

NOTICE OF UNILATERAL POLICY UPDATE

Effective Date: Immediately

To: All Distributors and Retailers of First Saturday Lime

Subject: Updated Minimum Advertised Price (MAP) Policy

Date: June 7, 2024

Dear Valued Partner,

We are writing to inform you of an important update to the Minimum Advertised Price (MAP) policy for First Saturday Lime products. Effective immediately, the MAP for our products has been revised as follows:

20lb First Saturday Lime Bag:

Online MAP: \$34.99

In-Store MAP: \$29.99

5lb First Saturday Lime Bag:

Online MAP: \$23.99

In-Store MAP: \$19.99

These new MAP prices must be implemented immediately across all your sales channels, including but not limited to online platforms and physical store locations.

Compliance Requirement:

Failure to comply with this updated MAP policy will result in immediate and strict enforcement actions, including but not limited to:

- Termination of product supply.
- Cancellation of any open purchase orders (POs).
- Removal of authorization to sell First Saturday Lime products.