

**Vedco, Inc.**  
**U.S. Minimum Advertised Price Policy**

Effective August 18, 2025, Vedco Inc. (“Vedco” the “Company” or “we”) has unilaterally established the Minimum Advertised Price Policy (the “MAP Policy”) set forth below.

1. Policy Statement. We recognize that our success is tied to a network of select authorized resellers, which are knowledgeable about our products and are committed to exceptional customer service. To ensure that our customers are receiving the highest quality care and support, we have established this MAP Policy. We believe this MAP Policy will not only create a fair and even playing field for all our resellers, but will also lead to increased and sustained sales.

This MAP Policy is a unilateral policy created and implemented by Vedco. We will not invite or accept any input into how the policy will be administered or maintained. This policy does not reflect or constitute an agreement between Vedco and any authorized distributor, reseller, or any other person or entity. By issuing this policy, we are not seeking any agreement from any entity.

2. General Guidelines.

a) This MAP Policy relates to the Company’s Products (the “Products”) and their corresponding minimum advertised price (the “MAP Price”), each as set forth on Exhibit A.

b) We reserve the right to modify the Products and their MAP Price at any time in our sole and absolute discretion. Changes to the MAP Policy will be posted publicly and available on our website. We expect that you periodically review the website to remain in compliance with any updates to this MAP Policy.

c) This MAP Policy applies to advertised prices, and it applies to all resellers, whether selling online or in “brick and mortar” stores. This MAP Policy does not apply to the price at which the Products are actually sold. We recognize that you are free to make decisions related to the price at which the Products are sold without consulting the Company.

d) We believe in maintaining a fair and competitive marketplace for all of our resellers; if you have any questions related to this MAP Policy, please feel free to contact Jonathan Whitt at [jwhitt@vedco.com](mailto:jwhitt@vedco.com).

3. Advertising Guidelines.

a) It is the Company’s policy that Products be advertised at or above the MAP Price, as set forth on Exhibit A.

b) The MAP Policy applies to all advertisements of the Products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, television, radio, public signage, and on the Internet or similar electronic media, including, but not limited to, distributor and dealer websites, banner ads, gun boards, and auction sites.

c) Any advertisement that offers discounts, rebates, coupons, gift certificates, store credit, or bundled products (including with non-Vedco products) or free services that results in a net advertised price below the MAP Price is a violation of this MAP Policy. For example:

- Advertising Products with store-wide discounts that reduce the net advertised price below MAP.
- Advertising multiple Products for a single price less than the combined MAP Price.
- Advertising Products through online auctions where the minimum bid is below MAP.

Notwithstanding the foregoing, these types of discounted offerings are permissible to the extent the final net price is only shown “in cart.”

d) The Company may deem any action as non-compliant with this MAP Policy if it is intended to circumvent or has the effect of circumventing the letter or spirit of the MAP Policy.

#### 4. Enforcement

a) The Company does not intend to do business with resellers who compromise the integrity of the Company’s brand and the Products. In the event that the Company determines that you have not adhered to this MAP Policy, the Company may either: (i) temporarily suspend your account with the Company; or (ii) cease doing business with you and no longer sell any Products to you. In such instances, the Company reserves the right to cancel any pending orders or restrict future orders.

b) Before suspending or terminating your account, we may inform you that your Product listings do not comply with the MAP Policy. If you fail to adjust your advertised prices after such notice, then we may take any action consistent with this MAP Policy.

c) We may from time to time permit you and other resellers to advertise the Products below their MAP Price. In such event, we will inform you of the Products which may be advertised below their MAP Price and the length of time you may advertise such Products at that price.

d) The Company shall be solely responsible for: (i) determining whether a reseller has failed to adhere to this MAP Policy, (ii) communicating decisions to resellers regarding this MAP Policy, and (iii) receiving communications from sellers regarding this MAP Policy. The Company’s sales personnel and independent sales representatives have no authority to modify or grant exceptions to this MAP Policy, nor do they have any authority to communicate to resellers with regard to complying with this MAP Policy.

This MAP Policy is being unilaterally adopted by the Company and we are not asking you to sign this MAP Policy, nor will we accept any type of acceptance of this MAP Policy. We nevertheless thank you for reviewing this MAP Policy and look forward to doing business with you going forward.

