Brands through e-commerce channels and to the advertising of UltiMed Brands across all applicable channels. It does not establish or control the prices at which distributors, brick-and-mortar retailers, veterinary clinics, or hospitals sell products in physical locations.

UltiMed recognizes that many retailers purchase products through authorized distributors rather than directly from UltiMed. Accordingly, this policy focuses on two core compliance expectations:

- Products are not sold through open e-commerce marketplaces unless specifically authorized in writing by UltiMed
- Products are advertised in compliance with UltiMed's current MAP Policy

3. Channel Compliance Program

The Channel Compliance Program consists of three supporting documents:

- Channel Compliance Policy (this document)
- Authorized Reseller Agreement
- Minimum Advertised Price (MAP) Policy

The Channel Compliance Policy establishes channel expectations for all sellers. The MAP Policy governs advertised pricing. The Authorized Reseller Agreement contains additional contractual obligations for select direct customers.

4. Approved Sales Channels

Unless otherwise approved in writing, products may only be sold through:

- Business-owned or operated e-commerce websites
- Physical retail stores
- Veterinary clinics and hospitals

- Printed or digital catalogs
- Trade shows and temporary event storefronts
- Other channels specifically approved in writing by UltiMed

5. Prohibited Sales Channels

UltiMed does not currently authorize the sale, fulfillment, listing, or advertising of its products through open e-commerce marketplaces unless specifically approved in writing. This includes Amazon, Walmart Marketplace, eBay and similar marketplaces. Sellers may not knowingly supply UltiMed products to any third party that intends to advertise or sell them through prohibited marketplaces.

6. Pricing Expectations

Sellers advertising UltiMed Brands are expected to maintain advertised pricing that supports the value of UltiMed Brands. All advertised pricing must comply with the current Minimum Advertised Price (MAP) Policy. Questions regarding current MAP pricing should be directed to the Channel Compliance Administrator.

7. Reseller Responsibilities

- Sell through approved sales channels
- Comply with the UltiMed MAP Policy
- Use approved trademarks and marketing materials appropriately
- Maintain original product packaging
- Comply with applicable laws and regulations
- Report suspected unauthorized sellers or counterfeit products
- Cooperate with reasonable compliance inquiries

8. Brand Protection

UltiMed actively monitors distribution channels and online marketplaces to protect UltiMed Brands. The company may utilize marketplace brand protection programs, intellectual property enforcement, monitoring tools, and other legal remedies to address unauthorized listings or counterfeit products.

9. Monitoring and Enforcement

UltiMed reserves the right to investigate suspected violations, request corrective action, suspend purchasing privileges, remove reseller incentives, terminate reseller status, and pursue additional contractual or legal remedies when appropriate.

10. Supporting Documents

Detailed requirements are contained within the Authorized Reseller Agreement (where applicable) and the Minimum Advertised Price (MAP) Policy.

11. Questions

Channel Compliance Administrator
UltiMed Inc.
350 Highway 7, Suite 100
Excelsior, MN 55331
Channel-Compliance@ultimedinc.com