



## **Bullred Clothing Retail Authorization & Online Advertised Price Policy (“MAP”)**

Effective January 1, 2022 - December 31, 2022

In order to preserve its reputation for providing customers with high-value products and strong after-sales support, and to further enhance the Bullred Clothing brand image, Bullred Clothing unilaterally maintains a policy of minimum advertised price standards for Bullred Clothing products.

Bullred Clothing greatly values the efforts of all Authorized Dealers to distribute Bullred Clothing products and support our customers. This policy is adopted for the benefit of all Dealers and will be uniformly enforced.

### **Guidelines:**

The Retail Authorization & MAP guidelines are applicable to all Authorized Bullred Clothing Dealers. Authorized Bullred Clothing Dealers who advertise any Bullred Clothing products digitally or in print must follow the MAP policy according to the guidelines set forth.

### **Retail Authorization & MAP Policy:**

Dealers advertising Bullred Clothing products must receive written permission from Bullred Clothing to advertise below MAP.

Bullred Clothing expects that all Bullred Clothing products, except as otherwise noted, will be advertised at MAP every day. Bullred Clothing will monitor retailer advertisements and websites for compliance. Dealers in violation of the Bullred Clothing policy guidelines will be subject to the following actions.

### **Enforcement Guidelines:**

<b>Violations Per Calendar Year</b>	<b>Policy</b>
1 <sup>st</sup> Violation	<ul style="list-style-type: none"><li>• Dealer will receive a written warning of an initial violation. Violation(s) must be corrected within 3 days.</li><li>• If left uncorrected after 3 days, Bullred Clothing will cease shipments until violations are corrected.</li></ul>
2 <sup>nd</sup> Violation	<ul style="list-style-type: none"><li>• Dealer will be notified of the 2nd violation. Violations(s) must be corrected within 3 days.</li><li>• Bullred Clothing will cease shipments for a period of 30 days.</li></ul>
3 <sup>rd</sup> Violation	<ul style="list-style-type: none"><li>• Dealer will be notified of the 3rd violation. Bullred Clothing will close the Dealer’s account. Bullred Clothing reserves the right to close Dealer’s account if violations occur multiple times in different calendar years.</li></ul>



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### **General Terms:**

Bullred Clothing will provide its Dealers with a Price List that includes MAP Pricing for Bullred Clothing Products on a seasonal basis or as prices change.

Dealer will refrain from selling Bullred Clothing Products outside of its physical brick and mortar store(s), or from a URL not owned by Dealer or outside Dealer’s country of residence, without prior written authorization from Bullred Clothing, which Bullred Clothing may withhold or condition at its sole and absolute discretion.

Dealer is prohibited from advertising, marketing and/or selling Bullred Clothing Products on any third-party storefronts (i.e., Amazon, eBay, Google, etc.) without prior written authorization from Bullred Clothing, which Bullred Clothing may withhold or condition at its sole and absolute discretion.

The MAP guidelines are applicable to all Dealers who sell Bullred Clothing products purchased directly from Bullred Clothing.

Bullred Clothing may, at its sole discretion, stop shipments of Bullred Clothing products to any dealer who fails to comply with the MAP guidelines, and such termination shall be effective upon delivery of notice of termination to the Dealer by Bullred Clothing.

Bullred Clothing recognizes that Dealers should retain some flexibility in the marketing of Bullred Clothing products, in order to reflect local conditions and retail practices. Accordingly, the following will constitute exceptions to MAP Guidelines:

- Storewide loyalty programs
- Discontinued product

Dealers will be notified at least 30 days prior to any changes in Bullred Clothing Price Lists and/or MAP Policies, and Dealers must have websites in compliance by the Price List effective date.

This MAP Policy applies only to advertised prices and does not apply to the price at which Bullred Clothing products are actually sold or offered for sale to an individual consumer within Dealer’s retail location or over the telephone. Dealers remain free to sell these products at any price they choose under these circumstances.

**Any questions or comments concerning the MAP guidelines should be directed in writing exclusively to Bullred Clothing, at [shari@bullredclothing.com](mailto:shari@bullredclothing.com).**

Bullred reserves the exclusive right to interpret and enforce this policy. This policy should not be seen as establishing any rights on behalf of any retailers.

The MAP guidelines are subject to revision, at the sole discretion of Bullred Clothing, at any time.