



Medela Canada, Inc.
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August 15, 2023

Dear Valued Business Partner,

At Medela Canada, Inc. ("Medela"), we are committed to promoting the success of the breastmilk pumping and feeding experience for mothers by being a leading manufacturer of premium-quality breast pumps and accessories. That success would not be possible without reseller and distributor partners like you, who invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and company vendor presentation.

To protect Medela's brand reputation and the investment of our high-quality accounts, we have implemented the Medela Canada Authorized Reseller and Distributor Purchase Terms and Conditions (the "Purchase Terms"). A copy of the Purchase Terms is enclosed, and we encourage you to review it as soon as possible. By continuing to do business with Medela, you agree to comply with the Purchase Terms. Questions regarding these provisions or this letter should be directed to DLCPoliciesMississauga@medela.com.

Key Features of the Purchase Terms:

- **Where and to Whom You May Sell Medela Products:** Medela is committed to maintaining the integrity of its authorized distribution channels. To protect your business, the Purchase Terms define the ways you are authorized to sell our products. Importantly, Authorized Distributors may sell our products only to Authorized Resellers, and Authorized Resellers may sell our Products only to end user consumers.
- **Online Sales:** In addition, the Purchase Terms clarify that you may only sell Medela products on publicly accessible e-commerce platforms that you own or operate and that you have previously disclosed to us. No Authorized Distributor or Authorized Reseller may sell our Products on or through 3rd party marketplace sites (e.g., Amazon.ca, Walmart.ca, eBay, Best Buy.ca, Loblaws.ca/marketplace, etc.), drop-ship accounts (e.g., Indigo.ca thebay.com, etc.), classified sites (e.g., Craigslist.com, Facebook Marketplace, etc.), or direct messages on social media or online forums unless we have expressly granted permission in writing. This prohibition will be strictly enforced.
- **Ensuring Product Quality and Satisfaction:** To ensure that the moms and babies who use our products have the best experience possible, we have outlined our expectations for the service you will provide to your customers. The Purchase Terms also describe certain steps you must take to maintain the quality of Medela Products and to ensure the safety and well-being of your customers.

In addition, but separately from the Purchase Terms, we would like to inform you that we have in place a unilateral Canadian Minimum Advertised Price Policy ("MAP Policy"), which applies to all resellers and distributors of Medela products in Canada at <https://www.medela.ca/breastfeeding/medela-ca-policies> a copy of the current MAP Policy and current MAP Product and Price List, along with our FAQ document, which should answer any questions you have about the MAP Policy. The MAP Policy is not an agreement nor contract between you and Medela and Medela will not engage in negotiation or modifications of its unilateral policy with any account.

We thank you for your careful attention to the enclosed documents and for your continued support of the Medela brand.

Sincerely,

The Medela Team