



THE THYMES, LLC
UNITED STATES MINIMUM ADVERTISED PRICE POLICY
Effective July 1, 2018

The Thymes, LLC (“Thymes”) has determined that certain advertising practices undermine Thymes’ trade reputation, brands, and premium image within the target consumer population and discourage Thymes’ resellers from investing in the Thymes product lines and providing the best possible service and support to consumers. Accordingly, to protect the integrity of the Thymes brand, Thymes has adopted this unilateral Minimum Advertised Price Policy (the “Policy”), which applies to all authorized resellers of Thymes Covered Products (as defined below) in the United States of America.

The Policy applies to advertisements of the Thymes products listed on the Thymes MAP Schedule (“Covered Products”). The Thymes MAP Schedule will be made available to all its authorized resellers (“Resellers”) and may be amended by Thymes in its sole discretion at any time.

Thymes is solely responsible for establishing the minimum advertised price (“MAP”) for each Covered Product and communicating the MAP to all Resellers. While Resellers remain free to advertise and sell all Thymes Products at any price they deem appropriate, it is a violation of this Policy for a Reseller to advertise any Covered Product at a price lower than the MAP. Such advertisements include, but are not limited to:

- i. Offering coupons, discounts, reseller rebates, or other inducements that, when applied, result in a price lower than the MAP, including through use of a storewide sale, promotional code, or other similar provision that can be applied to Covered Products.
- ii. Bundling Covered Products with other products or services (whether made by or provided by Thymes or another entity) in a manner that implies below-MAP pricing for the bundled Covered Product.
- iii. Strikeouts or strikethroughs of pricing information, “see price in cart,” or other statements that suggest that a lower price for a Covered Product may be found at the final online checkout stage.
- iv. Permitting any third-party to alter the advertised price for any Covered Product.

Direct or indirect attempts to circumvent this Policy also violate this Policy; however, it is not a violation to advertise that a customer may “call for price,” “text for price,” or “email for price” as long as no price is listed and no automated call, text message, or “bounce-back” email is used in response.

For purposes of this Policy, the terms “advertise” and “advertisement” include all promotional or pricing information displayed via any type of media, including, but not limited to, newspapers, catalogs, magazines, flyers, brochures, television, radio ads, billboards, signage (except signs displayed within a brick-and-mortar selling location), websites, blogs, social media, affiliate marketing networks/comparison shopping engines, reseller-initiated text messages or emails to

customers or prospective customers, mobile/smart phone applications, banner ads, online product ads, paid search ads, pay-per-click ads, display ads, mobile ads, product listing ads, sponsored links, ads in any other media in a digital format that is communicated or conveyed via the Internet, and any other marketing or promotional materials, whether displayed online or through broadcast or other media.

Notwithstanding the foregoing, pricing information displayed at the final online checkout stage of a transaction is not considered “advertising” under this Policy. The “final online checkout stage” is the stage when the Covered Product is put into a shopping cart that contains the customer’s name, shipping address, email address, and payment information. Pricing information in the “shopping cart” or “checkout” stages must be obscured technically so that it is not retrievable by shopping and pricing engines, and not displayed on search page results within the Reseller’s own website.

From time to time, Thymes may announce MAP holidays or promotions that are applicable to all Resellers, during which periods a Reseller that advertises a Covered Product in accordance with the terms of the authorized promotion will not be deemed to have violated the Policy. Thymes will notify all Resellers of any such authorized promotions, generally not fewer than 30 days in advance.

Further, the advertisement of free or reduced-price shipping is not a violation of this Policy as long as such offer applies to all or almost all other products offered by a Reseller in the same product category.

This Policy does not constitute an agreement between Thymes and any other entity. Thymes neither solicits nor will it accept any assurance of compliance with this Policy from any Reseller or other party. Each Reseller must independently choose whether to comply with the terms of this Policy. This Policy is not negotiable and will not be altered for any individual Reseller. This Policy applies only to advertised prices and does not affect the prices that a Reseller may charge for Thymes Products.

NON-COMPLIANCE

Thymes will take the following actions against any Reseller that fails to comply with this Policy with respect to the advertisement of any Covered Product:

- i. For a Reseller’s first violation of the Policy, Thymes will notify the Reseller in writing of such failure and will immediately place the Reseller’s account on shipping hold for thirty (30) days. Thymes will revoke its acceptance of any pending orders, cancel any pending shipments to the Reseller, and not accept any new orders from Reseller during this 30-day period.
- ii. For a Reseller’s second violation of the Policy during a 12-month period following the first violation, Thymes will notify the Reseller in writing of such failure and will immediately place the Reseller’s account on shipping hold for ninety (90) days. Thymes will revoke its acceptance of any pending orders, cancel any pending shipments to the Reseller, and not accept any new orders from Reseller during this 90-day period.
- iii. For a Reseller’s third violation of the Policy during a 12-month period following the first violation, Thymes will terminate its business relationship with the Reseller.

