

Date: 3/6/17

Hello from System JO,

We have great expectations for System JO, and we are dedicated to protecting the brand both in-store and online. At the request of our customers, our online brand cleanup initiative was introduced to monitor the brand and its pricing. We have encountered many obstacles surrounding our product images, descriptions and sales price in online marketplaces such as Amazon. These issues both damage our brand and our retail partner's ability to compete on price. To protect our retailers and the System JO brand, we are taking measures that will protect the integrity of our products from unauthorized Amazon selling at sub-MAP pricing.

Effective immediately, System JO and Amazon are the only authorized sellers of System JO product on Amazon. System JO does NOT authorize any Amazon sellers. If you are currently selling JO products on Amazon, you'll receive notice to discontinue. The necessary arrangements have been made to have all unauthorized sellers stop selling on Amazon. All unauthorized Amazon sellers will have until March 31, 2017 to sell JO products on Amazon.

System JO may be sold on proprietary eCommerce platforms such as retailer websites. However, we are expecting to monitor and protect System JO's brand on other marketplaces such as Amazon.

We recognize the importance of supporting our partners by protecting their inventories ability to sell. It is through our actions to maintain JO's high standards that the value of JO products both in-store and on retailer websites will be strengthened.

Please direct any questions to your account manager or you may email us at sales@systemjo.com.

Thank you,

United Consortium
System JO – DONA by JO

3/6/17

Frequently Asked Questions (FAQ)

Why is System JO the only authorized Amazon seller?

The price online is being heavily discounted, damaging the brand. Retail stores both Brick and Mortar & eCommerce are unable to compete due to unfair discounting.

Retailers have shared with us that System JO products being sold in-store or on their websites are being undercut by online marketplaces such as Amazon where the product is heavily discounted. Research has shown consumers believe that something is wrong with products that are deeply discounted or they begin to perceive the everyday price as too high.

As a premium brand, System JO has a responsibility to its retailers to protect against heavy discounting of its products. Our first step is protecting the price consumers see on Amazon.

When does the Amazon Seller policy go into effect?

The policy is effective immediately however, unauthorized Amazon sellers will have until March 31, 2017 to sell JO products on Amazon.

When do I have to stop selling on Amazon?

Unauthorized Amazon sellers will have until March 31, 2017 to sell JO products on Amazon.

Can System JO be sold on eCommerce websites?

Yes, System JO may be sold on proprietary eCommerce platforms, however we are expecting to monitor and protect System JO's brand on marketplaces such as Amazon.

Can I be an Authorized seller of System JO on Amazon?

No, due to the complexity of monitoring multiple sellers, System JO will be the only authorized Amazon seller.