

## Hero's Pride Minimum Advertised Price (MAP) Policy

Hero's Pride designs, distributes and markets high quality products for Public Safety and Law Enforcement agencies and personnel, and these products are marketed through a network of approved retailers. Effective February 1, 2022, Hero's Pride has instituted a minimum advertised retail pricing policy (the "MAP policy") relating to its line of products.

Significantly, the MAP Policy does not affect a retailer's actual resale price and it does not require, nor is it intended to discourage retailers from selling products at, above or below Hero's Pride's suggested retail price; each retailer is expected to independently determine the price at which it sells Hero's Pride's products. The MAP Policy is simply a unilateral statement that has been adopted by Hero's Pride (like so many in the industry) with regard to the advertising of the prices for Hero's Pride products. From time to time, Hero's Pride will identify minimum advertised prices ("MAP") for its products in the Price List provided to retailers. Thereafter, all prices advertised by retailers must be at or above MAP. The MAP Policy applies to advertised prices at physical retail locations, in catalogs and other printed materials, via electronic mail, on broadcast media and on Internet websites.

Advertising of Hero's Pride products on third party websites (e.g., Amazon Marketplace, eBay, etc.) is prohibited without the prior written consent of Hero's Pride.

With respect to the Internet and websites, all information regarding products prior to the point of sale is considered advertising and subject to the terms of the MAP Policy. For the purpose of the MAP Policy, the "point of sale" is defined as that level or page at which the product can be purchased by placing it in the shipping cart or equivalent. Any pricing information displayed at or after such point is excluded from the provisions of the MAP Policy. Resellers are responsible for ensuring that their advertised prices on Internet search engines are at or above MAP.

In connection with promotions of store-wide, category-wide, or other general discounts that have the effect of promoting Hero's Pride products below MAP, Hero's Pride products must be explicitly excluded.

Close-out and discontinued products are exempted from the MAP Policy, provided, however that such products must be clearly identified as such in all advertisements.

The failure of a retailer to adhere to the MAP Policy might result in one or more of the following:

1. The revocation of all discounts and marketing support for a 30-day period.
2. The revocation of all product discounts and marketing support for a 90-day period; and or
3. The discontinuation of supply of affected products and/or the discontinuation of retailer's status as an authorized retailer of Hero's Pride products.

All determinations will be made unilaterally by Hero's Pride in its sole discretion. No employee of Hero's Pride is authorized or permitted to request, demand or accept any assurances of compliance from any account with regard to the MAP Policy.