

Effective Date: January 1, 2025

Avantris LLC
Minimum Advertised Price Policy

This Minimum Advertised Price (“**MAP**”) Policy (the “**Policy**”) is issued by Avantris LLC (“**Avantris**”) and applies to all dealers, sales representatives, retailers, resellers, distributors, consolidators, and related sales partners (collectively, “**Resellers**”) who market, advertise, or sell Avantris products. This Policy is designed to protect the integrity, reputation, and value of Avantris’ products and brands, including *The Crooked Moon* line of products.

1. Products Covered. This Policy applies to the Avantris products listed in Schedule A (the “**Covered Products**”). Schedule A may be updated from time to time by Avantris, in its sole discretion, by updating Avantris’ official website, www.Avantris.com (the “**Avantris Website**”), and updated lists will be made available to Resellers upon request. Avantris shall not be responsible for notifying Resellers of changes to Schedule A.

2. Consumer Protection. In the interest of protecting both Resellers and consumers, Resellers must adhere to the following requirements

1. **Minimum Advertised Price.** Resellers must advertise and sell Covered Products at no less than 100% of the Manufacturer’s Suggested Retail Price (“**MSRP**”) as established by Avantris and listed on the Avantris Website. This MAP is established by Avantris and may be adjusted by Avantris at such time and in such amounts as it may determine at its sole discretion.
2. Covered Products may not be advertised, offered, or sold on or to third-party marketplaces or mass retail outlets without Avantris’ prior written consent, including but not limited to Amazon (except via Avantris’ official storefront), Barnes & Noble, Books-A-Million, Walmart, and Target.
3. The inclusion in advertising of free or discounted products with a Covered Product would be contrary to Policy if it has the effect of discounting the advertised price of the Covered Product below the MAP.
4. This MAP policy does not establish maximum advertised prices for Covered Products. All Resellers may offer Covered Products at any price in excess of the MAP.
5. The Policy does not, in any way, limit the ability of any Reseller to advertise that they have “the lowest prices” or that they will “meet or beat any competitors’ price,” that consumers should “call for a price” or phrases of similar meaning as long as the price advertised or listed for the Covered Product is not less than the MAP.
6. Avantris maintains the right to run a temporary sale at its discretion, and in such case, the MAP will be the same as the temporary sale price on those particular items for that particular time period.

3. Advertising Channels. This Policy applies to all forms of public-facing advertising, listings, and sales in any and all media now known or hereafter invented, including but not limited to:

- Websites and online storefronts
- Online marketplaces
- Social media promotions and postings
- Email campaigns and newsletters
- Print advertising (catalogs, flyers, newspapers, etc.)
- In-store displays and posted shelf prices

4. Enforcement and Monitoring. Avantris reserves the right to take any action it deems necessary hereunder in the event Avantris discovers that Reseller either has violated the provisions of this Policy or intends to violate the provisions of this Policy, as determined by Avantris’ MAP Policy Administrator. However, in the interest of fostering cooperation, Avantris has set forth the foregoing guidelines for enforcement:

1. **First Violation: Written Warning.** Reseller must bring all advertising and sales of Covered Products into compliance with this Policy within three (3) calendar days of Avantris’ transmittal of written notice.

2. **Second Violation: Termination.** Upon discovery of a second violation or Reseller's failure to comply with a Written Warning, Avantris may either: a) terminate or suspend the Reseller's agreement(s) with Avantris, b) revoke Reseller's authorization to purchase Covered Products directly from Avantris, its distributor partners, or its consolidator partners, c) cancel any pending orders, d) restrict future orders from Reseller, or e) any combination of the foregoing, in Avantris' sole and absolute discretion.
3. A Reseller with multiple Advertising Channels shall be considered in violation of this Policy based on violations on any Advertising Channel.
4. Avantris reserves the right to monitor advertised prices through internal review, third-party monitoring services, distributor reports, or consumer reporting. Resellers are expected to provide reasonable cooperation in any Avantris investigation regarding possible Policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with an Avantris Policy investigation is a violation of the Policy.
5. Waivers to the Policy may be granted in Avantris' sole discretion by the Avantris' MAP Policy Administrator in a written waiver. Avantris' sales and marketing personnel, or any other personnel, are not authorized to modify or grant exceptions to the Policy. In the event that the Avantris' MAP Policy Administrator authorizes a waiver to the Policy, Resellers must strictly adhere to the terms of the written waiver. Deviation from the terms of the written waiver shall constitute a violation of the Policy.

