

GENACOL INTERNATIONAL CORPORATION INC. AUTHORIZED RESELLER POLICY

This Genacol International Corporation Inc. (“Genacol”) authorized reseller policy (“ARP”) was first made effective on April 1, 2017. This Policy has been established solely and unilaterally by Genacol, and will be administered unilaterally and enforced by Genacol in accordance with the terms hereof. Each reseller, seller and dealer of Genacol products (hereinafter defined) (each, a “reseller”) shall be made aware (by email, fax, link to our website or by phone,) of this Policy and all exhibits hereto, as well as any updates or modifications to the Policy and exhibits made by Genacol from time to time in its sole discretion.

1. Purpose of this policy:

As the brand owner of dietary and health supplements products, Genacol® invests each year in research and development, marketing and distribution. Product safety and brand integrity are the cornerstone of our business, any breaches of these two pillars could cause severe prejudice to our business and our Brand. The purpose of this policy is twofold: 1) Ensure and guarantee the safety and traceability of our products sold to the consumer 2) Protect and strengthen our intellectual property rights by circumscribing the usage of our trademarks.

2. Policies and Restrictions

2.1. Copyright and Trademark: Genacol is a registered trademark in the US, Canada, Mexico, EU and several other countries and jurisdictions. The name, image and integrity of the Genacol brand must be protected at all times. Content displayed on Genacol’s websites, in brochures, advertisements, product packaging, product information sheets and other marketing materials are copyrighted and trademarked.

2.2. Brand Representation: The unauthorized use of copyrights, trademarks, logos, manufacturing images, product images, url’s copy or other information on the internet without expressed consent is prohibited. All photos, images and products and/or company description content pertaining to or describing Genacol / Aminolock must be current and obtained directly from Genacol Headquarter . This information cannot be pulled from Genacol’s website or other internet sources, unless specifically directed in writing by GENACOL. Resellers may not at any time register a domain name using the word Genacol. This information may be updated and amended at any time. Such amendments will be communicated via mail and/or email / or other means of communication to involved parties.

2.3. Information Disclosure: Websites where Genacol products are sold or advertised must provide access to the current and customer account holder, including his/her complete phone number, email and office address contact information. A reseller cannot sell Genacol product using a pseudonym or through anonymous representation

. If a Genacol representative contact directly a seller who does not disclose their corporate name, they must comply promptly and respond to Genacol request by providing their account information (Corporate name, address, phone and account number). Furthermore, consumers of Genacol products that bought products via an authorized reseller must receive with their product(s) sufficient information about the reseller in order that if they contact Genacol customer care, Genacol representatives will be able to link the callers purchase to a reseller account.

2.4. International Markets: The industry of dietary supplements is highly regulated, each country has their own regulations and specifications related to permits, labeling and product information. In no circumstance is a reseller authorized to sell Genacol products outside of their designated market.

2.5. Amazon marketplaces: Genacol maintains agreements with designated Amazon.com retailers. Therefore, Genacol products may not be advertised or sold on Amazon.com and any of its affiliates by anyone except for those retailers. Customers who violate these exclusives agreements are subject to immediate and permanent suspension of purchasing privileges.

2.6. Pricing Provisions and MAP POLICY: Authorized resellers must abide by the Minimum Advertised Price (MAP) Policy, as outlined document “Revised-Map-policy-Aggrement-03-01-2017.pdf” a copy of this policy can be found on our Website [here](#) . The Minimum Advertised Price (MAP) Policy applies to all customers including those that own stores, operate or manage websites, online clinics, pharmacies and authorized amazon resellers. The MAP policy applies to all printed and electronic advertisements of Genacol products including but not limited to catalogs, brochures, websites, email solicitations, special offers, newsletters and electronic coupons or coupon codes. PLEASE NOTE THAT MAP PRICE POLICY IS INTENDED FOR USA AUTHORIZED RESELLERES ONLY”

3 . Failure to Comply

In order to preserve brand integrity, Genacol requires compliance with the terms and conditions outlined in this policy. If a reseller fails to comply with the terms of Section 2. 2.1. through 2.6 ., Genacol shall notify them via phone, email or standard mail of the violation and immediately place the customer’s account on hold until the customer has come into compliance. Failure to comply with Section 2.3 referring to Information disclosure and Section 2.6 referring to Genacol’s MAP policy may result in temporary revocation of the customer’s wholesale purchasing privileges, suspension of the account or termination of the account. Genacol reserves the right to revoke the customer’s wholesale price purchasing privileges and/or terminate the account of any customer in violation of any of the terms or conditions outlined in this policy with or without prior notice. Violation of any such terms automatically forfeits the account holder’s ability to purchase products in any capacity.

Any question regarding this policy or the MAP Policy can be directed directly by email to Compliance@genacol.ca