Company of Animals, LLC.
13606 Xavier Lane, Suite D, Broomfield, CO 80023

Internet Minimum Advertised Pricing Policy

Effective October 22, 2026, **Company of Animals, LLC** has unilaterally adopted an Internet Minimum Advertised Pricing Policy (IMAP), which is applicable to all Company of Animals, LLC dealers, sales representatives and other authorized resellers in the United States, Mexico and Canada (Authorized Partners). Company of Animals, LLC has been building a brand of strong recognition and a high perceived value since 1979. The IMAP policy is intended to protect Company of Animals, LLC brand as a premium offering, preserve the opportunity for competitive reseller margins and avoid channel conflict between Authorized Partners.

The IMAP policy shall work under the following guidelines:

1) The products covered by this policy are indicated on official Company of Animals, LLC price lists ("IMAP Products"). Company of Animals, LLC may in its sole discretion modify the list of IMAP Products from time to time.

2) The Minimum Advertised Price for any IMAP Product is as published on official COMPANY OF ANIMALS, LLC price lists. IMAP pricing is established by COMPANY OF ANIMALS, LLC and may be adjusted by COMPANY OF ANIMALS, LLC at its sole discretion.

3) The IMAP policy applies to all advertisements of IMAP Products in any and all media, including, but not limited to electronic versions of: flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, as well as Internet sites, social media sites, apps, or any other electronic media.

4) Website features such as "click for price", automated "bounce-back" pricing emails, preformatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered

to be communications initiated by the dealer (rather than by the customer) and thereby constitute “advertising” under this IMAP Policy.

5) The IMAP policy does not apply to any in-store advertising that is displayed only in a physical brick-and-mortar location and not distributed to any customer(s) outside of that brick-and-mortar location.

6) The inclusion in advertising of free or discounted products (whether made by COMPANY OF ANIMALS, LLC or another manufacturer) with a IMAP Product would be contrary to the policy if it has the effect of discounting the advertised price of the IMAP Product below the IMAP.

7) If pricing is displayed in other than a brick-and-mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited. COMPANY OF ANIMALS, LLC prohibits the use of indirectly advertising a price lower than the IMAP price through tactics like "click to see pricing" or "call for pricing" on webpages or in advertisements.

8) IMAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer’s retail location or over the telephone. Authorized Partners remain free to sell these products at any price they choose.

9) IMAP does not establish maximum advertised prices. Authorized Partners may offer IMAP Products at any price in excess of the IMAP.

10) It shall not be a violation of this IMAP Policy to advertise in general that the reseller has “the lowest prices” or will meet or beat any competitor’s price or to use similar phrases so long as the Authorized Partner does not include any advertised price below IMAP and otherwise complies with this IMAP Policy.

11) Any period(s) during which advertised prices may be below the IMAP prices provided by COMPANY OF ANIMALS, LLC as well as the maximum discount to IMAP prices permitted during such period(s) shall be provided to you by COMPANY OF ANIMALS, LLC at least 30 days prior to what will be termed an “IMAP Holiday.” Such IMAP Holidays are available uniformly to all Authorized Partners.

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12) Advertising through any third-party auction site such as eBay with a starting bid price or "Buy it Now" options less than IMAP is strictly prohibited. Best offer auctions are not allowed without a reserve equal to IMAP or greater.

13) From time to time, COMPANY OF ANIMALS, LLC may permit Authorized Partners to advertise products at prices lower than the IMAP retail price. In such events, COMPANY OF ANIMALS, LLC reserves the right to modify or suspend the IMAP retail price with respect to the affected products for a specified period of time by providing advance notice to all Authorized Partners of such changes.

14) IMAP Products may be advertised as free, provided there is no obligation on the customer to make any other purchase in order to receive the product.

15) Authorized Partners will supply a copy of the COMPANY OF ANIMALS, LLC IMAP Policy to any new or existing reseller ("Reseller"). Authorized Partners are obligated to monitor compliance with this IMAP Policy by each Reseller and are expected to act on and request immediate corrective action of any known violation of the IMAP Policy by a Reseller.

COMPANY OF ANIMALS, LLC is solely responsible for determining whether an Authorized Partner has not complied with this IMAP Policy and for imposing consequences. Consequences include, but are not limited to: (a) suspending shipments of the product that is advertised at a price below IMAP, (b) suspending shipment of a broader category of products, (c) suspending all COMPANY OF ANIMALS, LLC products, (d) terminating COMPANY OF ANIMALS, LLC's relationship with the

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Authorized Partner, and (e) altering the terms of participation in any current or future preferred pricing, promotional, joint marketing or sponsorship programs. Authorized Partners have no right to enforce the IMAP Policy.

COMPANY OF ANIMALS, LLC is not seeking agreement from any Authorized Partner to adhere to this IMAP policy, and no representative of COMPANY OF ANIMALS, LLC is authorized to solicit or accept any such agreement. It is entirely within the discretion of each Authorized Partner whether to comply or not comply. Except for modifications

provided to all Authorized Partners pursuant to Section 12 above, COMPANY OF ANIMALS, LLC sales personnel have no authority to modify or grant exceptions to this Policy or to provide interpretations of this Policy. COMPANY OF ANIMALS, LLC is not bound by any exception or interpretation that an Authorized Partner believes it has received.

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