



SEAL 1, LLC Minimum Advertised Pricing Policy ("MAP")

Effective 1 January 2024

In evaluating our position in the marketplace relative to competitors and our Authorized Resellers competitors, SEAL 1, LLC has unilaterally determined that the establishment of MAP guidelines is necessary in order for SEAL 1, LLC to continue to maintain its reputation as a manufacturer of high-quality products for the Shooting Sports Industry. SEAL 1, LLC believes that retail sales of SEAL 1 products, except under specific and limited circumstances, other than in accordance with MAP guidelines, will negatively impact SEAL 1, LLC reputation, public perception of the quality of SEAL 1 Products, SEAL 1, LLC's ability to provide comprehensive warranty and support services and the overall maintenance of SEAL 1, LLC's competitive position in the sporting goods industry.

Guidelines: The MAP guidelines apply to all storefront, direct mail, and internet retailers. SEAL 1, LLC Authorized Resellers who will be advertising (web, catalog, TV, radio, mass media, direct mail or email, etc.) any SEAL 1 branded goods must list prices equal to or greater than Minimum Retail Pricing (MRP).

MAP Program Promotions: Retailers may take part in SEAL 1 specified promotional periods. During these scheduled periods only, retailers have the option to temporarily reduce their advertised prices to levels that are equal to or greater than those specified on the "Promotional" price list. Retailers that advertise promotional pricing outside of the designated promotional windows (i.e., early start or delayed close) will be considered in violation of policy.

Enforcement: Violation Level Policies

| 1st violation |

Retailer and/or Distributor will receive a warning of a first violation. Violation(s) must be corrected within 3 business days.

- If uncorrected after 3 business days, SEAL 1, LLC will cease shipments, and if applicable, remove any Partner Listings until all violations are corrected.

| 2nd violation |

Retailer and/or Distributor will be notified of 2nd violation status. Violation(s) must be corrected within 3 business days.

- SEAL 1, LLC will cease order fulfillment for a period of 30 days.

| 3rd violation |

Retailer and/or Distributor found to be in a 3rd violation status will lose SEAL 1, LLC Authorized Reseller status.

- SEAL 1, LLC will close the Retailer and/or Wholesaler account.

General Terms:

Selling of any SEAL 1, LLC Products listed on the current SEAL 1, LLC Price List through all Internet auction and classified sites (e.g., eBay and Craigslist) is strictly prohibited.

Selling of any SEAL 1, LLC Products listed on the current SEAL 1, LLC Price List through the following third-party marketplaces is strictly prohibited: Amazon.com, eBay.com, Walmart Marketplace. Other ecommerce sales platforms may be added as considered necessary. All online sales are restricted to the Authorized Resellers website and digital sales platforms.

SEAL 1, LLC Authorized Resellers may market, advertise, offer to sell, sell and/or fulfill orders of SEAL 1, LLC brand products from the Authorized Resellers websites and catalogs.

All products found on the current SEAL 1, LLC Price List must be excluded from any coupon codes, discounts, or combined incentives that translate into an immediate price reduction below MAP. Product pricing must also be clearly published per the current SEAL 1, LLC MAP Price List. Example: "Call for Best Price" or "Email for Best Deal" in place of the advertised price is not acceptable.

No customer may use, apply for or register any trademarks, company names or domain names that are identical or confusingly similar with SEAL 1, LLC's trademarks, product names or company names or any other intellectual property right identical or confusingly similar to SEAL 1, LLC's IPR (Intellectual Property Rights), without SEAL 1, LLC's prior written consent.

SEAL 1, LLC Products purchased in the United States are intended for US distribution only and may not be distributed or promoted outside of the United States territories.

The MAP Guidelines apply to all Retailers and/or Distributors who sell SEAL 1, LLC Products (purchased either directly from SEAL 1, LLC or through a Distributor).

SEAL 1, LLC will provide its Authorized Resellers with its MRP and Promotional Price lists for SEAL 1, LLC branded Products on an annual basis or as prices change.

SEAL 1, LLC may, at its discretion directly terminate, and may require its Distributors to terminate, its agreements with, and any further shipments of SEAL 1, LLC Products to, any Retailer and/or Distributor who fails to comply with the MAP Guidelines and such termination shall be effective upon delivery of notice of termination to the Retailer and/or Distributor by SEAL 1, LLC.

SEAL 1, LLC recognizes that Resellers should retain some flexibility in the marketing and sale of SEAL 1, LLC Products in order to reflect local conditions and retail practices, provided that such practices are within the MAP Guidelines. Accordingly, each of the following events will constitute exceptions to the strict compliance with MAP Guidelines:

- Direct sales to employees of the Retailers.
- Sales made in connection with storewide loyalty programs.
- Closeouts (as defined as products no longer listed for sale on the current SEAL 1, LLC Price List).

Authorized Resellers will be notified at least 30 days prior to any changes in SEAL 1, LLC price lists and must have web sites in compliance by the price list effective date.

UNDER NO CIRCUMSTANCES ARE SEAL 1, LLC EMPLOYEES, SEAL 1, LLC VENDORS/SUPPLIERS, OR SALES REPRESENTATIVES AUTHORIZED TO, NOR SHALL THEY, DISCUSS WITH RETAILERS OR OTHER PERSON THE SALES PRACTICES OF ANY RETAILERS OR THE APPLICATION OF MAP GUIDELINES TO ANY RETAILER. ANY QUESTIONS OR COMMENTS CONCERNING THE MAP GUIDELINES MUST BE DIRECTED EXCLUSIVELY TO SEAL 1, LLC.

SEAL 1, LLC MAP Guidelines are subject to revision, at the sole discretion of SEAL 1, LLC at any time.