



Wholesale Account Application Form

V3.0 rev. 3-7-19

Hello, friend!

Thanks for your interest in partnering with Mt. Capra in our quest to bring the goodness of goat milk to the world!

To qualify for wholesale pricing status, fill out, sign and return the account application form and internet Minimum Advertised Pricing policy on pages 2 and 3 of this document. Return it along with a copy of your practitioner's or state resale license to orders@mtcapra.com. We'll evaluate your application and let you know shortly when you're approved.

Please be aware that our wholesale partners must adhere to our Minimum Advertised Pricing rules for online advertising. Wholesale accounts are also **not allowed to resell as an Amazon FBA retailer**. To process your application, we must receive your signed copy of the iMAP pricing rules as outlined on page 3 of this document.

Feel free to call or e-mail us with any additional questions. Thank you for your interest in Mt. Capra products.

Warmest Regards,

Jeff Andersen

Director / Sales and Marketing

jeff@mtcapra.com

(877) 682-2772

(360) 637-6431



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Thank you for your interest in Mt. Capra Products. To set up your account, we must first ensure that your company meets our wholesale account guidelines. To help us complete this process, please fill out the form and return to us by email to orders@mtcapra.com.

How would you classify your company/business?

- Health Food Store Practitioner Online Reseller
 Health Food Store: Chain Formulator Bulk Material
 Vitamin / Supplement Store Other: _____

Mt. Capra does not permit wholesalers to engage in Amazon FBA reselling.

Please list your web site URL, any online selling channels you use, as well as any other sales outlets / locations.

BILLING / SHIPPING INFORMATION

Business Name(s) (Please include all DBA's): _____

Billing Address: _____ Contact Name: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____ Other Phone: _____ Fax: _____

Is the billing address the same as the ship-to address? Yes No **If no, please provide shipping address below:**

Shipping Address: _____ Contact Name: _____

City: _____ State: _____ Zip: _____ Tax ID #: _____

Send me information about your affiliate program! Yes No Earn sales commissions on Mt. Capra products without having to carry any product inventory.) To learn more, visit <https://mtcapra.com/affiliate-program/>

COMPANY INFORMATION

Primary products/services your company offers: _____

Have you ever had an account with Mt. Capra before? Yes No If yes please describe _____

AGREEMENT

By signing below, I acknowledge that the above is correct and factual. I understand that completion of this form does not guarantee a Mt. Capra account will be set up for my business. I acknowledge that I have been provided with Mt. Capra's Minimum Advertising and Pricing (MAP) policy, and agree to comply with its guidelines at all times. I understand that failure to fully comply with all Mt. Capra policies will result in termination of the business relationship and closure of my account.

Signature

Print Name

Title

Date

Please email this completed form along with your Resale license, Business license, or Practitioner license to orders@mtcapra.com.



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INTERNET MINIMUM ADVERTISED PRICE (iMAP) POLICY *Effective Date May 1st, 2015*

The following Internet Minimum Advertised Price (“iMAP”) Policy of Mt. Capra Products (also d/b/a Healthwest Minerals Inc. and referred to in this iMAP Policy as “Mt. Capra”) applies to all resellers and retailers selling through Online Locations and/or advertising through Electronic Media (collectively “Resellers”).

iMAP POLICY

1. Mt. Capra has established this iMAP Policy for its products. The iMAP Policy applies to all Online Locations and physical location for any Mt. Capra product and to all Electronic and physical Media. “Online Location” is defined as any virtual place where end users can purchase Mt. Capra products, including the Internet and websites. “Electronic Media” means to all advertisements for any Mt. Capra products in any and all virtual/online/electronic media, including, but not limited to the Internet, websites, shopping carts, newspapers, magazines, catalogs, flyers, coupons, mailers (including eBlasts, etc.), email, and the like.
2. Specifically when selling from Mt. Capra’s “Consumer Product Line” (Item #'s 1100 – 1499) under the iMAP Policy, it is a violation of this policy **to advertise prices more than 10% below the manufacturer’s suggested retail price (MSRP)**.
3. Likewise, when selling from Mt. Capra’s “Professional Product line” (Item #'s 1500 – 1599) it is a violation of this policy **to advertise prices below the manufacturer’s suggested retail price (MSRP)**.
4. The final unadvertised sale price remains at Resellers’ discretion.
5. No reference shall be made to the existence of iMAP policy that precludes showing a lower price from being advertised.

iMAP POLICY VIOLATIONS

1. Reseller understands that a violation of this policy is immediate grounds for and may result in terminating the Reseller’s relationship and/or discount program with Mt. Capra.

DISCLOSURE OF ALL COMPANY NAMES

1. Reseller acknowledges full disclosure of all of its corporate names and business names under its control (DBA’s – Doing Business As) to Mt. Capra and has disclosed a list of any such business names to Mt. Capra.
2. Reseller understands that multiple accounts under different business names, but under the control of a parent corporation or owner with Mt. Capra are not permitted. All orders with Mt. Capra shall occur from the Parent Corporation or business.
3. Mt. Capra may modify or terminate this Policy at any time. Likewise, Mt. Capra may suspend this Policy for certain promotions or time periods at its sole discretion. Mt. Capra will notify Resellers at least thirty (30) days in advance of any change to the iMAP Price, and Resellers must implement the new iMAP Price by the end of such thirty (30) day period.
4. Mt. Capra is establishing this Policy unilaterally without Reseller involvement. Resellers are not required to or even allowed to assent to this Policy. Resellers may choose to follow the Policy or not, understanding that failure to follow the Policy will lead to the consequences identified above. The terms of this Policy are non-negotiable and will not be altered or suspended for any particular Reseller(s). Mt. Capra will not discuss any conditions of acceptance of or related to this Policy.

Signature _____ Date _____



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