



## BOWTECH MAP POLICY

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Bowtech Brands has a MAP policy in place for all Bowtech Brands to protect the value of our brands, and ensure that our retailers, dealers and distributors have an equal opportunity to profit from the sale of our products.

To be in compliance with Bowtech MAP program, retailers of Bowtech brands must adhere to our published MAP pricing. From time to time Bowtech reserves the right to adjust MAP during key promotional periods or to address marketplace challenges. These opportunities will be communicated in writing to our retail partners.

Distributors of Bowtech Brand products are responsible to distribute this policy, or to otherwise apprise their customers (resellers) of the terms of this policy. Bowtech Brands will hold the distributor responsible for their customers abiding to the MAP policy.

Bowtech's enforcement of MAP policy will include, but is not limited to the following penalties at Bowtech's discretion:

1. All promotional offers on violating brand can be pulled for the offense.
2. Increase of retailer's pricing.
3. Shipments may be ceased to violating retailer.
4. Retailer may be resigned as a customer of Bowtech Brands for any MAP offense.

There is not a warning on MAP violations, each penalty will be enforced at the discretion of Bowtech Brands.

Bowtech reserves the right to qualify its retail partners, and MAP adherence is one of our qualifying retailer requirements.