Thymes will revoke its acceptance of any pending orders and cancel any pending shipments to the Reseller.

Although Thymes is not directing any Reseller to require that its customers comply with this Policy, a violation of this Policy by any such third party will constitute a violation by the Reseller.

The Policy will be enforced by Thymes in its sole discretion and without notice. Resellers have no right to enforce the Policy.

POLICY ADMINISTRATION

Thymes may update, revise, suspend, terminate, reinstitute, or modify this Policy at any time in its sole discretion. Thymes shall make any such modifications available to all Resellers. If Thymes changes the MAP on any Product, it will provide at least 14 days' notice to Resellers before such change takes effect.

No Thymes employee or agent, including a Reseller's sales representative, is authorized to modify, interpret, or grant exceptions to this Policy; solicit or obtain the agreement of any person to this Policy; or otherwise discuss any aspect of this Policy with any Reseller, including that Reseller's or any other Reseller's compliance with the terms of the Policy. Any questions about this Policy should be submitted in writing and directed to Thymes' MAP Policy Administrator at MAP@curiobrands.com. Thymes will accept no other form of communication from Resellers regarding the Policy.

This Policy is effective July 1, 2018 and supersedes all prior Thymes policies and/or representations regarding minimum advertised prices or resale prices for Covered Products applicable to any Reseller. To the extent that any provision, term, or agreement governing the relationship between Thymes and any Reseller may be construed in a manner that is inconsistent with the terms of this Policy, the terms of this Policy control.

Thymes Minimum Advertised Price Schedule

PRODUCT NAME	SKU	MINIMUM ADVERTISED PRICE
All-Purpose Cleaning Concentrate	TH30507310000	\$ 18.00
Countertop Spray	TH30507307400	\$ 16.00
Dishwashing Liquid	TH30507307200	\$ 16.00
Hand Lotion	TH30507302800	\$ 16.00
Hand Wash	TH30507303600	\$ 16.00
Hand Wash Refill	TH30507323600	\$ 34.00
Hand Wash, Large	TH30507303500	\$ 28.00
Hard-Working Hand Cream	TH30507303400	\$ 18.00
Home Fragrance Mist	TH30507305600	\$ 22.00
Poured Candle	TH30507342200	\$ 30.00
Poured Candle, Glass Jar	TH30507343200	\$ 42.00
Reed Diffuser Oil Refill	TH30507308000	\$ 34.00
Reed Diffuser, Petite	TH30507379300	\$ 44.00
Surface Scrub	TH30507308300	\$ 16.00
Wood Cleaning Spray	TH30507307300	\$ 16.00
All-Purpose Cleaning Concentrate	TH37207310000	\$ 18.00
Concentrated Laundry Detergent	TH37207308400	\$ 28.00
Countertop Spray	TH37207307400	\$ 16.00
Deodorizing Linen Spray	TH37207305700	\$ 16.00
Dishwashing Liquid	TH37207307200	\$ 16.00
Fabric Softener	TH37207308500	\$ 18.00
Hand Lotion	TH37207302800	\$ 16.00
Hand Sanitizer, Countertop	TH37207302300	\$ 16.00
Hand Sanitizer, Travel	TH37207312300	\$ 10.00
Hand Wash	TH37207303600	\$ 16.00
Hand Wash Refill	TH37207323600	\$ 34.00
Hand Wash, Large	TH37207303500	\$ 28.00
Hard-Working Hand Cream	TH37207303400	\$ 18.00
Home Fragrance Mist	TH37207305600	\$ 22.00
Laundry Fragrance Oil	TH37207309800	\$ 16.00
Poured Candle	TH37207342200	\$ 30.00
Poured Candle, Glass Jar	TH37207343200	\$ 42.00
Reed Diffuser Oil Refill	TH37207308000	\$ 34.00
Reed Diffuser, Petite	TH37207379300	\$ 44.00
Surface Scrub	TH37207308300	\$ 16.00
Wood Cleaning Spray	TH37207307300	\$ 16.00
Wool Dryer Balls & Laundry Fragrance Oil Set	TH37207307900	\$ 34.00
All-Purpose Cleaning Concentrate	TH38907310000	\$ 18.00