Sincerely,

Craig Campbell  
General Manager

# Exhibit A

## Vedco, Inc. MAP - Pricing Schedule

ITEM NUMBER	UPC	ASIN	VEDCO SKU	MAP
VINV-HALD-1000	350989865016	B0DZ41GCPF	HALCYON-K9 COLLAR (1 PACK)	\$16.99
VINV-HALD-3000	350989865030	B0DZPGXN19	HALCYON-K9 COLLAR (3 PACK)	\$32.99
VINV-HALD-5000	350989866990	B0DXNFNHXR	HALCYON-K9 DIFFUSER STARTER KIT (1 PACK)	\$23.99
VINV-HALD-4000	350989867997	B0DZ46H6LV	HALCYON-K9 DIFFUSER REFILL (2 PACK)	\$21.99
VINV-HALD-0060	350989864194	B0DZPKM9KX	HALCYON-K9 SPRAY 60 mL	\$20.99
VINV-HALF-1000	350989861018	B0DZPHCYG6	HALCYON-FE COLLAR (1 PACK)	\$16.99
VINV-HALF-3000	350989861032	B0DZPGWV1G	HALCYON-FE COLLAR (3 PACK)	\$32.99
VINV-HALF-5000	350989862992	B0DZPJF4CW	HALCYON-FE DIFFUSER STARTER KIT (1 PACK)	\$23.99
VINV-HALF-4000	350989863999	B0DZPF56W6	HALCYON-FE DIFFUSER REFILL (2 PACK)	\$21.99
VINV-HALF-0020	350989860097	B0DZPK14KQ	HALCYON-FE SPRAY 20 mL	\$15.99
VINV-HALF-0060	350989860196	B0DZPGW1DD	HALCYON-FE SPRAY 60 mL	\$20.99
VINV-HALF-0219	350989860080	B0DZPKG1CG	HALCYON-FE SPRAY 219 mL	\$48.99
VINV-TUNA-0250	350989735449	B0F64167JB	VEDALAX TUNA ORAL GEL 2.5 oz.	\$12.99
VINV-TUNA-0425	350989735456	B0F6Q7SZV1	VEDALAX TUNA ORAL GEL 4.25 oz.	\$13.99
VINV-MAPL-0250	350989734442	B0F6QJZJ97	VEDALAX MAPLE ORAL GEL 2.5 oz.	\$12.99
VINV-MAPL-0425	350989734459	B0F6QMK9HH	VEDALAX MAPLE ORAL GEL 4.25 oz.	\$13.99
VINV-RCAL-0425	350989736453	B0F6R2KTPC	ENERCAL ORAL GEL 4.25 oz.	\$13.99
VINV-DLM9-0425	350989738457	B0F6R5H9ZD	DLM-9 ORAL GEL 4.25 oz.	\$13.99
VINV-NUTR-BPIL	350989531218	B00076HU3W	NUTRIVED B COMPLEX PLUS IRON LIQUID 4 oz.	\$15.99
VINV-NUTR-GELS	350989445508	B07BSM4ND5	NUTRIVED OFA GEL CAPS SMALL/MEDIUM DOGS	\$14.99
VINV-NUTR-GELL	350989446505	B00I03GI3W	NUTRIVED OFA GEL CAPS, LG. DOG 60 ct.	\$15.99
VINV-NUTR-SD60	350989536503	B00I03GI0K	NUTRIVED OFA CHEWABLE TABS., SM/MED DOG 60 ct.	\$19.99
VINV-NUTR-LD60	350989538507	B007OAFSHO	NUTRIVED OFA CHEW.TABS,LG.DOG 60 ct.	\$22.99
VINV-NUTR-LIQ8	350989539245	B004X2IDI2	NUTRIVED OFA LIQUID 8 oz	\$15.99
VINV-NUTR-GRAD	350989541859	B0FBXDN1WM	NUTRIVED OFA GRANULES DOGS 650 gm	\$26.99
VINV-NUTR-CALD	350989532505	B0055FAVVS	NUTRIVED CALCIUM PLUS CHEW. TABS., DOGS 60 ct.	\$17.99
VINV-NUTR-POTA	350989459871	B0783NJYH8	NUTRIVED POTASSIUM CITRATE GRANULES 300 gm	\$34.99
VINV-NUTR-CHVD	350989534509	B00R8G6EJK	NUTRIVED CHEWABLE VITAMINS, DOGS 60 ct.	\$19.99
VINV-NUTR-CHV1	350989534844	B0FBX8V2FD	NUTRIVED CHEWABLE VITAMINS, DOGS 180 ct.	\$30.99
VINV-NUTR-ZNPR	350989604516	B000COAET6	NUTRIVED ZINC& METHIONINE CHEW TAB 15MG 100 ct.	\$19.99
VINV-9896-2326	350989911263	B01MCXU72Q	ALOE & OATMEAL SHAMPOO 16 oz	\$15.99
VINV-9896-2426	350989912260	B07FL7FK21	ALOE & OATMEAL CONDITIONER 16 oz.	\$15.99
VINV-9896-2429	350989912291	B0FBT5HRJ7	ALOE & OATMEAL CONDITIONER 1 GALLON	\$50.99
VINV-CL75-6000	350989908263	B07DCY8N2G	MICRO BP SHAMPOO CL 756 16 oz.	\$26.99
VINV-SWIM-04OZ	350989093211	B0030EN32U	SWIMMERS EAR 4 oz.	\$12.99
VINV-9896-2224	350989913243	B0FBTFHP1S	CLEAN EAR W/ ALOE VERA 8 oz.	\$13.99
VINV-DERM-0003	350989928216	B00319UUIE	OTOCETIC SOLUTION 4 oz.	\$12.99
VINV-CLOR-2X80	350989917241	B002PEB24C	CHLORHEX 2X, 4% SHAMPOO 8 oz.	\$14.99
VINV-FRES-MOUT	350989916244	B07FLCX6RJ	FRESH MOUTH ORAL SPRAY 8 oz.	\$14.99
VINV-D256-GALS	350989901295	B01JATCXB0	D-256 DISINFECTANT CLEANSING SOLUTION 1 GALLON	\$64.99
VINV-GENA-3634	350989506292	B0778RKRYG	FECA MED 1 GALLON	\$34.99
VINV-OVED-0001	350989224295	B089KW68Z8	EQUI-PHAR VEDLUBE 1 GALLON	\$24.99
VINV-FLEX-0002	350989618575	B002QBSFLM	FLEX 2500 SOFT CHEWS 120 ct.	\$45.99
VINV-FLEX-0001	350989617288	B07RGZFKKR	FLEX 2500 GRANULES 960 GM 120 ct.	\$60.99
VINV-CLOR-CLNL	350989772215	B0FJ2XTVQQ	CHLOR-A-CLENS-L (1/2% LIDOCAINE) 4 oz.	\$12.99
VINV-CORT-01OZ	350989926182	B0FJBN4NWP	CORT/ASTRIN SOLUTION 1 oz.	\$10.99