



## **FRIDA MAP POLICY**

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Effective: January 1, 2026

Frida exists to support parents through the unfiltered realities of parenthood by providing simple, effective tools that make everyday challenges more manageable. As a brand, we are committed to ensuring our products are widely accessible, while maintaining the value and integrity of the Frida name. Our retail partners play a critical role in this mission, and their success directly fuels ours.

This Minimum Advertised Pricing ("MAP") Policy is designed by Frida to protect the strength of our brand, safeguard fair competition and promote healthy growth for both Frida and our retail community.

**1. Application of Policy:** This Policy applies to all advertising and marketing of Frida products in any and all media, including, for example, websites, marketplaces, affiliate sites, apps, emails, social posts (including influencer posts), online ads, print, radio, and TV, by all retailers who resell Frida products in the United States.

- Pricing displayed online is considered an "advertised price" and is subject to this Policy. Once a product is added to a secure non-public shopping cart or order (i.e., a demonstrated intent to purchase), the pricing becomes the selling price and is not subject to this Policy.
- This Policy does not apply to in-store/solely on-premises advertising not distributed to consumers or to any advertised pricing during Frida-approved promotional windows.

**2. Minimum Advertised Prices:** Frida will provide retailers with MAPs for specific products, which Frida may update at any time upon notice to its retailers.

- Retailers may not advertise a Frida product at an advertised price below the applicable MAP. Advertised prices for these purposes means the price actually advertised to customers and excludes all rebates, credits, gifts with product, or free/discounted shipping offers.

**3. Bundling:** If a Frida product is included in a bundle of Frida and/or non-Frida products, the bundle price must not: (a) be lower than the MAP(s) for the Frida product(s); or (b) otherwise circumvent this Policy.

**4. Sale Prices:** MAPs are not intended to establish or dictate the price at which a retailer actually sells any Frida product. Pricing is and remains at the sole discretion of the retailer.

**5. Unilateral Policy:** This Policy is not a contract between Frida and any other third party, nor is it an invitation to contract or reach an agreement. Frida has unilaterally established this Policy and shall determine, in its sole discretion, whether any retailer's activities violate this Policy.

**6. Violations:** Frida may monitor retailers' compliance with this Policy either directly or through third party agencies.

- **First Violation:** If an advertised price is more than 3% below the applicable MAP, the retailer will receive a warning and must correct the advertised price to at least 3% below the applicable MAP within 5 calendar days.
- **Second Violation:** Failure to correct the First Violation will result in shipment suspension of the SKU until the advertised price is corrected and maintained for at least 5 consecutive calendar days.
- **Further Action:** In addition to the above, Frida reserves the right to cancel pending orders, restrict future orders, suspend accounts, or cease doing business with repeat offenders of this Policy, or for any other reason, at Frida's discretion.

**7. Communication:** This Policy is designed, monitored, and enforced solely by Frida (and third-parties Frida engages for that purpose). Retailer input or feedback on this Policy or reports on potential violations are neither requested nor accepted.

For questions, contact: [MAP@frida.com](mailto:MAP@frida.com).