**FRIDA DISTRIBUTION POLICY**

This Frida Distribution Policy (this “**Policy**”) outlines certain unauthorized distribution channels and practices for Fridababy, LLC’s (“**Frida**”) U.S. customers (each, a “**Customer**”). Each Customer must provide Frida with a signed copy of this Policy prior to placing any orders with Frida, and must adhere with this Policy at all times.

* Customers are only permitted to sell Frida products through that Customer’s owned and operated retail locations and websites. Customers are not permitted to sell Frida products to any third party retailers (including any discount retailers), and/or through any third party websites (e.g. Amazon, Walmart).
* Customers are only permitted to sell Frida products to consumers for the consumers’ personal, non-commercial use. Customers are not permitted to fulfill any bulk orders from consumers. Frida defines a “bulk order” as an order of more than $1,000, more than 20 items of the same individual product or repeat buying patterns of the same product(s) which may represent more than normal personal use.
* Customers must always comply with the Frida MAP Policy (provided separately).

By signing below, the below Customer acknowledges it has reviewed this Policy and will comply with its terms.

CUSTOMER:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_