5. Distribution of Policy. Resellers may review and download the terms of this Policy from the Avantris Website. Copies may also be obtained by emailing sales@avantris.com or requesting one from an authorized distributor's sales team.

6. Applicability. This Policy applies to all Covered Products sold or advertised by Resellers within the United States and internationally, subject to applicable local regulations.

7. Avantris' Rights. Avantris reserves the right to modify, suspend, or terminate this Policy, in whole or in part, at any time. Any such changes will be communicated to Resellers in writing and will take effect on the date specified in the notice. The Policy will be enforced by Avantris in its sole discretion and without notice. Resellers have no right to enforce the Policy. Violations of the Policy may result in any of the aforementioned sanctions up to and including termination of the business relationship, as well as any available remedies at law.

Avantris has adopted this Minimum Advertised Price Policy to protect the integrity of its products, brands, and reputation, and to support resellers who dedicate resources to serving Avantris' customers.

Schedule A – Covered Products

<u>SKUS</u>	<u>Title</u>	<u>Case Qty</u>	<u>UPC (corrected)</u>	<u>ISBN</u>	<u>Product Type</u>	<u>MSRP</u>	<u>Release Year/Quarter</u>
<u>LAE-TCM-CB24</u>	<u>The Crooked Moon Hardcover Book</u>	<u>6</u>	<u>850067877004</u>	<u>978-1-965563-00-7</u>	<u>Book</u>	<u>\$69.99</u>	<u>Q3 2025</u>
<u>LAE-TCM-DB24</u>	<u>The Crooked Moon Deluxe Hardcover Book</u>	<u>6</u>	<u>850067877011</u>	<u>978-1-965563-01-4</u>	<u>Book</u>	<u>\$119.00</u>	<u>Q3 2025</u>
<u>LAE-TCM-GMSR</u>	<u>The Crooked Moon Wickermoor GM Screen & Maps</u>	<u>28</u>	<u>850067877394</u>	<u>978-1-965563-02-1</u>	<u>GM Screen</u>	<u>\$29.99</u>	<u>Q3 2025</u>
<u>LAE-TCM-DCMS</u>	<u>The Crooked Moon Resin Dice</u>	<u>48</u>	<u>850067877042</u>		<u>Dice</u>	<u>\$39.99</u>	<u>Q3 2025</u>
<u>LAE-TCM-TCS1</u>	<u>The Crooked Moon Tarot Set</u>	<u>24</u>	<u>850067877127</u>	<u>978-1-965563-03-8</u>	<u>Cards</u>	<u>\$59.99</u>	<u>Q3 2025</u>
<u>LAE-TCM-CVB24</u>	<u>The Crooked Moon Core Box</u>	<u>3</u>	<u>850067877028</u>		<u>Box Set</u>	<u>\$199.99</u>	<u>Q3 2025</u>
<u>LAE-TCM-DVB24</u>	<u>The Crooked Moon Deluxe Box</u>	<u>2</u>	<u>850067877158</u>		<u>Box Set</u>	<u>\$399.99</u>	<u>Q3 2025</u>
<u>LAE-TCM-TMP1</u>	<u>The Crooked Moon Tactical Map Pack</u>	<u>26</u>	<u>850067877196</u>		<u>RPG Accessory</u>	<u>\$29.99</u>	<u>Q3 2025</u>