

# GROVARA™ B2B GLOBAL MARKETPLACE BRAND TERMS OF SERVICE

Last Updated: April 30, 2024

## Introduction: Grovara Brands Code of Conduct

Welcome to the Grovara community. Our platform is designed to foster growth, innovation, and success for brands looking to expand their global footprint in the CPG Marketplace. To ensure a seamless, efficient, and ethical environment for all stakeholders, we have established the following Brands Code of Conduct. By partnering with Grovara, you agree to adhere to these principles and practices:

### Product and Shipping Commitments

- **Sample Shipping Expenses:** Brands agree to provide product samples and cover domestic shipping expenses for each order, up to a limit of \$500 - after which will be handled on a case-by-case basis. For international sample shipments, the buyers will pay for the cost of shipping and be reimbursed from the first order (product to be provided for free by brands).

### Financial and Transactional Integrity

- **Payment Terms:** Brands retain the autonomy to establish their own payment terms directly with Buyers, promoting flexibility and tailored financial arrangements on a case by case basis.
- **Broker Representation:** Brands are encouraged to solicit Grovara Brokers for specific territory, channel, and global market representation, leveraging Grovara-identified Brokers' expertise for market expansion and transaction facilitation. Each broker has their own set fees that can be negotiated on a deal-by-deal basis.
- **Inventory Guarantee and Penalties:** Brands guarantee the availability of inventory and agree to penalties for performance failures, including inventory shortages not communicated in 14 days advance notice, product or facility not ready for scheduled pick-ups (rejected pick-ups on agreed dates), and failure to produce proper documentation for orders:
  - First Offense: A penalty of \$1,000 per pallet ordered - per week delayed.
  - Second Offense: A penalty of \$2,500 per pallet ordered - per week delayed.
  - Third Offense: Suspension from the Grovara platform.

## Ethical Engagement

- **Non-Circumvention:** Brands will not circumvent Grovara's platform or broker network. In the event a brand exits Grovara's network and deactivates their account, they agree to compensate Grovara for two years for any deals originating from the Grovara system that they continue to represent off platform.
  - **Audit Rights:** Brand grants Grovara one financial audit right per year to ensure compliance and transparency. All penalties will be realized by Brand for all collections expenses.
- **Credit Terms:** Credit terms are negotiated on a deal by deal basis. Brands agree to issue net payment/credit terms to International Buyers only with EXIM Insurance, ensuring financial security and risk mitigation. Grovara recommends a cash-in advance for orders be taken as often as possible and will not be held responsible for platform member's inability to complete a transaction. Grovara does hold the right to remove any member from the marketplace at any time.
- **Insurance Requirement:** Brands must maintain a minimum of \$1,000,000 in Products Liability Insurance, with proof of coverage required at registration.

## Profile and Information Management

- **Profile Maintenance:** Brands commit to maintaining their profiles and keeping all information up to date on Grovara's platform, including but not limited to:
  - Pricing details
  - Product images
  - Product dimensions
  - Relevant documentation
  - Inventory/Availability of Product
  - Client Messaging
- **GrovaraCares:**
  - In the event Brand wants Grovara to manage their account on their behalf they accept a per action fee to be billed on a case by case basis.

## Expedited Arbitration Clause

1. All claims, disputes, or disagreements that may arise out of your use of the Grovara platform, including but not limited to any claims related to the Terms of

Service (TOS), shall be resolved exclusively through final and binding arbitration, rather than in court.

2. **Arbitration Rules:** The arbitration shall be conducted on an expedited basis under the [American Arbitration Association's (AAA)] Commercial Arbitration Rules and the Supplementary Procedures for Consumer Related Disputes then in effect, except as modified by this TOS.
3. **Costs and Fees:** The cost of arbitration, including administrative and arbitrator fees, shall be shared equally by the parties unless the arbitrator decides that the fees should be allocated differently as part of the award based on the circumstances of the case.
4. **Limitation on Damages:** To the fullest extent permitted by law, no arbitrator shall award punitive or exemplary damages against either party.
5. **Binding Effect:** The arbitrator's award shall be final and binding on both parties, and judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof.

By agreeing to this TOS, you are waiving your right to a trial by jury and agreeing to only bring claims against Grovara on an individual basis, rather than as a plaintiff or class member in any purported class or representative action or proceeding.

**This Code of Conduct outlines our collective commitment to integrity, transparency, and collaboration within the Grovara ecosystem. By adhering to these principles, we strive to create a trustworthy and dynamic marketplace that supports our brands' growth and success on the global stage. Your cooperation and adherence to this Code are vital to maintaining the quality and reliability of the Grovara platform.**

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# **Brand Membership Costs**

Grovara reserves the right to change prices at any time with best industry practices on providing proper notice to Brand Partners.

- **Brands:**
  - \$49.95 per SKU per Month
    - Until \$50,000 in Monthly sales at which point \$0 per Month
  - 3.5% Gross For Any Pre-Existing Relationship Brought To Platform
  - 3.5% Gross For Any Domestic (USA) Processed Sales
  - 5%-25% Added Margin For Global Orders
    - Negotiated On a Deal Per Deal Basis With Downstream End International Buyers per Transaction With Grovara Proprietary Global Buyers Network
    - Added to List Price and Presented To Buyer Via Platform
  - **GrovaraPro Platform Support Services**
    - \$75 per Hour (ask about Bronze, Silver, Gold Support Tiers)
      - Includes:
        - Logistics / Fulfillment
        - Translation Services
        - Compliance/Regulatory
        - Legal
        - Marketing
        - SPINS / IX-One / CRM / ERP Integration
        - In-Platform Services
  - **Broker Services**
    - \$3,000-\$10,000 a month for First 3 Months
    - 3.5% Gross Sales
    - Grovara Pays/Manages Broker Partners

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**All issues arising out of this agreement can be sent to:**

**312 River Rd, Gladwyne, PA 19035, USA**

## Conclusion

**This document outlines your rights and responsibilities within the Grovara B2B Global Marketplace as a Brand User.**

**For detailed inquiries or assistance, contact [support@grovara.com](mailto:support@grovara.com)**