



NOBLE OUTFITTERS Distribution Channel and Third Party (3P)

Distribution Channel and Third Party (3P); policy is as follows:

- a. Noble Outfitters allows all Dealers to sell products from approved physical retail locations and/or properties and operations; this includes all events and trade shows.
- b. Noble Outfitters allows all Dealers to sell on any of their branded dealer websites; this excludes third party sites and marketplaces.
- c. Noble Outfitters grants "Exclusive Distribution" to "Approved Dealers" to sell on "Third Party Sites" and/or marketplaces; these include but are not limited to the following: Amazon, eBay, Walmart, Sears, Jet, Rakuten, Groupon, Choxi, Zulilly, Etsy, Alibaba, Folksy.
- d. Noble Outfitters allows all Dealers to apply to become one of the Approved Dealers to sell on Third Party Sites and reserves the right to restrict the number of Approved Dealers on Third Party Sites.
- e. This policy applies to all Noble Outfitters products.
- f. If a Dealer with multiple store locations violates this policy at any Third Party Site, then Noble Outfitters will consider this to be a violation by all of the reseller's locations both physical and digital.
- g. Violators of the Distribution Channel policy will be notified, and subject to possible suspension of new orders until violation is reconciled. Repeat offenders may be subject to possible agreement termination.