

## PRODUCT ENGAGEMENT

«Every Day» LLC (hereinafter the Company) engages new products for sale in the following ways:

- by engaging new products from existing suppliers,
- by starting cooperation with new suppliers,
- by engaging products through own efforts.

Special requirements for products are as follows:

- The product labeling and packaging must comply with the requirements of the legislation in force in the Republic of Armenia. Where provided by RA legislation, the product must have a QR code.
- The product labeling contains a barcode.
- The proposed price of the product must be competitive and must ensure the marketability of the product. When determining the competitiveness of the price, the current conditions of similar products and the conditions offered by other suppliers are also taken into account in comparison with the proposed product.
- The price offer of the product must ensure the Company a profitability indicator that is not lower than the profitability indicator the Company has in the given product category.
- The Company is entitled to offer the Supplier marketing proposals to promote product sales, which will provide visibility for new products. Marketing proposals do not constitute a guarantee of sales or increased sales volumes.
- The selection of the Supplier and the product takes place at the initiative of the Company or by the Supplier submitting a written cooperation proposal (to the email address [warehouse@jur.am](mailto:warehouse@jur.am)).
- In order to evaluate the Supplier's commercial offer in more detail, the Company may request additional information from the Supplier regarding the Supplier and the products offered for sale, including samples of specific products for the purpose of studying, testing, and conducting surveys.

The application for adding a new product range may be rejected by the Company in the following cases:

- Due to the saturated/oversaturated availability of products of this type on the Jur.am website, there is no economic feasibility for expanding the range — taking into account the limited warehouse space and the lack of economic feasibility of working simultaneously with more than a certain number of suppliers in the same product category.
- As a result of comparison with other suppliers and products, preference has been given to other suppliers or products.
- In case of a negative decision by the Company, the Supplier is notified in writing (by email).

In case of a positive decision, the Supplier is offered to pay a product registration fee. Depending on whether it is a new product category, a new brand, or an addition of another type within an existing product category, the prices may vary. Below are the options for starting cooperation:

- A launch marketing package, within which 5–7 product names can be engaged.
- Within this package, the proposed 5–7 product names are registered and sales of these products are carried out for a period of 3 months. During this period, some of these products are included in the Company's weekly promotions.
- Addition to the existing product range — a service fee of 3,000 AMD (including VAT) for the registration of each product.

The display of products in the Company is organized on the Company's official website and application in the relevant subsections.

## PRODUCT DEACTIVATION (DELISTING)

Products may be considered by the Company as subject to delisting and removed from sale in the following cases:

- 3 or more months have passed since the date of the last supply.
- Zero sales have been recorded during the last month.
- Sales of the given product category have been discontinued.
- The short shelf life of the product does not allow for efficient organization of sales.
- Sales of products engaged within a launch or ongoing marketing package have been significantly lower (by more than 75% in terms of physical quantities) than the average indicators in the given product category during the active period of that package (in this case, statistics and justification are sent to the Supplier by email).
- The **supply price** of the product has **increased** by more than 15% during the 3 months preceding the delisting, either at once or gradually, in a situation where the supply prices of competing products have not changed, or have changed by no more than 7.5% (the Company is not obliged to provide statistics in this case).
- In the reasoned opinion of the Company's Procurement Department, based on customer feedback, or according to information available on the market, non-isolated, continuous **quality** deteriorations have appeared in the given product.

In case of a delisting decision, **the Company is obliged to notify the Supplier by email, indicating the product name and the reason for the delisting decision.**

By mutual agreement, the use of marketing promotion tools may be considered, subject to compliance with the conditions of point 5.

If the Supplier refuses marketing promotion tools, the Company may request the Supplier to return the product and discontinue the display and sale of those products on its online platforms. The use of marketing promotion tools cannot serve as a guarantee of continued product sales after the active promotion period; products are subject to delisting if any one or several of the stated reasons are present.

The Company reviews delisting decisions on a case-by-case basis.