Countertop Spray	TH38907307400	\$ 16.00
Deodorizing Linen Spray	TH38907305700	\$ 16.00
Dishwashing Liquid	TH38907307200	\$ 16.00
Hand Lotion	TH38907302800	\$ 16.00
Hand Wash	TH38907303600	\$ 16.00
Hand Wash Refill	TH38907323600	\$ 34.00
Hand Wash, Large	TH38907303500	\$ 28.00
Hard-Working Hand Cream	TH38907303400	\$ 18.00
Home Fragrance Mist	TH38907305600	\$ 22.00
Poured Candle	TH38907342200	\$ 30.00
Poured Candle, Glass Jar	TH38907343200	\$ 42.00
Reed Diffuser Oil Refill	TH38907308000	\$ 34.00
Reed Diffuser, Petite	TH38907379300	\$ 44.00
Surface Scrub	TH38907308300	\$ 16.00
Wood Cleaning Spray	TH38907307300	\$ 16.00
All-Purpose Cleaning Concentrate	TH05507310000	\$ 18.00
Concentrated Laundry Detergent	TH05507308400	\$ 28.00
Countertop Spray	TH05507307400	\$ 16.00
Deodorizing Linen Spray	TH05507305700	\$ 16.00
Dishwashing Liquid	TH05507307200	\$ 16.00
Fabric Softener	TH05507308500	\$ 18.00
Hand Lotion	TH05507302800	\$ 16.00
Hand Wash	TH05507303600	\$ 16.00
Hand Wash Refill	TH05507323600	\$ 34.00
Hand Wash, Large	TH05507303500	\$ 28.00
Hard-Working Hand Cream	TH05507303400	\$ 18.00
Home Fragrance Mist	TH05507305600	\$ 22.00
Laundry Fragrance Oil	TH05507309800	\$ 16.00
Poured Candle	TH05507342200	\$ 30.00
Poured Candle, Glass Jar	TH05507343200	\$ 42.00
Reed Diffuser Oil Refill	TH05507308000	\$ 34.00
Reed Diffuser, Petite	TH05507379300	\$ 44.00
Surface Scrub	TH05507308300	\$ 16.00
Wood Cleaning Spray	TH05507307300	\$ 16.00
Wool Dryer Balls & Laundry Fragrance Oil Set	TH05507307900	\$ 34.00
All-Purpose Cleaning Concentrate	TH30607310000	\$ 18.00
Concentrated Laundry Detergent	TH30607308400	\$ 28.00
Countertop Spray	TH30607307400	\$ 16.00
Deodorizing Linen Spray	TH30607305700	\$ 16.00
Dishwashing Liquid	TH30607307200	\$ 16.00
Fabric Softener	TH30607308500	\$ 18.00
Hand Lotion	TH30607302800	\$ 16.00

Hand Wash	TH30607303600	\$ 16.00
Hand Wash Refill	TH30607323600	\$ 34.00
Hand Wash, Large	TH30607303500	\$ 28.00
Hard-Working Hand Cream	TH30607303400	\$ 18.00
Home Fragrance Mist	TH30607305600	\$ 22.00
Laundry Fragrance Oil	TH30607309800	\$ 16.00
Poured Candle	TH30607342200	\$ 30.00
Poured Candle, Glass Jar	TH30607343200	\$ 42.00
Reed Diffuser Oil Refill	TH30607308000	\$ 34.00
Reed Diffuser, Petite	TH30607379300	\$ 44.00
Surface Scrub	TH30607308300	\$ 16.00
Wood Cleaning Spray	TH30607307300	\$ 16.00
Wool Dryer Balls & Laundry Fragrance Oil Set	TH30607307900	\$ 34.00
Ceramic Caddy	TH06410302000	\$ 6.00
Unscented Reed Refill, Natural	TH06410308600	\$ 10.00
Frasier Fir Pura Diffuser Kit	TH03510000000	\$ 84.00
Frasier Fir Pura Diffuser Refill	TH03510000100	\$ 18.00
Fresh-Cut Basil Pura Diffuser Refill	TH30510000100	\$ 18.00
Gingerbread Pura Diffuser Refill	TH03910000100	\$ 18.00
Heirlum Pumpkin Pura Diffuser Refill	TH04310000100	\$ 18.00
Highland Frost Pura Diffuser Refill	TH39410000100	\$ 18.00
Lemon Leaf Pura Diffuser Refill	TH37210000100	\$ 18.00
Magnolia Willow Pura Diffuser Refill	TH38910000100	\$ 18.00
Mandarin Coriander & Lemon Leaf Pura Diffuser Kit	TH39510000800	\$ 84.00
Mandarin Coriander Pura Diffuser Refill	TH05510000100	\$ 18.00
Simmered Cider Pura Diffuser Refill	TH08110000100	\$ 18.00
Washed Linen Pura Diffuser Refill	TH30610000100	\$ 18.00
Aromatic Votive Trio	TH03545240300	\$ 46.00
Large Poured Candle, Plaid	TH03545243400	\$ 58.00
Medium Poured Candle, Plaid	TH03545242500	\$ 46.00
Petite Reed Diffuser	TH03545279300	\$ 46.00
Poured Candle Set, Plaid	TH03545240800	\$ 38.00
Votive Candle, Plaid	TH03545240100	\$ 16.00
Ceramic Poured Candle, 3-Wick	TH03535243510	\$ 66.00
Ceramic Poured Candle, Medium	TH03535242610	\$ 48.00
Ceramic Poured Candle, Petite	TH03535241410	\$ 36.00
Ceramic Reed Diffuser	TH03535279920	\$ 56.00
Large Poured Candle, Frosted Wood Grain	TH03535243000	\$ 56.00
Medium Poured Candle, Frosted Wood Grain	TH03535242400	\$ 46.00

