



Qenda Retailers Policy Statement

Qenda has established the following policies to ensure consistent, compliant, and high-quality retail representation of Qenda products throughout Australia. By purchasing Qenda products through Wellness Wholesale or any authorised Qenda distributor, you acknowledge and agree to comply with these policies.

Non-compliance with these policies may result in Qenda or its distributors ceasing to supply you with Qenda products.

1. Authorised Promotional Materials Only

All descriptions and images of Qenda products used to promote or advertise Qenda products for sale must be selected exclusively from the authorised promotional materials provided by Qenda in writing.

All approved promotional text and images for Qenda products are available in the **Resource Library** section of the Wellness Wholesale website. To access these materials, you must:

- Log in to your Wellness Wholesale account
- Navigate to the **Resource Library**
- Select the relevant Qenda brand or product category

The Resource Library is updated periodically with new promotional materials and product information to support accurate and compliant representation of Qenda products. If you wish to use promotional materials not included in the Resource Library, you must obtain Qenda's prior written approval. Requests for approval of promotional materials should be submitted to: info@qenda.com.au

Any promotional materials that Qenda notifies you are non-compliant must be removed or corrected immediately.

2. Promotion of Qenda Products as Food

Qenda products are formulated using ingredients in their whole food form only and are made from 100% whole foods. Qenda products are sold and must be promoted as food products only.

You must not make any therapeutic, medicinal, or health claims relating to the use of Qenda products, including but not limited to:

- Claims regarding treatment, cure, or prevention of any disease or medical condition
- Claims that imply therapeutic or medicinal benefit
- Social media posts that include such claims
- Customer testimonials that include therapeutic or medicinal claims

All promotional activities, including online content, in-store materials, and verbal representations, must remain within the framework of food promotion, not therapeutic goods.

3. Online Sales Channel Restrictions

Qenda products may be sold online only:

- Through your own business website; or
- Through a website that you directly manage and control.



Qenda products must not be listed for sale on third-party online marketplaces or shopping mall websites (including but not limited to Amazon, eBay, or similar platforms) without Qenda's express prior written consent.

This policy is designed to protect the integrity of the Qenda brand, maintain consistent positioning, and support fair trading between authorised retailers.

4. Retail Pricing Guidelines

Each Qenda product is supplied with a recommended retail price (RRP). The RRP is provided to assist you to:

- Price products competitively; and
- Support continuity and value perception of the Qenda brand.

If you choose to offer bulk purchase discounts, Qenda recommends the following:

- 3 - 5 units: 5% discount
- 6 - 9 units: 10% discount
- 10 or more units: 15% discount

These pricing and discount levels are recommendations only and are not binding. You must always independently determine the retail prices at which you sell Qenda products, including any promotions, discounts, or markdowns, in your sole discretion.

However, Qenda or its distributors may withhold supply if you engage in loss-leader selling (purchasing Qenda products with the intention of selling them below cost), except where such action is not permitted by applicable law.

5. "Not For Public Distribution" Documents

Qenda may provide certain documents marked "NOT FOR PUBLIC DISTRIBUTION" for retailer and staff training purposes only. These materials are confidential and intended solely to support your internal product knowledge and staff education.

You must not:

- Reproduce these materials in any format
- Share them with the public or clients
- Publish them online
- Use them as customer-facing promotional material

Qenda provides separate public brochures and promotional materials specifically approved for use in store and with clients. Only these public materials, together with the authorised content in the Wellness Wholesale Resource Library, should be used in any consumer-facing context.

6. Promotion as a Qenda Stockist

As a stockist of Qenda products, your business details may be listed on the Qenda website as an authorised retailer. This enables potential customers to identify and contact authorised Qenda stockists and allows Qenda to communicate with you regarding:

- Product information and updates
- Changes to formulations or labelling
- New product launches and promotional campaigns



If you do not wish your company details to appear on the public stockist list, you may request removal by notifying Qenda or Wellness Wholesale in writing. Your details may still be retained in Qenda's internal database for administration, supply, and communication purposes.

7. Compliance and Enforcement

Your purchase of Qenda products from Wellness Wholesale or any authorised Qenda distributor is deemed to be your acceptance of, and agreement to comply with, all policies outlined in this statement.

Qenda and/or its distributors may take one or more of the following actions where these policies are not complied with:

- Request that specific promotional materials or activities be amended or withdrawn
- Issue warnings or directions to remedy non-compliance within a reasonable timeframe
- Suspend or cease supply of Qenda products, particularly in cases of serious or repeated breaches

These rights may be exercised notwithstanding any inconsistent terms in any separate supply agreement that may exist between you and Qenda or its distributors.

8. Contact For Questions and Approvals

For questions, clarification of these policies, or requests for approval of non-standard promotional materials, please contact: info@qenda.com.au