Poured Candle Trio Set	TH03535240600	\$ 52.00
Poured Candle, 3-Wick Gold	TH03535243300	\$ 58.00
Reed Diffuser, Petite Gold	TH03535279320	\$ 46.00
Unscented Reed Refill, Natural	TH06410308600	\$ 10.00
Votive Candle, Gold	TH03535240010	\$ 16.00
Car Diffuser Kit	TH03505200300	\$ 24.00
Car Diffuser Refill	TH03505200400	\$ 14.00
Decorative Sachet	TH03505206510	\$ 6.00
Diffuser Oil	TH03505209700	\$ 16.00
Fragranced Adhesive Gift Tags	TH03505217100	\$ 9.00
Fragranced Tissue Paper	TH03505217000	\$ 16.00
Fragranced Wrapping Paper	TH03505216700	\$ 18.00
Green Glass Gift Box Poured Candle	TH03505244800	\$ 36.00
Home Fragrance Mist	TH03505205600	\$ 22.00
Large Pine Needle Luminary	TH03505243200	\$ 56.00
Liquid-Free Fragrance Diffuser Reed Refill	TH03505208700	\$ 26.00
Medium Pine Needle Luminary	TH03505242600	\$ 46.00
Molded Pinecone, Petite	TH03505244400	\$ 46.00
Poured Candle Set, Pine Needle Design	TH03505240820	\$ 38.00
Poured Candle Tin	TH03505241810	\$ 24.00
Poured Candle Tin, Gold Lid	TH03505241900	\$ 24.00
Poured Candle, 3-Wick	TH03505243310	\$ 58.00
Poured Candle, Molded Green Glass	TH03505241710	\$ 34.00
Poured Candle, Pine Needle 3-Wick	TH03505242700	\$ 46.00
Poured Candle, Pine Needle Design	TH03505241520	\$ 34.00
Poured Candle, Travel Tin	TH03505240400	\$ 12.00
Reed Diffuser Oil Refill	TH03505208020	\$ 34.00
Reed Diffuser, Petite Green	TH03505279720	\$ 44.00
Reed Diffuser, Petite Pine Needle Design	TH03505279320	\$ 44.00
Reed Diffuser, Pine Needle Design	TH03505279420	\$ 54.00
Refresher Oil	TH03505206910	\$ 22.00
Scented Wax Melt	TH03505249900	\$ 10.00
Small Pine Needle Luminary	TH03505242100	\$ 36.00
Tree & Room Spray	TH03505225600	\$ 28.00
Unscented Reed Refill, Green	TH03505208900	\$ 10.00
Votive Candle Set	TH03505240310	\$ 22.00
Votive Candle, Pine Needle Design	TH03505240020	\$ 16.00
All-Purpose Cleaner	TH03515207410	\$ 16.00
All-Purpose Cleaning Concentrate	TH03515210000	\$ 16.00
Bar Soap	TH03515200500	\$ 12.00

Bar Soap & Dish Set	TH03515289200	\$ 22.00
Bar Soap Trio	TH03515289300	\$ 34.00
Concentrated Laundry Detergent	TH03515208400	\$ 28.00
Deodorizing Linen Spray	TH03515205700	\$ 16.00
Dishwashing Liquid	TH03515207200	\$ 16.00
Fabric Softener	TH03515208500	\$ 18.00
Hand Cream	TH03515203410	\$ 22.00
Hand Cream, Petite	TH03515213410	\$ 14.00
Hand Lotion	TH03515202800	\$ 16.00
Hand Sanitizer	TH03515202300	\$ 18.00
Hand Sanitizer, Travel	TH03515212300	\$ 10.00
Hand Wash	TH03515203600	\$ 16.00
Hand Wash Large	TH03515203500	\$ 28.00
Hand Wash Refill	TH03515223600	\$ 34.00
Holiday Gift Set	TH03515289400	\$ 36.00
Laundry Fragrance Oil	TH03515209800	\$ 16.00
Sink Set with Ceramic Caddy	TH03515289100	\$ 40.00
Surface Scrub	TH03515208300	\$ 16.00
Wood Cleaning Spray	TH03515207300	\$ 16.00
Wool Dryer Balls & Laundry Fragrance Oil Set	TH03515207900	\$ 34.00
6.5 oz Poured Candle	TH03525241500	\$ 36.00
Large Luminary Poured Candle	TH03525243700	\$ 72.00
Medium Luminary Poured Candle	TH03525243510	\$ 59.00
Petite Reed Diffuser	TH03525279300	\$ 46.00
Poured Boxed Votive Candle	TH03525240000	\$ 16.00
Poured Candle Small, Pine Needle	TH03525241310	\$ 28.00
Poured Candle Small, Tree	TH03525241100	\$ 28.00
Poured Candle, Large 4-Wick	TH03525243810	\$ 104.00
Poured Candle, Medium 3-Wick	TH03525242810	\$ 49.00
Small Luminary Poured Candle	TH03525242310	\$ 39.00
Home Fragrance Mist	TH03905505610	\$ 22.00
Poured Candle, Large	TH03905543100	\$ 54.00
Poured Candle, Medium	TH03905542000	\$ 36.00
Reed Diffuser Oil Refill	TH03905508000	\$ 34.00
Reed Diffuser, Petite	TH03905579300	\$ 44.00
Travel Tin	TH03905540410	\$ 12.00
Votive Candle	TH03905540020	\$ 16.00
Boxed Votive Candle	TH04306540000	\$ 16.00
Home Fragrance Mist	TH04306505600	\$ 22.00
Large Poured Candle 3-Wick, Copper	TH04306542910	\$ 48.00
Medium Poured Candle, Copper	TH04306542400	\$ 38.00
Poured Candle	TH04306541500	\$ 34.00

Poured Candle Tin, Gold Lid	TH04306541900	\$ 24.00
Poured Candle, Travel Tin	TH04306540400	\$ 12.00
Reed Diffuser	TH04306579400	\$ 54.00
Small Poured Candle, Copper	TH04306540900	\$ 26.00
6.5 oz Boxed Candle	TH39407141500	\$ 34.00
Home Fragrance Mist	TH39407105600	\$ 22.00
Large Candle	TH39407143400	\$ 56.00
Petite Reed Diffuser	TH39407179300	\$ 44.00
Reed Diffuser Oil Refill	TH39407108000	\$ 34.00
Travel Tin	TH39407140400	\$ 12.00
Electric Diffuser Oil	TH08105309700	\$ 16.00
Home Fragrance Mist	TH08105305610	\$ 22.00
Poured Candle	TH08105341510	\$ 34.00
Poured Candle Tin, Gold Lid	TH08105341900	\$ 24.00
Poured Candle with Sleeve, Harvest Red	TH08105342300	\$ 38.00
Poured Candle, Copper Pot 3-Wick	TH08105343400	\$ 58.00
Poured Candle, Harvest Red	TH08105342900	\$ 48.00
Poured Candle, Harvest Red 4-wick	TH08105343600	\$ 64.00
Poured Candle, Mug	TH08105342500	\$ 38.00
Poured Candle, Travel Tin	TH08105340410	\$ 12.00
Reed Diffuser Oil Refill	TH08105308000	\$ 34.00
Reed Diffuser, Petite	TH08105379310	\$ 44.00
Scented Wax Melt	TH08105349900	\$ 10.00
Votive Candle	TH08105340010	\$ 16.00